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.1-2

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. 3
- Of those 11,288 callers to QuitlineNC, 9,835 tobacco users who want to quit enrolled to receive quit coaching evidence-based services.3
- 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.1
- 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.1
- In 2011, approximately half of tobacco users who called the quitline were either Medicaid insured or uninsured.3
- Research shows 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
  - North Carolina’s Medicaid Program pays $769 million of that excess medical care costs each year.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
- 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.10

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

FY11 Referral Sources to QuitlineNC
- Other
- Family/Friend
- Health Insurance
- Health Professional

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References

7. Centers for Disease Control and Prevention: Sustaining State Programs for Tobacco Control Data Highlights, 2006