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- Quit Line caller interviews available upon request
- For interviewee bios, see p. 5
- For county-by-county stats, see p.3

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Wisconsin Tobacco Quit Line Helps 46,000 People in 5 Years Changes Phone Number to 1-800-QUIT-NOW

(MADISON, WI) -- The Wisconsin Tobacco Quit Line has helped 46,000 callers with information and tips on how to quit smoking or chewing tobacco since its inception in May of 2001. As a result, thousands have quit, saving Wisconsinites \$42 million in healthcare costs in just five years. About \$1,623 in annual medical expenses is saved for every smoker who quits, according to the Centers for Disease Control (CDC). In Dane County alone, the Quit Line has helped 3,700 residents and saved more than \$3.6 million.

To further improve on its service, the Quit Line has a new number that's easier than ever to remember – **1-800-QUIT-NOW** (784-8669) – and convenient hours. This new number, the same as the national number, allows the Wisconsin Tobacco Quit Line to benefit from national advertising.

SAVING LIVES

Research shows people who call the Quit Line are four times more likely to quit than if they try to stop smoking or chewing on their own. "Smoking is the number-one cause of preventable disease and death in Wisconsin," says Dr. Michael Fiore, director of the UW Center for Tobacco Research and Intervention. "Tobacco use directly leads to 22 deaths per day across the state. As a physician, I see the devastating effects on my patients and their families. It's hard to quit, but the Quit Line is helping thousands do so every year. It's having a positive impact on families across Wisconsin."

Lois Smith of Rio (north of Madison) says the service was quite beneficial. "The coaches have a lot of great things to tell you about quitting," she says. For Lois, the most helpful tips were to

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New Phone Number
1-800-QUIT-NOW

Convenient Hours
7 a.m. – 11 p.m. daily

stay active. “I like to paint ceramics, and it helped me to stay busy with my hands. I hadn’t done that in so many years because I was too busy smoking.” She credits the Quit Line for being there when she needed it most. “If I had an urge during the day, I’d call a counselor,” she says. Lois says she’s glad she quit because she smells better and has saved a lot of money. More importantly, her success has led directly to her daughter, niece and nephew quitting. “It makes me feel good,” Lois says.

Darrell Reynolds, 50, of Madison, started smoking at 15 and has finally quit with the help of the Quit Line and the nicotine gum. “The Quit Line was somebody to support me because my mind was made up,” Reynolds says. “I notice a difference in my health. My lungs are cleared up. Food tastes better. I’ve saved money.”

SAVING TAXPAYERS’ MONEY

By helping people quit, the Quit Line is saving healthcare dollars for Medicare, Medicaid, BadgerCare, SeniorCare, businesses and individuals. The sooner people quit, the less likely they are to have health effects from tobacco use and the resulting medical bills. For every dollar spent to operate the Quit Line, seven dollars in healthcare costs are saved because serious diseases caused by smoking are averted. Research shows smokers cost Wisconsin employers \$3.8 billion a year – \$2.2 billion in health care costs and \$1.6 billion in lost worker productivity a year. Workers who smoke are more likely to become ill and experience longer recovery times.

The Quit Line provides free, confidential, individualized coaching to help Wisconsin residents quit smoking or chewing tobacco. To celebrate its fifth anniversary, the Quit Line has improved its services. The Quit Line also refers callers to a new and improved list of local tobacco treatment programs. Quit Line services are convenient, available every day from 7 a.m. to 11 p.m. in virtually any language. Quit Line coaches help each caller develop a quit plan and send a free booklet with quit tips in the mail.

The Wisconsin Tobacco Quit Line is funded by the state of Wisconsin and operated by UW-CTRI, a center of the University of Wisconsin School of Medicine and Public Health. UW-CTRI has provided cessation and prevention services in Wisconsin since 1992 and is a nationally recognized research center.

