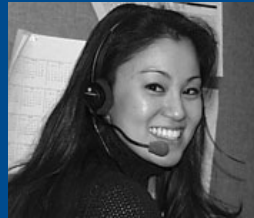


QUIT LINE FACT SHEET

How the Quit Line Works



1 A Wisconsinite calls the Quit Line.



2 A friendly coach offers tips and helps create a plan.



3 The Quit Line sends free medications and materials.



4 They arrive in the mail. It's free.

The Quit Line's FREE Services

- * Available 24/7.
- * Telephone coaching for Wisconsin tobacco users who want to quit. This consists of one individualized coaching and support call.
- * Callers will receive personalized advice on how to quit, information on medications, and assistance with choosing a quit date and creating a quit plan.
- * Wisconsin residents may call the Quit Line back as often as they like.
- * Two weeks of free medication (nicotine patch, nicotine gum or nicotine lozenge) and self-help materials.
- * A secure Web Coach where tobacco users can interact with others trying to quit, get support, develop personalized quit plans and track results.
- * Information for those concerned about a tobacco user.

How to Reach Us

- * Call 800-QUIT-NOW (800-784-8669).
- * Register online: Visit www.WiQuitLine.org and click on "Register Online" in the right-side panel. Or go to www.quitnow.net/wisconsin

Helping Smokers Quit

- * The Quit Line has fielded hundreds of thousands of calls since May 1, 2001.
- * About half of callers are either underinsured or Medicaid recipients.

About the Quit Line

- * The Quit Line is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI).
- * It is funded by the Wisconsin Department of Health Services.