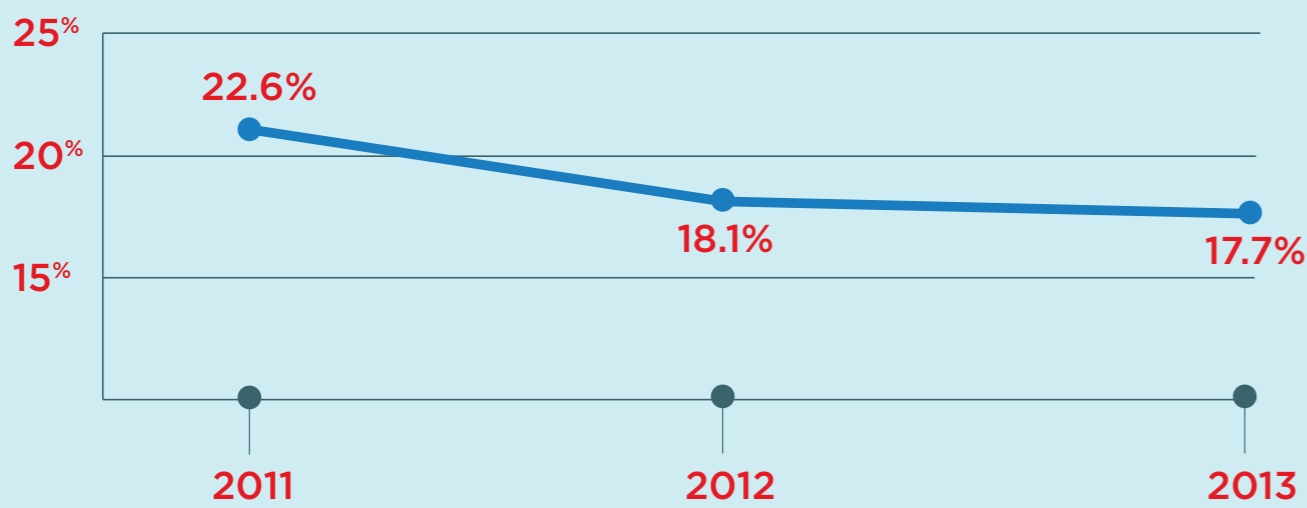


NOBODY QUITS LIKE CHICAGO

MORE CHICAGOANS THAN EVER BEFORE
ARE CHOOSING A SMOKE-FREE LIFE.¹
YOU CAN TOO.

WHO IS STILL SMOKING?

SMOKING AMONG CHICAGO ADULTS IS DOWN¹



Chicago has been recognized nationally as a leader in smoking cessation.¹ Learn more online at www.CityofChicago.org/Health

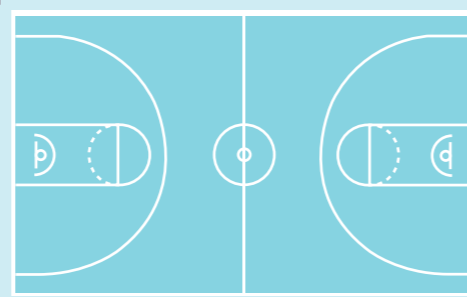
SMOKING MORTALITY IN ILLINOIS FROM 2000 to 2004²

