



San Francisco Department of Public Health

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City and County of San Francisco
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FOR IMMEDIATE RELEASE

San Francisco launches SFQuits! to Help Smokers Stop As California's New \$2.00 Tobacco Tax kicks in

In response to the new California tobacco tax, San Francisco is launching SFQuits! on April 3, 2017 to provide free kits to help people to cut down and quit smoking.

The new California tax adds \$2.00 per pack of cigarettes starting April 2017, which will cause dramatically higher costs for smokers. The campaign refers to the money a smoker would save by quitting to smoke a pack a day at the new \$10/pack price- "How I saved \$3,650 per year by making a call." The SFQuits! campaign will provide free Quit Smoking Kits to people who live in San Francisco. The kits contain supportive anti-smoking aids, guidance, and referrals to free classes and counseling for those who wish to reduce and break the habit, and is the only campaign of its kind statewide.

"There has never been a better time for San Franciscans to quit smoking" notes Dr. Tomás Aragón, Health Officer for the City and County of San Francisco. "The price for cigarettes and other tobacco products is going way up, but the price to quit is totally free!"

People can receive the free Quit Smoking Kit by calling 628-206-7668 or visiting SFQuits.org. The free kit will also be available at SF Health Network facilities including at Zuckerberg San Francisco General and local neighborhood clinics. TV, radio, newspaper and Muni ads will launch April to June, encouraging smokers to call (628) 206-7668 or go online to SFQuits.org to order a FREE quit kit. The SFQuits! campaign is an initiative of the Tobacco Free Project of the San Francisco Department of Public Health.

Background information

- More than 7 out of 10 smokers say they want to quit, but it is very hard to do so without support.
- 10.1 percent of San Franciscans are reported to smoke, and statewide numbers are declining, but this doesn't tell the whole story. There are a variety of large disparities by race, gender and sexual orientation that are deeply affecting the health of the community, for example: 22.8 percent of Lesbians and bisexual women in California smoke as do 15 percent of Gay and bisexual men.

****Smoking rate by gender/race- per 2013/2014 CA Health Interview Survey***

Race/Ethnicity	Males	Females
White	14.8%	13.1%
African American	20.0%	14.7%
Asian	15.6%	3.5%
American Indian	36.2%	28.4%
Hispanic	15.0%	5.6%
All Californians	14.9%	8.4%

Below: a sample "Quit Kit"





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About SF Department of Public Health

The Tobacco Free Project of the San Francisco Department of Public Health has worked for over 20 years to reduce the harms that tobacco use causes for the community.

The Mission of the San Francisco Department of Public Health (SFDPH) is to protect and promote the health of all San Franciscans. SFDPH strives to achieve its mission through the work of two main Divisions – the San Francisco Health Network and Population Health. The San Francisco Health Network is the City's only complete system of care and has locations throughout the City, including Zuckerberg San Francisco General Hospital and Trauma Center, Laguna Honda Hospital and Rehabilitation Center, and 15 neighborhood based primary care health centers. With a broad community focus, the ultimate goal of the Population Health Division is to ensure that San Franciscans have optimal health and wellness at every stage of life, and, to achieve this, the Division is comprised of various branches dedicated to core public health services for the City and County of San Francisco, such as health protection and promotion, disease and injury prevention, disaster preparedness and response, and environmental health services.

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