North Carolina Leads the Nation in Calls for Tobacco Cessation Services in 2012

RALEIGH—North Carolina Department of Health and Human Services (DHHS) Secretary Al Delia announced today that North Carolina has seen twice as many calls to QuitlineNC in the first half of 2012 than in all of 2011. More than 36,900 people have reached out to the free telephone coaching service for help with quitting tobacco so far this year, representing the highest call volume since the service launched in 2005.

“The call volume is clear evidence that tobacco users in our state want help in quitting,” said Delia. “The Quitline has provided a valuable tool for support and encouragement.”

According to numbers released this week from the Centers for Disease Control and Prevention, North Carolina consistently led the nation in Quitline call attempts between January and May.

Studies have shown that telephone counseling, like that provided by QuitlineNC is a proven way to increase the odds that tobacco users will quit for good.

Tobacco use is costly to North Carolina with health care costs alone for tobacco-related diseases topping $2.46 billion annually, including $769 million in Medicaid costs. Every state dollar spent on providing QuitlineNC services in the past year has provided a $2.55 return on investment.