



For Immediate Release
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***My QuitLine* iPhone App Helps Smokers Quit with Evidence-Based Treatment**

WASHINGTON, D.C. – iPhone users now have access to a proven treatment in their efforts to quit smoking: the “My QuitLine” app. The app links users to the National Cancer Institute’s quitline service where they can talk directly to a quitline coach or use the live text feature to get advice.

“My Quitline” was developed by the National Tobacco Cessation Collaborative (NTCC) and The George Washington University’s School of Public Health and Health Services (GWU-SPHHS), with support from the National Cancer Institute (NCI). While the Apple app store has other quit smoking applications, no others use products or services recommended as effective by the 2008 Public Health Service Guideline *Treating Tobacco Use and Dependence*.

“The *My QuitLine* app finally gives iPhone users access to an evidence-based method to help them quit smoking,” said Todd Phillips, director of the NTCC. “The best part is that it is free and quitlines are proven to work.”

Now available for free download by searching under “My Quitline” or “quit smoking” from an iPhone or on iTunes, *My QuitLine* was designed to provide support to smokers who want to quit after the recent \$0.61 increase in the federal tobacco tax.

My QuitLine was made possible through a grant from the National Cancer Institute to Dr. Lorien Abrams, an assistant professor at GWU-SPHHS, who studies how new media technologies can be applied for smoking cessation. Dr. Abrams designed the app with feedback from NTCC, after reading an NTCC report about the lack of iPhone apps that link smokers to proven therapies.

“Quitline counseling has been shown to double a person’s chances of quitting smoking,” said Dr. Abrams. “It is important to make sure that in these new media environments, people still receive information about what has been proven to work in quitting smoking, and that they have access to tools that are based on these proven therapies.”

About NTCC

NTCC was formed in 2005 to improve the public's health by increasing successful cessation among tobacco users in the U.S. and Canada through collaborative efforts of committed organizations. Founded and funded by the American Cancer Society,

American Legacy Foundation, Centers for Disease Control and Prevention, National Cancer Institute, National Institute on Drug Abuse and the Robert Wood Johnson Foundation, NTCC has more than 35 member organizations working together to help more smokers successfully quit using proven quit smoking products and services.

For more information, go to www.tobacco-cessation.org.

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