



# Tobacco Cessation Services including QuitlineNC

# Tobacco use in NC

**“Smoking is a major cause of cardiovascular disease (CVD), which is the single largest cause of death in the US. Smoking causes one out of three deaths from CVD.”**  
*Surgeon General’s Report*

## Deaths in North Carolina from Smoking

**14,200** adults die each year from their own smoking

**180,000** youth under 18 will ultimately die prematurely from smoking

## Smoking-related Monetary Costs in NC

**\$3.81 billion** in annual health care costs in NC caused by smoking

**\$4.24 billion** in productivity losses in NC caused by smoking

# We Know What Works!

## Studies show

- ▶ Tobacco users who use a combination of coaching and standard of care tobacco treatment medications are 3 times more likely to quit and stay quit than those who quit on their own

Dose matters. At least 4 coaching sessions are recommended (10 for pregnancy/postnatal care)

- ▶ Standard of care medications include nicotine replacement combination therapy (patch and gum for break-through cravings) or Varenicline (Chantix)

Dose matters here as well. 12 weeks is recommended.

# What is the QuitlineNC?

Provides free cessation services to any North Carolina resident who needs help quitting tobacco use

Quit Coaching is available 24/7 and can be offered with nicotine replacement therapy to help any tobacco user give up tobacco

Evidence-based, proactive 4-call program to all callers

10-call proactive coaching program for pregnant and postpartum women for additional coaching and support

Can provide nicotine-replacement therapy (standard of care for treating tobacco addiction)

## Current QuitlineNC Funding

Nonrecurring state funding at **\$1.1 million**

**\$100,000** from Medicaid Federal Financial Participation (FFP) – jointly funded by the federal government and states

## Current QuitlineNC Capacity

**62.8%** of NC tobacco users tried to quit in 2015

QuitlineNC can treat **14,000** tobacco users in NC with current state funding (**0.93%** of total tobacco smokers)

Increased demand for QuitlineNC services

# QuitlineNC Funding Proposal



Direct tobacco cessation services	\$2,024,000
Community education funding	\$700,000
Training for clinical providers	\$250,000
Evaluation, accountability, and data management	\$290,000



We Celebrated the 7<sup>th</sup> Anniversary of  
North Carolina's Smoke-Free Law on  
January 2.

**We have 100% tobacco free schools and hospitals. Many of our community colleges and public buildings are smoke-free. As more and more places in North Carolina become smoke and tobacco-free, we must provide evidence-based cessation programs to North Carolinians who want and need to quit tobacco.**

**PLEASE HELP US HELP THEM!**



Questions?