



# QuitlineNC

## Saves Lives and Saves Money

May 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, 24 hours a day.
- 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 assistance<sup>1-2</sup>

### QuitlineNC Saves Lives

- QuitlineNC has provided services to 11,288 callers during FY11 from July 2010-June 2011. These callers include physicians and family members who are working to help patients, family and friends quit smoking.<sup>3</sup>
- Of those 11,288 callers to QuitlineNC, 9,835 tobacco users who want to quit enrolled to receive quit coaching evidence-based services.<sup>3</sup>
- Since January 2010, the NC State Health Plan for Teachers and State Employees members were the first in NC to receive comprehensive Quitline services - both nicotine patches and counseling - through QuitlineNC, and the quit rate was 42%. Tobacco users who used most or all of the patches provided had quit rates at 51%. These rates also compare well to national Quitline quit rates when a combination of coaching and medication is provided.<sup>1</sup>
- Because of this success, in January, 2012, QuitlineNC began offering nicotine replacement therapy to all tobacco users who want to quit in NC.
- 93% of QuitlineNC participants were satisfied with QuitlineNC services with over half being very satisfied.<sup>1</sup>
- In 2011, approximately half of tobacco users who called the quitline were either Medicaid insured or uninsured.<sup>3</sup>
- Research shows that adolescent smoking prevalence is significantly and positively related to adult smoking rates.<sup>4</sup>

### QuitlineNC Saves Money

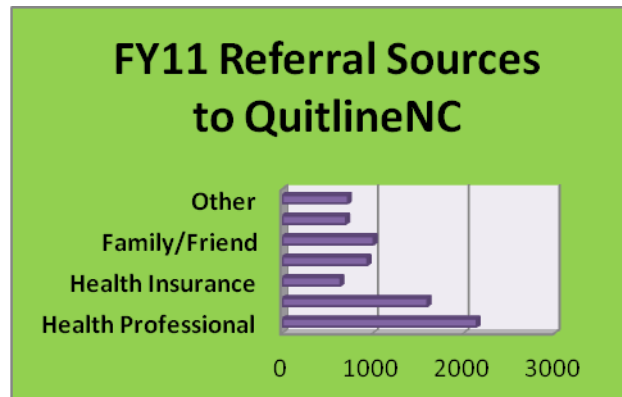
- Research shows that the per capita excess medical care and lost productivity cost per smoking adult in North Carolina are \$4,469 per year.<sup>5-6</sup>
- Total health care costs in North Carolina directly caused by smoking are estimated at \$2.46 billion annually.<sup>5</sup>
  - North Carolina's Medicaid Program pays **\$769 million** of that excess medical care costs each year.<sup>5</sup>
- Total losses in productivity in North Carolina caused by smoking are estimated at \$3.50 billion annually.<sup>7</sup>
- In addition, health care costs for secondhand smoke are estimated to be in excess of \$293.3 million per year in North Carolina.<sup>8</sup>
- **For every dollar spent in FY11, QuitlineNC has provided \$2.55 return on investment.**<sup>9</sup>
- Providing NRT and QuitlineNC services is likely to increase NC's return on investment, because more people who want to quit are calling the Quitline and receiving this combination of evidence-based services.

### 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.
- 60% of NC smokers are trying to quit in any given year.<sup>10</sup>

### QuitlineNC Funding Sources for 2012

- Master Settlement Agreement \$2,878,000  
**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 8/31/2013 or used**



## References

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7. Centers for Disease Control and Prevention: *Sustaining State Programs for Tobacco Control Data Highlights*, 2006
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10. NC Behavioral Risk Factor Surveillance System 2010, accessed 1/24/2012 at: <http://www.schs.state.nc.us/SCHS/brfss/2010/nc/all/stopsmk2.html>.