TOBACCO USE IS THE #1 CAUSE OF PREVENTABLE DEATHS³

83,000 PEOPLE
DIED FROM TOBACCO USE²

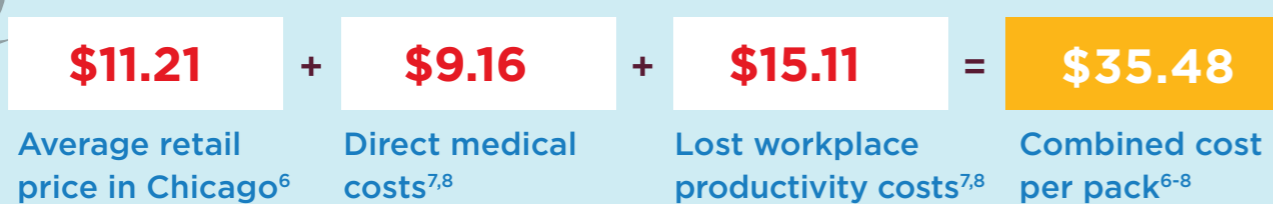
THAT'S
4X THE ENTIRE ENROLLMENT OF
NORTHWESTERN
UNIVERSITY⁴

16,600 DEATHS PER YEAR²

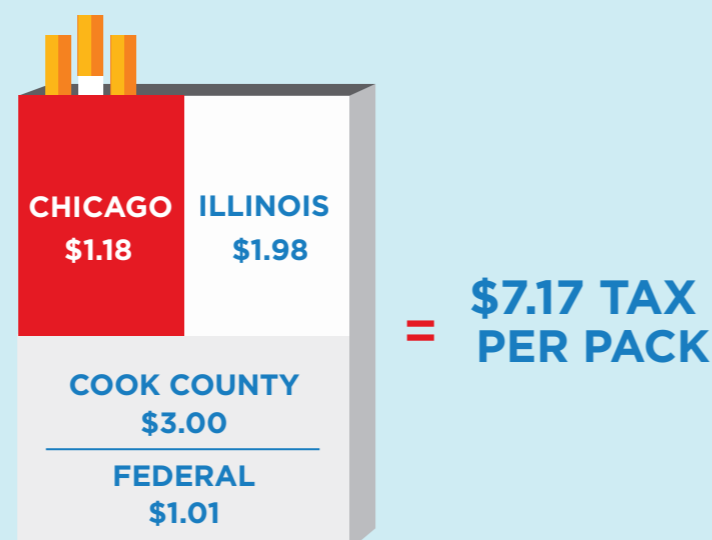


THAT'S ENOUGH TO FILL THE UNITED
CENTER TO ABOUT 3/4 CAPACITY⁵

CIGARETTES COST MORE THAN YOU THINK⁶⁻⁸



CHICAGO HAS THE
HIGHEST
CIGARETTE TAX IN THE NATION⁹



MONEY TO BURN



The average smoker purchases **298** packs of cigarettes per year¹⁰

\$3,341 Per year up in smoke^{6,10}

SMOKE-FREE SUPPORT

SMOKING BANS



- Illinois state law prohibits smoking in enclosed workplaces¹¹
- The Chicago Clean Indoor Air Ordinance bans smoking in all Chicago restaurants, bars, and virtually all enclosed public places¹²

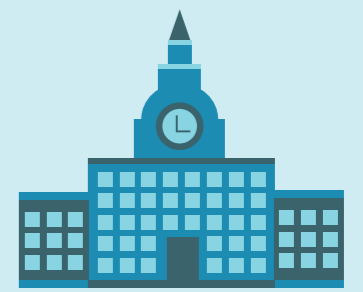
CITY INSTITUTIONS ARE SIGNING UP TO BE SMOKE FREE



10 Chicago Housing Authority properties¹



The Chicago Park District has banned smoking in all public parks and beaches¹³



Northeastern Illinois University, Chicago State University, Roosevelt University, Robert Morris University, the University of Illinois at Chicago, Rush, Moody, and 7 Chicago City College locations¹⁴

MANY CHICAGOANS WANT TO QUIT

51% OF SMOKERS IN ILLINOIS TRIED TO QUIT IN 2013²



25,243 calls in 2014 to the Illinois quitline from Chicagoans¹

Looking for help to quit? Call the Illinois Tobacco Quitline at **(866) QUIT-YES** or visit QuitYes.org for information about what free resources are available

Pfizer does not own or operate the Illinois Tobacco Quitline and is not responsible for the information provided.

SMOKING CESSATION TREATMENT COVERAGE¹⁵⁻¹⁷



HAVE ACCESS TO INSURANCE THAT COVERS SOME FORM OF SMOKING CESSATION TREATMENT

Types of insurance include:

- Employer-provided plans
- Private plans
- Medicare/Medicaid
- Other public plans (military, civil service)

SMOKERS WHO GET HELP ARE MORE LIKELY TO QUIT SUCCESSFULLY¹⁸

Looking for help to quit?

Talk to your doctor or healthcare provider today!



Find helpful tools online at www.PlanMyQuit.com



HEALTHY
CHICAGO
CHICAGO DEPARTMENT OF PUBLIC HEALTH

#ChicagoQuits