

QUIT LINE FACT SHEET

How the Quit Line Works



1 A Wisconsinite calls the Quit Line.



2 A friendly coach offers tips and helps create a plan.



3 The Quit Line sends free medications and materials.



4 They arrive in the mail. It's free.

The Quit Line offers a variety of services, including:

- ☑ Free telephone coaching for Wisconsin tobacco users who want to quit, including:
 - A 20-40 minute initial assessment of each caller ready to make a quit attempt.
 - Advice on how to quit, based on extensive scientific research.
 - Option to have a Quit Line coach follow up with return calls.
- ☑ A starter kit that includes free medications and self-help materials.
- ☑ Referrals to local tobacco treatment programs and services.
- ☑ Information for friends, family and others concerned about a tobacco user.

How to Reach Us

- ⌋ **Call 1-800-QUIT-NOW** (1-800-784-8669).
- ⌋ Visit www.WiQuitLine.org and click on “**Click to Call**” in the upper-right corner. Enter your phone number and hit “send.” A Quit Line coach will call you within minutes.
- ⌋ See your doctor and ask about Fax to Quit to sign up for services.



Helping Smokers Quit

- ⌋ **80,000 callers** since May 1, 2001
- ⌋ A quit rate that is **four times** better than the quit rate for smokers who try to quit “cold turkey.”
- ⌋ The Quit Line welcomes all tobacco users from Wisconsin regardless of age, race or ability to pay.
- ⌋ **92% satisfaction rate** (Decision Data, Inc. survey)

The Quit Line Saves Dollars

- ⌋ The CDC estimates that Wisconsin saves \$1,623 per year in Medicaid and other healthcare costs for each smoker that quits.

About the Quit Line

The Quit Line is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI), a program of the UW School of Medicine and Public Health. It is funded by the Wisconsin Department of Health and Family Services as well as other grants. Quit Line counseling services are provided by Free and Clear, Inc., whose trained telephone counselors have a minimum of a bachelor's degree and many have master's degrees.