

*Saving Lives,  
Saving Dollars*

The UW Center for Tobacco Research and Intervention's Statewide Education and Outreach Program and the Wisconsin Tobacco Quit Line help residents quit tobacco use. These programs are funded by the Wisconsin Department of Health Services Tobacco Prevention and Control Program.

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**Economic Impact**

Tobacco use in Wisconsin costs \$2.2 billion in direct medical expenses and an additional \$1.6 billion in lost productivity costs each year.

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*"If we had a UW-CTRI and a Quit Line for every public-health problem, the problems would be much easier to solve. These are valuable programs to rural and urban communities across the state, and WHA hopes they continue to be funded."*

*-- Steve Brenton, President  
Wisconsin Hospital Assn.*

**Assembly District 12: Rep. Frederick Kessler**

**1,003** callers from your district have received help with quitting tobacco from the Wisconsin Tobacco Quit Line since its inception in May 2001.



**The Wisconsin Tobacco Quit Line**

helps people quit using tobacco. The Quit Line provides free telephone coaching on how to quit, a free two-week starter kit of quit-smoking medications as well as online support and information to anyone who calls the toll-free number, **1-800-QUIT-NOW**.

**Quit Line Highlights**

- A record **40,700** callers in 2008; **123,500** callers since 2001.
- More than **4,000** referrals to local quit-smoking resources in 2008; **24,750** since 2001.
- Distributed more than **18,000** nicotine replacement therapy (NRT) starter kits since January 2008.



Sabrina Diederich, 18, quit smoking while pregnant with the help of the Wisconsin Tobacco Quit Line. "It was such a great resource for me," she said.

**UW-CTRI Outreach Program**

In 2008, the Outreach program provided tobacco dependence treatment training and technical assistance for **11,987 healthcare and public-health staff at 920 clinics and hospitals, affiliated with 26 healthcare systems**. In turn, these healthcare providers helped tens of thousands of patients who use tobacco.

Six UW-CTRI outreach specialists have offices in various regions of the state. They provide training and technical assistance to healthcare providers in your district to help your constituents quit using tobacco. To contact the specialist in your area visit: <http://www.ctri.wisc.edu/map>.