**(For county statistics, see attached chart on pages 3-4)
(For bios of Quit Line callers, see page 5)**

County-by-County Quit Line Statistics

As of May, 2006

County	Current Smokers	Total Callers since 2001 (May 2001 to May 2006)	Healthcare Costs Saved from Residents Who Quit (May 2001 to May 2006)
Adams	3,770	162	\$ 155,813
Ashland	3,310	252	\$ 249,550
Barron	8,590	228	\$ 214,318
Bayfield	2,990	190	\$ 199,899
Brown	43,860	2718	\$ 2,208,855
Buffalo	2,630	72	\$ 64,030
Burnett	3,060	172	\$ 128,802
Calumet	7,480	167	\$ 157,446
Chippewa	10,420	403	\$ 387,033
Clark	6,180	231	\$ 237,874
Columbia	9,920	564	\$ 526,020
Crawford	3,680	87	\$ 72,549
Dane	74,630	3727	\$ 3,606,122
Dodge	18,310	717	\$ 612,831
Door	5,430	206	\$ 169,868
Douglas	8,260	645	\$ 625,238
Dunn	7,640	237	\$ 217,305
Eau Claire	18,490	656	\$ 597,015
Florence	1,140	38	\$ 39,825
Fond du Lac	22,120	531	\$ 523,331
Forest	2,200	121	\$ 108,000
Grant	10,700	266	\$ 249,962
Green	6,300	166	\$ 160,969
Green Lake	4,250	170	\$ 185,476
Iowa	4,760	164	\$ 157,246
Iron	1,410	89	\$ 85,799
Jackson	3,640	150	\$ 136,013
Jefferson	15,080	566	\$ 501,057
Juneau	4,800	234	\$ 210,424
Kenosha	42,870	784	\$ 589,757
Kewaunee	3,830	144	\$ 125,147
La Crosse	22,040	858	\$ 799,106
Lafayette	3,410	87	\$ 80,233
Langlade	4,600	196	\$ 204,165
Lincoln	6,580	357	\$ 362,977
Manitowoc	16,950	713	\$ 643,611
Marathon	25,380	920	\$ 983,418

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Marinette	8,390	486	\$ 418,691
Marquette	3,600	184	\$ 186,193
Menominee	800	33	\$ 27,873
Milwaukee	201,450	7299	\$ 6,214,441
Monroe	7,620	483	\$ 387,469
Oconto	6,760	373	\$ 326,444
Oneida	8,290	496	\$ 481,619
Outagamie	36,750	844	\$ 800,728
Ozaukee	11,170	276	\$ 259,619
Pepin	1,440	51	\$ 47,175
Pierce	7,010	257	\$ 219,361
Polk	7,830	259	\$ 232,062
Portage	14,860	498	\$ 449,805
Price	3,530	112	\$ 124,558
Racine	47,450	1028	\$ 776,513
Richland	3,820	78	\$ 72,773
Rock	28,310	1247	\$ 1,215,957
Rusk	2,930	111	\$ 125,357
Saint Croix	11,670	394	\$ 334,695
Sauk	10,780	411	\$ 377,456
Sawyer	3,590	170	\$ 144,932
Shawano	7,700	292	\$ 278,862
Sheboygan	19,520	802	\$ 663,194
Taylor	4,300	121	\$ 118,980
Trempealeau	5,100	164	\$ 157,837
Vernon	5,230	167	\$ 147,288
Vilas	4,290	190	\$ 189,499
Walworth	16,370	883	\$ 596,783
Washburn	3,100	189	\$ 189,820
Washington	21,870	645	\$ 548,360
Waukesha	56,930	1621	\$ 1,337,522
Waupaca	11,360	364	\$ 369,247
Waushara	5,170	204	\$ 210,582
Winnebago	36,960	905	\$ 888,335
Wood	14,860	642	\$ 845,975
Not Indicated		5895	\$ 5,957,343
Total	900,280	46,162	\$ 42,300,435

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Quit Line Caller Bios

Darrell Reynolds, 50, of Madison

608.271.0811 (home)

Darrell started smoking at 15 and has finally quit with the help of the Quit Line and the nicotine gum. “The Quit Line was somebody to support me because my mind was made up,” Reynolds says. “I notice a difference in my health. My lungs are cleared up. Food tastes better. I’ve saved money.”

Lois Smith, Rio (north of Madison)

920.992.3005 (home)

Lois Smith quit smoking four years ago with the help of the Wisconsin Tobacco Quit Line. “I thought the Quit Line was really beneficial,” she says. “The counselors have a lot of great things to tell you about quitting.” For Lois, the most helpful tips were to stay active. “I like to paint ceramics, and it helped me to stay busy with my hands. I hadn’t done that in so many years because I was too busy smoking.” She also started walking to take her mind off cigarettes.

Like many people making a quit attempt, Lois had many doubts that she could do it. She’d wake up at night with strong urges, but told herself she simply wasn’t going to smoke anymore.

“If I had an urge during the day, I’d call a counselor,” she says. Lois still chews gum and has a pen handy when she watches TV. If she feels an urge, she’ll move the pen in her hand. Lois says she’s glad she quit because she smells better and has saved a lot of money. More importantly, her success has led directly to her daughter, niece and nephew quitting. “It makes me feel good,” Lois says.

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