

When Smokers Quit, Wisconsin Saves

TOO MANY ARE ADDICTED

800,000
Wisconsin residents
smoke



causing

\$500,000,000
Wisconsin Medicaid
expenses/year

THEY NEED HELP TO QUIT

The Quit Line assists
Medicaid members
who use tobacco



saving



IN YOUR DISTRICT:

Senate District 26 : Fred Risser

4,869 callers in your district have received help from the Wisconsin Tobacco Quit Line since it launched in May 2001. That equals an estimated **\$12,261,450** in healthcare cost savings for those who quit.

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 healthcare providers across Wisconsin ("Clinician Outreach").



Wisconsin Tobacco Quit Line. This service, available at 1-800-QUIT-NOW, is funded by the 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, has educated more than 22,000 health-care professionals in virtually every clinic, health system, and hospital in Wisconsin on how best to assist their patients to overcome tobacco addiction—the leading preventable cause of disease and death in America. However, with new research emerging and 800,000 Wisconsin smokers, there is much work yet to be done.

Wisconsin's TPCP: Helping smokers quit & protecting kids from addiction

Source: UW Center for Tobacco Research and Intervention
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