



DEPARTMENT OF HEALTH

**News Release**

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GOVERNOR

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**CELEBRATE A SMOKE-FREE MOTHER'S DAY**

HONOLULU – The Hawai'i State Department of Health reminds everyone to remember the important role mothers play in influencing the lifestyle choices of their families. A terrific way to celebrate on Mother's Day, May 10, 2009, is to pledge to give moms who currently smoke the kind of loving support, encouragement and information that could help them to be tobacco-free before Mother's Day next year.

Tobacco use among women is a serious problem. In the United States more than 20 million women currently smoke, putting them at risk for heart attacks, strokes, lung cancer, emphysema and other life-threatening illnesses, and lung cancer is now the leading cancer killer among women.

An estimated 173,000 women die every year from smoking, and more than 86,000 children have already lost their mothers to smoking. Quitting smoking has both immediate and long-term health benefits, regardless of a person's age, or how long and how much they've been smoking. Moms who smoke can celebrate Mother's Day by quitting, and all moms, whether or not they smoke, can celebrate by ensuring that their kids do not become another one of the tobacco industry's addicted customers.

When women quit smoking, they improve their own health as well as the health of the people around them. Mothers who give up smoking improve the likelihood that their children will grow-up to live tobacco-free.

**(more)**

"Mother's Day, is the perfect time to make the decision to quit smoking," said state health director Dr. Chiyome Fukino. "Fortunately, today smokers don't have to rely on willpower alone. Help may come from family and friends, health care providers, counseling programs, or through medication such as the nicotine gum, patch or lozenge."

In Hawai'i, Moms who want to stop smoking can get immediate help by calling the Hawai'i Tobacco Quitline at 1-800-QUIT-NOW (1-800-784-8669) where they can get free advice and counseling on how to stop. Quitline hours are from 5:00 a.m. to 9:00 p.m. Monday through Friday, and 5:00 a.m. to 6:00 p.m. Saturday and Sunday.

There are more than 36 hospital and community-based tobacco cessation service providers that provide tobacco treatment programs across the state. Resources for quitting smoking are available on the DOH website at [www.hawaii.gov/health](http://www.hawaii.gov/health) under "brochures".

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