

# QuitlineNC Funding



# 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 three deaths from CVD.”**

***Surgeon General’s Report***

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



# “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

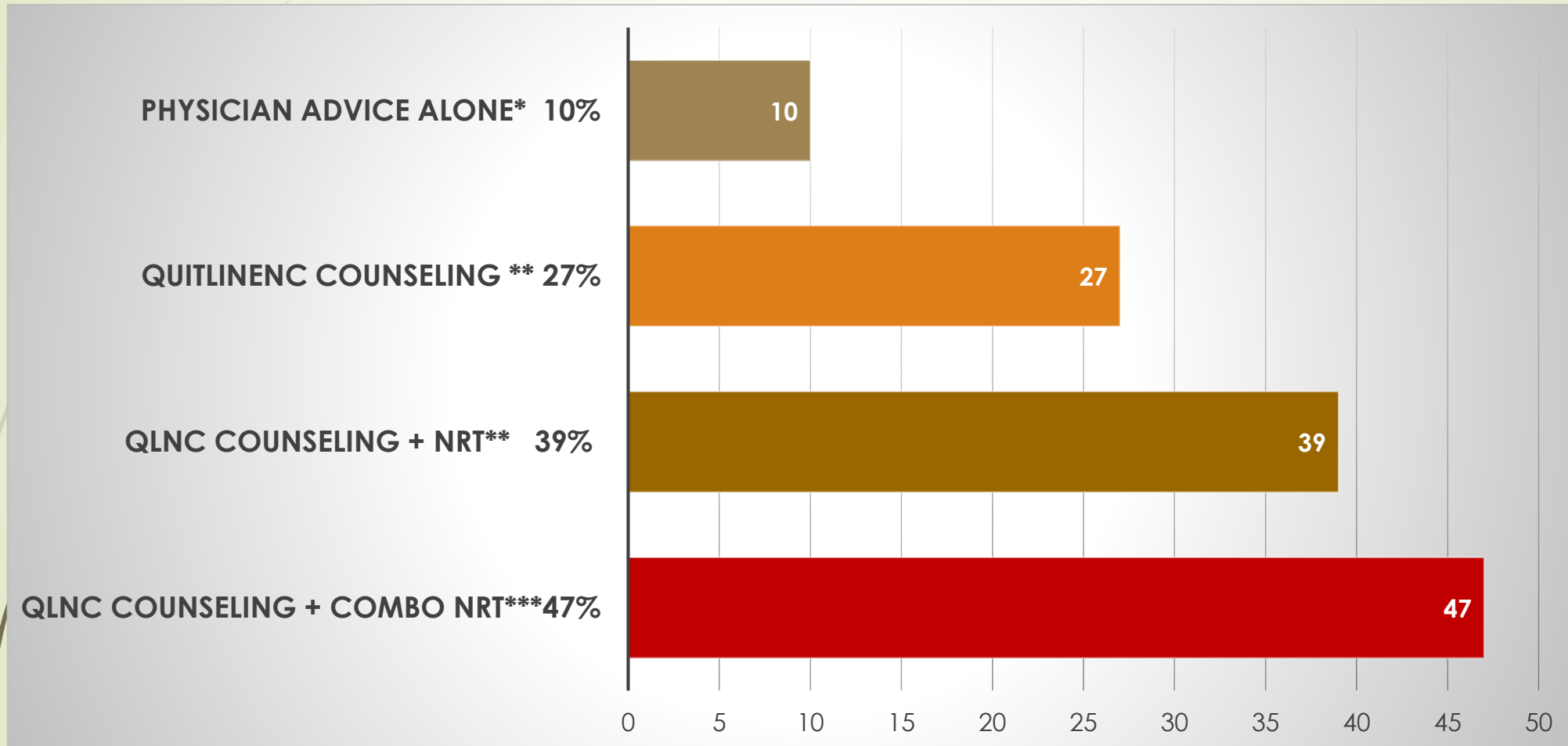
**At least four sessions is best**



### 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?**