

## **Tobacco Cessation and Prevention**

### **Endorse \$3 million request to expand tobacco cessation and prevention services including Quitline NC.**

#### **Status**

The state currently spends \$1,100,000 a year to fund Quitline NC. Additional funding is required to meet the demand of North Carolina tobacco users who want to quit and to support North Carolina health care providers who increasingly depend on QuitlineNC as an evidence-based referral source for tobacco addiction treatment. Because smoking is a major cause of cardiovascular disease (CVD), this request should also reduce cardiovascular disease rates in the state and improve the health of North Carolinians. Helping tobacco users quit produces a return on investment for North Carolina, saving at least \$3 in immediate health care costs for every \$1 invested.

#### **Funding**

- \$2,024,000 in direct tobacco cessation services (QuitlineNC);
  - It is estimated North Carolina will draw down \$264,000 in receipts in Federal Financial Participation funds from Division of Medical Assistance.
- \$700,000 in community funding to educate about the dangers of tobacco use, secondhand smoke, and to promote tobacco cessation;
- \$250,000 to train clinical providers on the standards of care for tobacco treatment (You Quit, Two Quit); and
- \$290,000 in evaluation, accountability and data management.

The total request is \$3,000,000.

#### **Impact**

Impact and outcome measures include:

- the ability for QuitlineNC to treat an additional 10,256 tobacco users who want to quit, 3,076 of whom are Medicaid eligible;
- increased enrollment of North Carolina tobacco users who want to quit, in coordination with local education and awareness activities, which will have a profound impact on decreasing cardiovascular disease;
- training for 100 Family Medicine and OB-GYN clinics in the state (including physicians and all key staff) on integrating tobacco use dependence treatment to be completed by the You Quit, Two Quit Program; and
- evaluation, accountability and data management, which includes
  - conducting a 6-month evaluation of randomly chosen enrollees of QuitlineNC in a representative sample;
  - maintaining current, successful QuitlineNC rates, recognizing the significant cost and health benefits of this intervention; and
  - collecting qualitative data to improve the quality of the approaches to reach the at-risk population, with an emphasis on those eligible for Medicaid.

In addition, state and local Tobacco Prevention and Control staff will work to increase public-private partnerships to pay for evidence-based tobacco cessation services by North Carolina payers, employers and/or local governments.