



QuitlineNC

Saves Lives and Saves Money

JANUARY 2012

What is QuitlineNC?

- An evidence-based telephone tobacco cessation program at 1-800-Quit-Now (1-800-784-8669)
- Free, confidential and available to all North Carolina tobacco users
- Coaching calls to tobacco user participant at times convenient to participant
- Combined with integrated and interactive website or web only
- Highly trained and skilled multilingual Quit Coaches
- Available 7 days a week from 6 a.m. to 3 a.m.
- Eight weeks of nicotine patches, gum or lozenge, if eligible, mailed directly to home or work address
- Coaching, when combined with FDA approved tobacco treatment medications, such as nicotine replacement therapy, **triples** a tobacco user's chances of quitting successfully over quitting without assistance¹⁻²

QuitlineNC Saves Lives

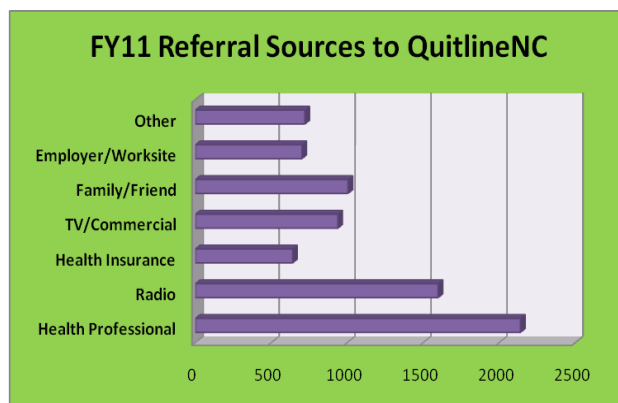
- Since November 2005, over 40,000 tobacco users have enrolled into QuitlineNC.³
- **From November 2005 to May 31, 2011, approximately 7,076 QuitlineNC clients have stopped using tobacco.**¹
- Over half of QuitlineNC enrollees have significantly cut down consumption of tobacco.
- Over the last five years, 92% of callers were satisfied with QuitlineNC services.
- In 2011, approximately half of tobacco users who called the quitline were either Medicaid insured or uninsured.
- Research establishes that adolescent smoking prevalence is significantly and positively related to adult smoking rates.⁴

QuitlineNC Saves Money

- Research shows that the per capita excess medical care and lost productivity cost per smoking adult in North Carolina are \$4,469 per year.⁵⁻⁶
- Total health care costs in North Carolina directly caused by smoking are estimated at \$2.46 billion annually.⁵
- Total losses in productivity in North Carolina caused by smoking are estimated at \$3.50 billion annually.⁷
- In addition, health care costs for secondhand smoke are estimated to be in excess of \$293.3 million per year in North Carolina.⁸
- **For every dollar spent in FY11, QuitlineNC has provided \$2.55 return on investment.**⁹
- **From November 2005 to May 2011, QuitlineNC has saved North Carolina \$11,655,470.00 in avoided health care and productivity costs.**

QuitlineNC is a Vital Referral Source for NC Health Care Providers

- "Referral from health care providers" is the number one way tobacco users know to call QuitlineNC.
- Health care professional referrals have maintained call volume when there has been little or no paid advertising.
- Evidence suggests that health care providers may be more likely to intervene with patients who use tobacco if they have a quitline available as a referral source.¹⁰
- 60% of NC smokers are trying to quit in any given year.¹¹



QuitlineNC Funding Sources for 2012

- Master Settlement Agreement \$2,528,965 Non-recurring after 6/30/2012
- State Health Plan for Teachers and State Employees (Plan members only) \$ 600,000 Recurring
- HRSA – State Health Access Program (Uninsured tobacco users only) \$ 100,623 Non-recurring after 8/31/2012

References

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