



ALLEGHENY COUNTY

ALWAYS INSPIRING

FOR IMMEDIATE RELEASE

November 10, 2017

Contact: Ryan Scarpino
Public Health Information Officer
412-578-8312 (office)
412-339-7995 (cell)
Ryan.Scarpino@AlleghenyCounty.us

Live Well Allegheny, Tobacco Free Allegheny Celebrate Tobacco Cessation Week

PITTSBURGH – *Live Well Allegheny, Tobacco Free Allegheny* and supporting partners are joining together for the third annual [Allegheny Quits for Life](#) week in Allegheny County this November 12-18. The week is dedicated to promoting tobacco cessation and healthy activities.

“Smoking rates have been on the decline in Allegheny County; however, 19% of county residents smoke, and that number is still far too high,” said Dr. Karen Hacker, Director of the Health Department. “Decreasing smoking is a primary objective of our *Live Well Allegheny* campaign, and we strive to achieve that goal. For those who smoke, consider quitting this week. There are lots of options for cessation that can make all the difference for you and your loved ones.”

Allegheny Quits for Life will entail a week-long series of events and communications designed to support residents’ efforts to quit smoking. Its kickoff event will be “Merengue Monday,” presented in partnership with the Pittsburgh Cultural Trust, and the event will be held at Katz Plaza (7th and Penn Avenue) at noon on November 13. All events are aimed at helping individuals stop tobacco use and to learn to live healthier lifestyles. (In the event of inclement weather, the event will be moved to the Grand Staircase/Gallery in the Allegheny County Courthouse.)

Allegheny Quits for Life also coincides with the American Cancer Society’s Great American Smokeout, being held on Thursday, November 16, when smokers are encouraged to quit for the day. By quitting, even for just one day, smokers will be taking an important step towards a healthier life and reducing their cancer risk.

The Allegheny County Health Department (ACHD) encourages participants to share their messages about Allegheny Quits for Life on Facebook, Twitter and Instagram throughout the week, using the following hashtags: #WhyIQuit, #AlleghenyQuitsForLife and #HowDoYouLiveWell.

If you or someone you know wants free help to quit smoking, call 1-800-QUIT-NOW (1-800-784-8669). The PA Free Quitline offers personalized coaching sessions and free nicotine replacement therapy (patches, gum or lozenges), as available. Sign-ups can be done online at paquitlogix.org. In addition, local resources can be found on the Tobacco Free Allegheny website at: http://tobaccofreeallegheny.org/Where_to_get_help.asp.

More about *Live Well Allegheny*

Live Well Allegheny was launched in January 2014 by County Executive Rich Fitzgerald as a comprehensive, innovative strategy on wellness that embraces a broad concept of living well to include physical health, mental wellness, personal and community safety, prevention and preparedness, and much more. The effort is being led by the Board of Health and Health Department Director, Dr. Karen Hacker. For more information on the *Live Well Allegheny* campaign, visit www.LiveWellAllegheny.com.

More about Tobacco Free Allegheny

Tobacco Free Allegheny (TFA) was established on June 17, 2002 to administer and manage the comprehensive tobacco prevention and cessation program in Allegheny County. TFA is a non-profit organization supported by the PA Department of Health and governed by a Board of Directors. The mission of TFA is to change the community norms surrounding tobacco use to make it uncommon to see, use or be negatively impacted by tobacco or tobacco smoke pollution (secondhand smoke). For more information, visit: www.tobaccofreeallegheny.org.

More about Pittsburgh Cultural Trust

The Pittsburgh Cultural Trust has helped to transform a downtrodden section of downtown into a world-class Cultural District that stands as a national model of urban revitalization through the arts. Touring Broadway, contemporary dance, family events, education and community engagement programs, and cutting-edge visual arts are among the variety of arts and entertainment the Trust presents and exhibits. Hundreds of artists, thousands of students, and millions of people expand their horizons in our theaters, galleries, and public art environments. For more information, visit <https://trustarts.org/>.

#

Karen Hacker, MD, MPH, Director

Allegheny County Health Department – Public Information Office

542 Fourth Avenue | Pittsburgh, PA 15219

Phone: 412-687-ACHD (2243) | Fax: 412-578-8325

www.achd.net

Follow us: [allegheny alerts](#) | [facebook](#) | [google+](#) | [instagram](#) | [linkedin](#) | [pinterest](#) | [twitter](#) | [youtube](#)