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## **\$26 million in Health Care Costs Saved by Wis. Tobacco Quit Line 40,000 Callers in Four Years**

(MADISON, WI) -- The Wisconsin Tobacco Quit Line has saved Wisconsin citizens \$26 million in healthcare costs since its inception in May of 2001. The savings is thanks to the 6,889 callers who have quit smoking or chewing tobacco with the Quit Line's help. About \$1,623 in annual medical expenses is saved for every smoker who quits, according to the Centers for Disease Control (CDC).

The Quit Line offers free, individualized quit-smoking coaching to smokers who call **1-877-270-STOP (7867)**. Quit Line callers are four times more likely to stop smoking than those who try quitting "cold turkey" (without coaching or medication). Almost 40,000 callers have benefited from Quit Line services. About 85 percent are tobacco users and the rest are healthcare providers, family and friends of smokers or other interested parties.

"The Quit Line helped me a lot," said Steve Tulugeski, a Waukesha resident who smoked four packs a day for 15 years but quit with the Quit Line's help. "The information packet was really helpful. The Quit Line called me to give me a boost and the timing was impeccable."

The Quit Line, funded by the Department of Health and Family Services (DHFS), is part of a comprehensive tobacco control program that has helped reduce smoking prevalence by eight percent throughout the state, according to the CDC. By helping people quit, the Quit Line helps to control the state tax burden for programs like Medicaid.

"Wisconsin spends \$375 million a year in Medicaid costs on diseases directly caused by smoking," said Dr. Michael Fiore, director of the UW Center for Tobacco Research and Intervention, which manages the Quit Line. "That's 14 percent of the state Medicaid budget. So it makes sense that the more people we help quit smoking, the less all taxpayers will spend on Medicaid."

(more)

**A Boost for Wisconsin Businesses**

Businesses also benefit from the Quit Line’s work. According to DHFS, smokers cost Wisconsin employers \$3 billion a year – \$1.6 billion in health care costs and \$1.4 billion in lost worker productivity a year. Research shows smokers are more likely to become ill and experience longer recovery times. They also tend to take longer and more frequent work breaks.

**Saving Lives**

The Quit Line not only saves money, it saves lives. Smoking is the number-one cause of preventable death in Wisconsin, killing more than 7,000 residents every year – more than AIDS, murders, suicides, drugs, alcohol and motor vehicle

**Quit Line Hours**  
7 a.m. – 11 p.m. daily  
  
Beyond those hours, callers can leave a message and receive a return call within two business days.

accidents combined. According to the American Cancer Society, smoking is the leading cause of lung cancer (about 80 percent of cases) and lung cancer is the leading cancer killer. Smoking is also a leading cause of death from heart disease and sudden infant death syndrome (SIDS).

The Quit Line is staffed with quit-smoking coaches 7:00 a.m. to 11:00 p.m. daily. Quit Line coaches create an individualized assessment and help the caller develop a quit plan. They offer tips on how to quit as well as contact information for support groups and other local programs. All smokers receive a free “quit kit” in the mail after calling the Quit Line.

“When my friend said she wanted to quit, I gave her the Quit Line folder,” said Susan Flood, a Janesville resident who quit with the program’s help. “I loved the service, it was great.”

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The Wisconsin Tobacco Quit Line, established in May of 2001, is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) and is funded by the state of Wisconsin. UW-CTRI, a University of Wisconsin Medical School program, has provided cessation and prevention services in Wisconsin since 1992 and is a nationally recognized research center.

**(See attached chart for county-by-county Quit Line data)**

County	Quit Through Quit Line	County Savings
Adams	24	\$ 98,214
Ashland	39	\$ 156,433
Barron	35	\$ 134,872
Bayfield	31	\$ 126,126
Brown	395	\$ 1,314,909
Buffalo	10	\$ 39,336
Burnett	24	\$ 79,496
Calumet	25	\$ 96,585
Chippewa	65	\$ 241,822
Clark	37	\$ 149,717
Columbia	81	\$ 335,945
Crawford	13	\$ 46,642
Dane	579	\$ 2,283,119
Dodge	103	\$ 376,566
Door	27	\$ 102,676
Douglas	103	\$ 386,989
Dunn	34	\$ 136,263
Eau Claire	102	\$ 369,364
Florence	6	\$ 25,559
Fond du Lac	83	\$ 325,510
Forest	19	\$ 68,236
Grant	39	\$ 160,736
Green	26	\$ 104,220
Green Lake	27	\$ 116,562
Iowa	25	\$ 98,991
Iron	16	\$ 53,508
Jackson	24	\$ 87,928
Jefferson	86	\$ 308,193
Juneau	37	\$ 131,116
Kenosha	85	\$ 343,937
Kewaunee	21	\$ 76,886
La Crosse	130	\$ 505,849
Lafayette	13	\$ 51,702
Langlade	33	\$ 131,311
Lincoln	56	\$ 229,321
Manitowoc	104	\$ 401,845
Marathon	151	\$ 615,115
Marinette	72	\$ 259,665
Marquette	28	\$ 122,203
Menominee	5	\$ 17,144
Milwaukee	1077	\$ 3,796,750
Monroe	66	\$ 241,648
Oconto	58	\$ 205,291
Oneida	77	\$ 304,199
Outagamie	135	\$ 503,080
Ozaukee	41	\$ 163,703
Pepin	8	\$ 30,206
Pierce	40	\$ 137,095
Polk	37	\$ 151,730
Portage	66	\$ 273,623
Price	19	\$ 79,217
Racine	117	\$ 448,730
Richland	11	\$ 45,786
Rock	198	\$ 771,441
Rusk	18	\$ 80,528
Saint Croix	59	\$ 207,121
Sauk	63	\$ 232,762
Sawyer	25	\$ 89,119
Shawano	47	\$ 176,059
Sheboygan	109	\$ 406,491
Taylor	19	\$ 75,614
Trempealeau	25	\$ 100,405
Vernon	24	\$ 94,625
Vilas	30	\$ 121,992
Walworth	85	\$ 350,031
Washburn	30	\$ 122,137
Washington	91	\$ 331,634
Waukesha	221	\$ 812,733
Waupaca	59	\$ 232,291
Waushara	32	\$ 134,332
Winnebago	151	\$ 557,508
Wood	100	\$ 507,673
Quitter didn't identify county	936	\$ 3,811,798
<b>Total</b>	<b>6889</b>	<b>\$ 26,307,964</b>

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