

TOBACCO *Facts*

June 2010

North Dakota Tobacco Quitline

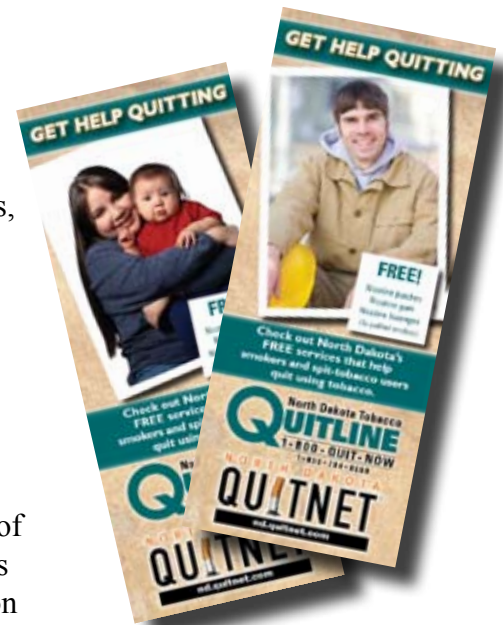


- The North Dakota Tobacco Quitline provides free, confidential, telephone-based cessation counseling to any North Dakota resident interested in quitting tobacco.
- Smokers, spit-tobacco users, family members of tobacco users and health-care professionals are encouraged to call the Quitline for help.
- The toll-free number for the Quitline is 1.800.QUIT.NOW (1.800.784.8669). The toll-free TDD number is 1.800.842.4681.
- Quitline hours are (Central Time):
Monday–Friday: 7 a.m.–9 p.m.
Saturday: 9 a.m.–5 p.m.
During other hours, callers can leave a message and counselors will return their call during open hours.
- Quitline counselors are located at the University of North Dakota’s Department of Family and Community Medicine in Grand Forks.
- Counselors will discuss the caller’s readiness to quit tobacco use and help them develop a plan, which could include setting a quit date, learning how to identify triggers and learning how to deal with withdrawal symptoms and cravings.

➤ The Quitline was launched in September 2004 and is funded by the North Dakota Legislative Assembly with monies received from the Master Settlement Agreement and by the U.S. Centers for Disease Control and Prevention (CDC).

➤ Health-care provider education and training on how to counsel patients to quit using tobacco are available. The Quitline also provides educational materials for health-care professionals

to share with patients, such as posters for waiting rooms, brochures, prescription pads and pocket cards.



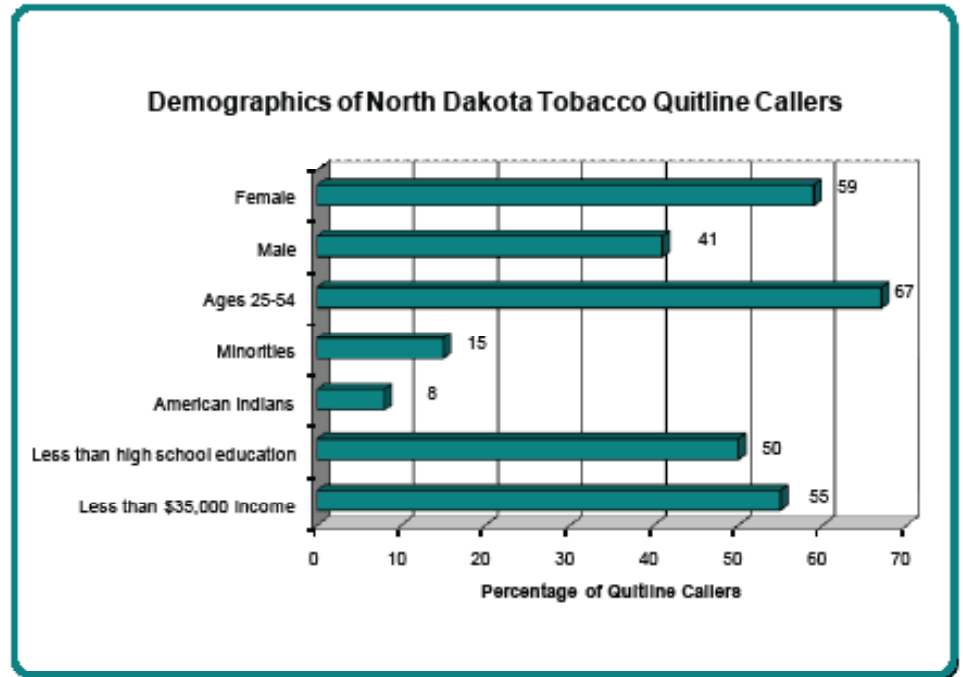
➤ The Quitline also offers an audio library of topics, such as an introduction to the Quitline; preparing for quit day; dealing with withdrawal symptoms; spit-tobacco; managing triggers; the health benefits of quitting; the nicotine patch; and nicotine gum. Callers do not have to speak with a counselor to listen to the audio library topics.

➤ **The Quitline has an extremely high success rate. Six months after counseling, 36.1 percent of former tobacco users are still not using tobacco.**

- During 2009, the Quitline received 5,162 calls, an average of 430 calls per month.
 - ▼ About 15 percent of these calls came from minority callers.
 - ▼ Eight percent of these calls came from American Indians.

- Of the 5,162 people who called the Quitline in 2009, 2,236 enrolled in counseling.
 - ▼ Fifty-nine percent of the enrollees were female and 41 percent were male.
 - ▼ Sixty-seven percent of the enrollees were ages 25 to 54.
 - ▼ Fifty percent of the enrollees had a high school education or less.
 - ▼ Fifty-five percent of the enrollees made less than \$35,000 per year.

- The Quitline offers a free 2-month supply of the nicotine patch, nicotine gum or nicotine lozenges to callers who enroll in the program and who are not eligible to receive nicotine replacement therapy (NRT) assistance under any other program or through their health insurance.
 - ▼ During 2009, 2,471 callers received free NRT.



- The Quitline records a high satisfaction rate.
 - ▼ Of Quitline callers, 83 percent rated the support they received as excellent or very good.
 - ▼ Ninety-four percent of callers thought the coping skills and strategies they learned from the counselor would help someone stop smoking.
 - ▼ **Ninety-seven percent of the callers would recommend the program to others who are trying to stop using tobacco.**