

The Quitline Is Working

Money Saved

The North Dakota Tobacco Quitline has saved North Dakota citizens more than \$12 million. About \$1,623 in medical expenses is saved annually for every smoker who quits, and 2,616 North Dakotans have quit smoking or chewing tobacco with the Quitline's help since September 2004.

Money Spent

Annually, North Dakota spends more than \$250 million on health care and \$192 million on lost productivity due to smoking.

Funding

The Quitline is a program of the North Dakota Department of Health, paid for with Master Settlement funds approved by the North Dakota Legislative Assembly.

Cass County

In Cass County, 1,190 people have called the North Dakota Tobacco Quitline since it started in September 2004.

The North Dakota Tobacco Quitline helps North Dakotans quit using tobacco. The Quitline provides free, confidential, telephone-based counseling and advice and also provides a free two-month supply of nicotine patches, gum or lozenges to qualified enrollees.

Smokers, spit-tobacco users, family members of tobacco users and health-care professionals are encouraged to call the Quitline.

The Quitline also offers an audio library service, allowing people to listen to prerecorded messages that help them with the quitting process.

Quitline Highlights

- The North Dakota Tobacco Quitline has an extremely high success rate. Six months after counseling, 34.4 percent of former tobacco users are still not using tobacco.
- Of Quitline callers, 95 percent say they would recommend the program to others who are trying to quit using tobacco.
- Calls to the Quitline increased dramatically after Fargo and West Fargo adopted a comprehensive smoke-free policy AND after the federal tobacco tax increased.

