

QuitlineNC Funding



Tobacco use in NC

Deaths in North Carolina from Smoking

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

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

“Smoking is a major cause of cardiovascular disease (CVD), which is the single largest cause of death in the US.

Smoking causes one out three deaths from CVD.”

Surgeon General’s Report



“Tobacco is either Pay Now or Pay (much more) Later” ...

- Smoking-related Monetary Costs in NC
 - **\$3.81 billion** in annual health care costs in NC caused by smoking
 - **\$931.4 million** in Medicaid costs in NC caused by smoking

What Works?

A **Combination** of Counseling and Medications

Counseling:

- In-person
- Telephone
- Group Counseling

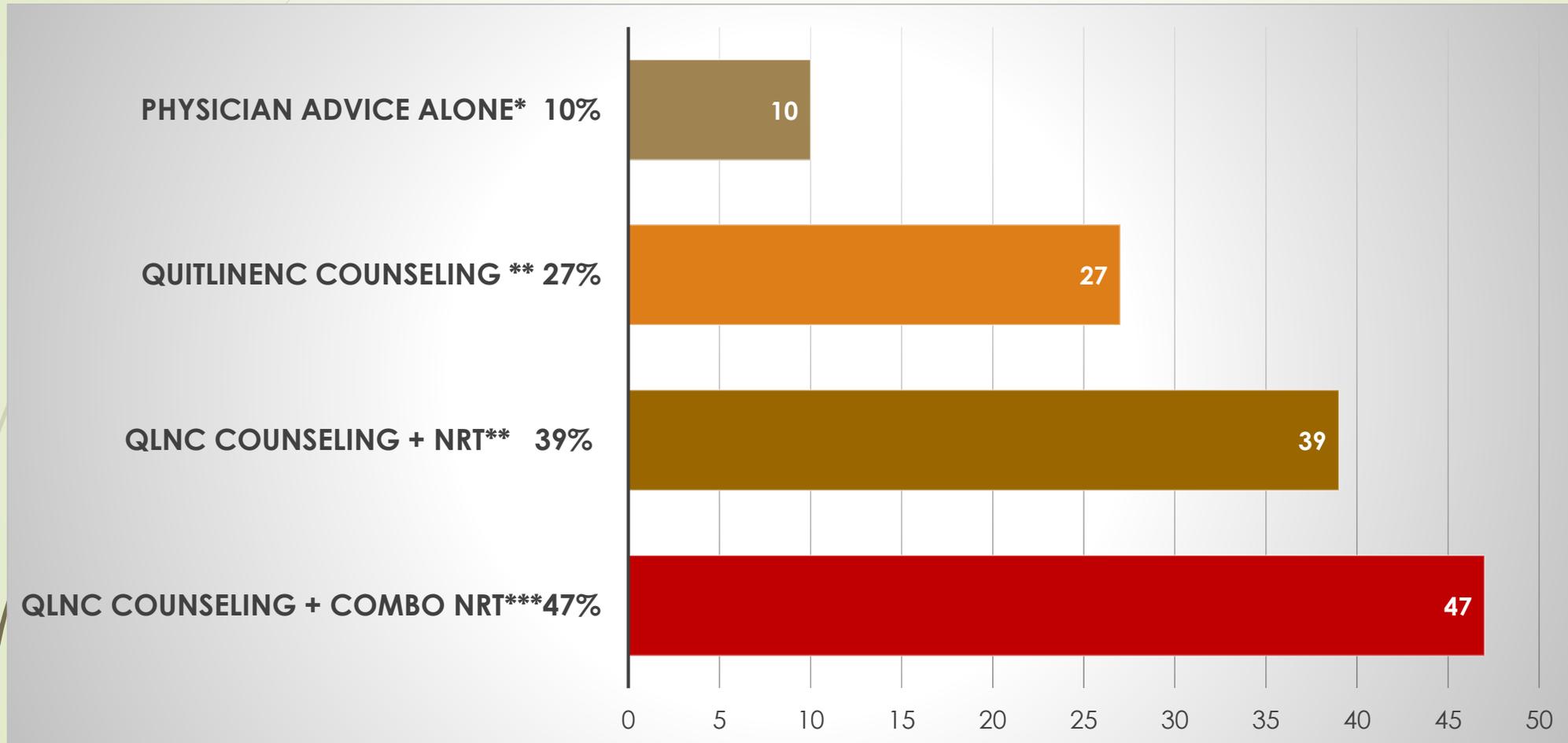
At least four sessions is best



Tobacco Treatment:

- Varenicline **-Or-**
- Combination Nicotine Replacement Therapy (NRT)**
 - Nicotine Patch to Treat addiction
 - Nicotine Gum or other fast-acting NRT for break-through cravings
- At least 8-12 weeks is recommended

6 Month Quit Rates Comparison



*Fiore, *Treating Tobacco Use and Dependence, Clinical Practice Guidelines* 2008 Update

