

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 Wisconsin Tobacco Quit Line assists residents who smoke, vape, or chew tobacco, including Medicaid members and the underinsured.



saving



IN YOUR DISTRICT:

Senate District 26: Fred Risser

5,433 callers in your district have received help from the Wisconsin Tobacco Quit Line since it launched in May 2001. That equals an estimated **\$22,054,185** in healthcare cost savings in 2018 dollars, from those who quit in your district.

Our Approach:

The Wisconsin Department of Health Services' Tobacco Prevention and Control Program (TCP) uses a comprehensive approach to reduce tobacco use and tobacco-related disease and death in Wisconsin. This includes youth prevention programs as well as the Wisconsin Tobacco Quit Line and outreach to healthcare providers across Wisconsin ("Clinician Outreach").



Wisconsin Tobacco Quit Line. This service, available at **1-800-QUIT-NOW**, is funded by TCP. 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 fielded more than **300,000** calls since 2001, helping Wisconsin residents to quit smoking, chewing and vaping tobacco.



Clinician Outreach. The UW Center for Tobacco Research and Intervention Clinician Outreach Program, funded primarily by the TCP, educates healthcare professionals on how 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 healthcare 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.



Wisconsin Nicotine Treatment Integration Project (WiNTiP). This program assists behavioral health organizations and clinicians to integrate evidence-based tobacco dependence treatment and policies for their patients. People with mental illness are twice as likely to smoke than those without a mental illness.

Wisconsin's TCP: Helping smokers quit and protecting kids from addiction.

Source: UW Center for Tobacco Research and Intervention

Rob Adsit, 1930 Monroe St., Suite 200, Madison, WI 608-262-7557, March 2019