“A smoke-free lifestyle is habit forming!” was the motto for those who committed to the four grueling weeks of Sullivan University’s Quit & Win Contest. Sullivan’s buddy system provided support and the mission was to keep folks motivated to quit. Daily offerings of candy cigarettes, an endless supply of tootsie pops, gum, words of encouragement, healthy tips and reasons to quit, helped many struggle on their road to success. Some participants found other ways to relieve stress and irritability over the course of the four weeks by engaging in walking/running programs, weight training, shopping sprees with the extra money saved, just to name a few.

The Quit & Win Smoking Cessation Program in conjunction with the Lexington Fayette County Health Department, increased awareness of the adverse affects of smoking and prompted many students to quit and turn the corner towards a healthier lifestyle.