

## 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.*

## Pembina County

In Pembina County, 80 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.

