

## ***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.

### Services Include:

- ☑ 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.
- ☑ A special Web site where callers can interact with other callers and quit coaches, get support, follow personalized quit-date calendars and track results.

### How to Reach Us:

- ⌋ **Call 1-800-QUIT-NOW** (1-800-784-8669).
- ⌋ Visit [www.WiQuitLine.org](http://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:

- ⌋ **125,000 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.”
- ⌋ 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). It is funded by the Wisconsin Department of Health 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.