

# When Smokers Quit, Wisconsin Saves

## TOO MANY ARE ADDICTED

800,000

Wisconsin residents  
smoke



causing

\$500,000,000

Wisconsin Medicaid  
expenses/year

## THEY NEED HELP TO QUIT

The Quit Line assists  
Medicaid members  
who use tobacco



saving



## Our Approach:

The Wisconsin Department of Health Services' Tobacco Prevention and Control Program (TPCP) funds a comprehensive program that includes youth prevention programs as well as the Wisconsin Tobacco Quit Line and outreach to health-care providers across Wisconsin ("Clinician Outreach").



**Wisconsin Tobacco Quit Line.** This service, available at 1-800-QUIT-NOW, is funded by TPCP. It provides free telephone coaching on how to quit, plus 2 weeks of quit-tobacco medication. With these tools, tobacco users are 4 times more likely to break their addiction. The Quit Line has helped nearly 250,000 callers since 2001.



**Clinician Outreach.** The UW Center for Tobacco Research and Intervention Clinician Outreach Program, funded primarily by the TPCP, educates health-care professionals on how best to assist their patients to overcome tobacco addiction--the leading preventable cause of disease and death in America. To date, the outreach team has assisted more than 22,000 health-care professionals in virtually every clinic, health system, and hospital in Wisconsin. However, with new research emerging and 800,000 Wisconsin smokers, there is much work left to be done.

## IN YOUR DISTRICT:

Senate District 26: Fred Risser

*4,508 callers in your district* have received help from the Wisconsin Tobacco Quit Line since it launched in May 2001. That equals an estimated *\$9,440,400* in healthcare cost savings for those who quit.

**Wisconsin's TPCP: Helping smokers quit & protecting kids from addiction.**

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