



QuitlineNC

Saves Lives and Saves Money

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What is QuitlineNC?

Studies show that 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

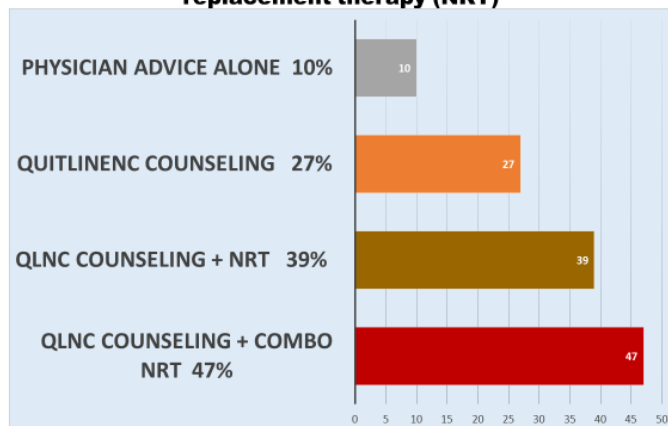
QuitlineNC provides what is known to work to help people quit tobacco, including:

- An evidence-based integrated telephone tobacco treatment program at 1-800-QUIT-NOW (1-800-784-8669)
- An interactive web-based tobacco treatment program and texting, which can be combined with telephone coaching or stand alone
- Free, confidential services, available to all North Carolina tobacco users
- Coaching calls at times convenient to participant
- Highly trained and skilled multilingual Quit Coaches
- Services available 7 days a week, 24 hours a day
- Two-week starter kits of nicotine patches for Medicaid and Medicare recipients and eight weeks of nicotine patches for uninsured residents who use tobacco are mailed directly to home or work address

QuitlineNC Saves Lives

- QuitlineNC has provided services to more than 140,000 unique North Carolina tobacco users since its inception.¹⁰
- In FY 2017 QuitlineNC was able to reach 1.6% of tobacco users.¹⁰
- Six month quit rates have ranged from 27% in years nicotine replacement was not provided through QuitlineNC to 47% when State Health Plan (SHP) provided twelve weeks of nicotine patches and gum through QuitlineNC. In FY2016, quit rates were 36%.^{1,10}
- 92% of QuitlineNC participants reported being satisfied with QuitlineNC services with over half being very satisfied.¹
- More than half of all 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

**Best 6 month Quit rates:
QuitlineNC counseling + combination nicotine
replacement therapy (NRT)**



QuitlineNC Saves Money

- Total health care costs in North Carolina directly caused by smoking are estimated at **\$3.81 billion** annually.⁵
 - North Carolina's Medicaid Program pays **\$931.4 million** of these excess medical care costs each year.⁵
- Total losses in productivity in North Carolina caused by smoking are estimated at **\$3.50 billion** annually.⁶
- In addition, health care costs for secondhand smoke are estimated to be in excess of **\$293.3 million** per year in North Carolina.⁷
- For every dollar spent in FY2011, QuitlineNC provided **\$2.55** return on investment; however this was based on coaching services alone, without tobacco treatment medication.⁸ This return on investment increases with adequate funds to treat all tobacco users with at least four coaching calls and 8-12 weeks of nicotine patches and gum.
- Providing NRT and QuitlineNC services increased the State Health Plan's (SHP) return on investment. For every dollar spent, SHP was provided **\$3.95** return on investment.

QuitlineNC is a Vital Referral Source for NC Health Care Providers

- “Referral from health care providers” falls right behind television as the way tobacco users know to call QuitlineNC.¹
- 62% of NC residents who smoke are trying to quit in any given year.⁹

References

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5. Centers for Disease Control and Prevention, *Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC)*, accessed at: <http://apps.nccd.cdc.gov/sammec/>
6. Centers for Disease Control and Prevention: *Sustaining State Programs for Tobacco Control Data Highlights*, 2006
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8. Tobacco Prevention and Control Branch and Health and Wellness Trust Fund QuitlineNC Financial Reports. FY11.
9. NC Behavioral Risk Factor Surveillance System 2016, accessed 1/30/18 at: <http://www.schs.state.nc.us/data/brfss/2016/nc/all/stopsmk2.html>
10. Tobacco Prevention and Evaluation Program. “QuitlineNC Annual Reports”. UNC School of Medicine, Department of Family Medicine. 2017.
11. For CHART: Physician Advice Alone is Reference #2. Other QuitlineNC evaluations are in reference 1 and 10, including Quitline Counseling and Quitline Counseling + NRT – in QuitlineNC Comprehensive Evaluation Reports; Quitline Counseling and Combination NRT is State Health Plan for Teachers and State Employees, Evaluation Report 2017.