



## **FOR IMMEDIATE RELEASE**

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Contact: Autumn Sky Burns, Community Health Coordinator, (402) 276-2976

### **Tobacco Education & Advocacy of the Midlands Provides Free Coffee & Quitting to Encourages Businesses & Organizations to Participate in Nebraska's Quit Tobacco Week**

**(Papillion, NE)** – The week of November 16-22, 2025, Tobacco Education & Advocacy of the Midlands (T.E.A.M.), Tobacco Free Nebraska, the American Cancer Society, the Nebraska Tobacco Quitline, and other partners across the state are celebrating Quit Tobacco Week. This week focuses on encouraging Nebraskans to quit tobacco and promoting available resources to help them quit tobacco.

In 2023, 12.1% of Nebraskan adults still smoked cigarettes, 8.2% used e-cigarettes, and 4.4% used smokeless tobacco products. In 2024, over two-thirds of adults who smoked said they wanted to quit. Quit Tobacco Week and The Great American Smokeout (GASO) are opportunities for those who use tobacco to set a quit date and find resources to help them quit – for good.

T.E.A.M. is asking Sarpy & Cass County businesses to help promote Nebraska's Quit Tobacco Week to their employees and customers. Their free resource kit includes flyers, emails, social media posts, and other content you need to support individuals in our community in their quit attempts. Plus, the first businesses to sign up will receive free coffee bar supplies and yard signs.

“As a former tobacco user, I know first how impossible it can feel to overcome that addiction. It can feel like a lonely, daily battle and knowing that I had people who supported my successful quit made all the difference. I am so grateful that our community can come together during this week and raise awareness that those who are quitting aren't alone,” said Autumn Sky Burns, T.E.A.M.'s Community Health Coordinator.

“Even if you have tried to quit in the past but slipped up, you learned something from that experience,” Becky Smart, T.E.A.M. Program Coordinator said. “Quitting is hard, but that knowledge can be put toward another try, and there are resources out there to help you quit and stay quit, such as the Nebraska Tobacco Quitline.”

Available resources include:

- Your doctor or health care provider
- Individual, group, or telephone counseling
- Safe and effective medications to help you quit—either over the counter or prescription
- Prescription, non-nicotine medications
- Nebraska Tobacco Quitline (1-800-QUIT-NOW)
- Free “Quit Kit” mailed to your house ([www.teamtobaccofree.org/cessation](http://www.teamtobaccofree.org/cessation))



The Nebraska Tobacco Quitline offers a free supply of quit medication, such as nicotine gum, patches, or lozenges, to all qualified callers after completing the first coaching session. Utilizing cessation counseling and U.S. Food and Drug Administration (FDA) approved quit medications can double the chances of successfully quitting tobacco.

"By calling the Quitline, those who use tobacco have a whole team of support on their side," Burns said. "You can get tools to help you be successful by calling 1-800-QUIT-NOW or by talking with your healthcare provider and building your support network. You do not have to quit alone."

The Nebraska Tobacco Quitline is available 24 hours a day, seven days a week, and offers free, confidential coaching sessions with a qualified quit coach and quit medication such as nicotine patches, gum, or lozenges at no cost to the participant. Coaching is available online as well as over the phone. To get connected with the Quitline, participants can call 1-800-QUIT-NOW (784-8669) or visit [www.QuitNow.ne.gov](http://www.QuitNow.ne.gov) for additional resources and to learn more about free quit medication. Spanish-speaking participants can call 1-855-DÉJELO-YA (335-3569). Translation services are available in over 200 languages.

T.E.A.M. is a community coalition of more than a hundred members that work together to reduce the negative impact of commercial tobacco in Sarpy & Cass Counties. The coalition meets virtually on the 4<sup>th</sup> Thursday of the month at 11:30 am. To register to join a meeting or become a member; visit [www.TeamTobaccoFree.org](http://www.TeamTobaccoFree.org).

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