

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's FREE Services Include:

- ⌋ **Telephone coaching** for Wisconsin tobacco users who want to quit. This consists of one individualized coaching and support call.
 - * Callers will receive personalized advice on how to quit, information on medications, and assistance with choosing a quit date and creating a quit plan.
 - * Wisconsin residents may call the Quit Line back as often as they like.
 - * However, due to state budget cuts, the Quit Line no longer initiates a series of calls beyond the one coaching call described above.
- ⌋ **Two weeks of free medication** (nicotine patch, nicotine gum or nicotine lozenge) and self-help materials.
- ⌋ **A secure Web site** where tobacco users can interact with others trying to quit, get support, develop personalized quit plans and track results.
- ⌋ **Information for those concerned about a tobacco user.**
- ⌋ **Referrals** to local quit-tobacco resources and services.

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.

Helping Smokers Quit:

- ⌋ **100,000 callers** since May 1, 2001.
- ⌋ 92% satisfaction rate.



The Quit Line Saves Dollars:

- \$ The CDC estimates that Wisconsin saves \$1,623 per year in 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. Quit Line services are provided by Free and Clear, Inc.