

WISCONSIN PROGRAMS

Every year, 8,000 Wisconsin residents die from disease directly caused by tobacco use – that’s more than the death toll from AIDS, illegal drugs, alcohol, suicide and homicide combined. Smoking and chewing costs the Wisconsin economy \$3.8 billion per year, including \$2.1 billion in direct health care costs and \$1.6 billion in lost worker productivity.

The Regional Education and Outreach Program: Systematically Helping Healthcare Providers to Help Their Patients Quit Tobacco Use

UW-CTRI Education and Outreach Specialists work to help healthcare providers to help their patients break addiction to tobacco. Located throughout the state, these specialists share the latest tobacco research with healthcare providers and work with them to incorporate tobacco cessation treatment into standard care at hospitals, clinics and healthcare systems. UW-CTRI outreach specialists encourage clinicians to ask about tobacco use at every visit, advise them to quit, prescribe medications to assist with quitting and refer to programs that provide counseling, such as the Wisconsin Tobacco Quit Line. These best practices are based on the U.S. Public Health Service Clinical Practice Guideline: *Treating Tobacco Use and Dependence*, the international standard for helping people quit, developed under the direction of UW-CTRI researchers. To date, UW-CTRI has:

- Trained more than 50,000 healthcare providers at more than 700 clinics and organizations throughout the state. A recent initiative with the Wisconsin Hospital Association reached 75 hospitals serving more than a million patients a year.
- Partnered with local tobacco control partners to reduce prevalence every year since 2001.
- Worked with insurers to cover medications to help people quit.

The Wisconsin Tobacco Quit Line: Free Assistance at 1-800-QUIT-NOW

The Wisconsin Tobacco Quit Line, managed by UW-CTRI, provides free, confidential telephone coaching and medication Wisconsin residents to quit. Smokers and chewers can call **1-800-QUIT-NOW** (800-784-8669) from 7 a.m. to 11 p.m. daily. Quit coaches work with tobacco users to create individualized, effective quit plans. In addition to providing direct services, the Quit Line refers callers to local cessation programs when appropriate. The most recent published research shows telephone quitlines are effective with diverse populations and have a broad reach. Since 2001, the Wisconsin Tobacco Quit Line has:

- Provided help to more than 130,000 callers.
- Recorded a quit rate that’s more than four times better than the rate for smokers quitting “cold turkey.”
- Garnered a satisfaction rate of 92 percent, according to independent surveys.
- Saved millions in Medicaid and other healthcare expenses.
- Established more than 500 “Fax to Quit” sites, enabling tobacco users to sign up for Quit Line services during a visit to their doctor or dentist.
- Referred more than 26,000 Wisconsin residents to local, in-person community services.
- Provided free medications to help smokers quit.

Special Programs: Working to Reduce Tobacco-Related Disparities

UW-CTRI is dedicated to reducing tobacco-related disparities. We continue to work with ethnic groups throughout Wisconsin to improve tobacco-dependence treatment. UW-CTRI works closely with *First Breath*, a program of the Wisconsin Women’s Health Foundation, to help pregnant women quit smoking. UW-CTRI has a history of innovative initiatives to help people living in poverty to quit smoking. UW-CTRI specialists have also counseled and trained representatives from state mental health and correctional facilities to help them prepare for transitions to smoke-free environments.