When Smokers Quit, Wisconsin Saves

TOO MANY ARE ADDICTED
800,000 Wisconsin residents smoke causning $500,000,000 Wisconsin Medicaid expenses/year

THEY NEED HELP TO QUIT
The Quit Line assists Medicaid members who use tobacco saving $ WI $

Our Approach:
The Wisconsin Department of Health Services’ Tobacco Prevention and Control Program (TPCP) funds a comprehensive program that includes youth prevention programs as well as the Wisconsin Tobacco Quit Line and outreach to health-care providers across Wisconsin (“Clinician Outreach”).

Wisconsin Tobacco Quit Line. This service, available at 1-800-QUIT-NOW, is funded by TPCP. It provides free telephone coaching on how to quit, plus 2 weeks of quit-tobacco medication. With these tools, tobacco users are 4 times more likely to break their addiction. The Quit Line has helped nearly 250,000 callers since 2001.

Clinician Outreach. The UW Center for Tobacco Research and Intervention Clinician Outreach Program, funded primarily by the TPCP, educates health-care professionals on how best to assist their patients to overcome tobacco addiction—the leading preventable cause of disease and death in America. To date, the outreach team has assisted more than 22,000 health-care professionals in virtually every clinic, health system, and hospital in Wisconsin. However, with new research emerging and 800,000 Wisconsin smokers, there is much work left to be done.

IN YOUR DISTRICT:
Senate District 26: Fred Risser
4,508 callers in your district have received help from the Wisconsin Tobacco Quit Line since it launched in May 2001. That equals an estimated $9,440,400 in healthcare cost savings for those who quit.

Wisconsin’s TPCP: Helping smokers quit & protecting kids from addiction.
UW Center for Tobacco Research and Intervention
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