** Alere Wellbeing and TPEP, *QuitlineNC Comprehensive Evaluation Reports*

***State Health Plan for Teachers & State Employees, *Evaluation Report, 2017*

Responder rates at 30 days point prevalence

QuitlineNC Can Offer these Services with a Strong Return on Investment

- ✓ **Evidence-based tobacco treatment services** to anyone from NC who wants to quit smoking/tobacco use, including quitting e-cigarettes
- ✓ **Quit Coaching is available 24/7** in different forms (e.g. Phone, Texting, Web coach, Spanish Language, etc.)
- ✓ Evidence-based, ***proactive 4-call program*** to all callers
 - ✓ ***10-call proactive coaching program for pregnant/postpartum women*** for additional coaching/support
- ✓ Can provide **combination nicotine-replacement therapy**
 - ✓ This is standard of care for treating tobacco addiction

Demand for QuitlineNC Services Continues to Exceed Funding

Current QuitlineNC Funding

- Recurring state funding at **\$1.35 million**
- **\$267,000** from Medicaid Federal Financial Participation (FFP)
 - QuitlineNC is the #1 Referral source for NC providers who want to help their patients quit
 - About 28% of QuitlineNC callers are on Medicaid

Current QuitlineNC Capacity

- **Most tobacco users want to quit.**
- **63%** of NC tobacco users tried to quit in 2015!
- QuitlineNC can treat **14,000** tobacco users with current state funding (**0.93%** of total tobacco smokers)
- TPCB has had to **cut services** for insured callers to a much less effective 1-call program and no NRT since 2016 **to avoid running out of funds.**

QuitlineNC Funding Proposal

| | |
|--|------------------|
| Direct tobacco cessation services | \$2,127,000 |
| Community education funding | \$850,000 |
| <u>Evaluation, accountability, and data management</u> | <u>\$290,000</u> |
| | \$3,000,000 |

Total Request:

**Expand state QuitlineNC funds in NC by \$3,000,000
for a total of: \$4,350,000**

**Happy QuitlineNC Callers:
93% satisfaction rate for ten years!
More than half are very satisfied.**

“My blood pressure is down, my blood sugar is better, and I got to avoid taking insulin.”

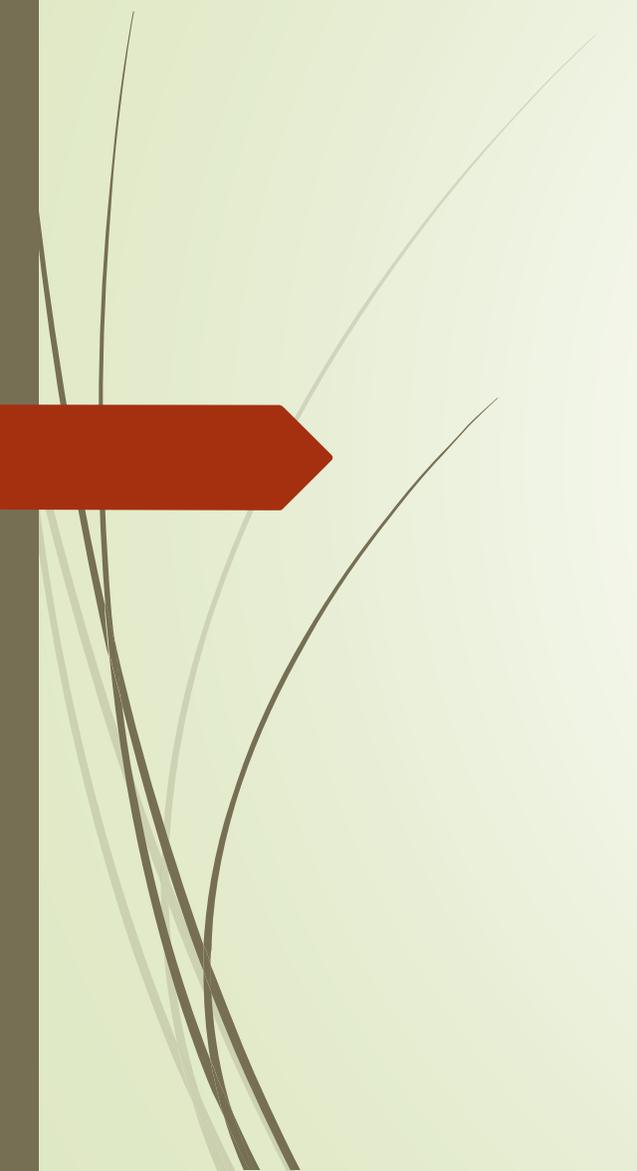
LN, Forsyth

"I really wish every state had this program. I am really, really amazed by this program."

DB, Wake

“I have been quit for a year ...and I wanted to call to thank you guys for helping me. “

HE, Rutherford



Questions?