



THE VALUE OF TOBACCO QUITLINES



COSTS OF TOBACCO USE

- Tobacco is #1 preventable cause of early death, disability and chronic disease in the United States.
- More than 490,000 people die each year due to smoking and secondhand smoke.
- The U.S. experiences an annual financial burden of \$600 billion in direct healthcare costs & lost productivity.



QUITLINES = EFFECTIVE SOLUTIONS

QUITLINES DELIVER EVIDENCE-BASED SERVICES THAT EXPAND ACCESS TO TREATMENT AND IMPROVE HEALTH OUTCOMES!

Why are they effective?

- Accessible to everyone!
- Deliver key treatment elements as recommended by the 2008 PHS Clinical Practice Guidelines & the 2020 Surgeon General's Report.
- Offer a combination of counseling with trained tobacco treatment specialists & FDA-approved pharmacotherapies.
- The average quit rate is higher (35%) vs. the average quit rate without support (7%).

Why are they cost-effective?

- Reduces smoking rates at lower costs compared to other public health interventions.
- High return on investment by decreasing long-term healthcare costs.
- Less costly than treating the effects of smoking (less than \$750/successful quit vs. \$18,300/hospital treatment cost for a heart attack).
- Prevents tobacco-related diseases and hospitalizations.



CONTRIBUTION TO TOBACCO CONTROL

- Key resource for healthcare providers offering brief tobacco cessation patient care.
- Quitline referral healthcare integration streamlines access to care & services.
- Increases awareness on the importance of cessation & where support can be found.

TOBACCO CONTROL POLICIES LIKE CLEAN INDOOR AIR LAWS OR HIGHER TAXES, HELP BOOST TOBACCO CESSATION!



CULTURALLY RESPONSIVE SUPPORT

QUITLINES ARE UNIQUELY TAILORED TO ALL COMMUNITIES!

- Serves groups disproportionately affected by tobacco like people with behavioral health conditions & chronic illnesses, low-income populations and rural communities.
- 87% of quitlines are providing services for young people who want to quit vaping.
- ~50% of quitlines outreach to groups including people who use vapes, people with lower socioeconomic status and youth.
- Offers multilingual support including services in Spanish, Cantonese, Mandarin, Korean & Vietnamese.

KEY FACTORS TO A QITLINE'S SUCCESS



FUNDING DRIVES IMPACT!

- Increased funding for **tobacco prevention programs** and **cessation services** lead to higher service use and more quit attempts.
- Investing in quitlines lowers healthcare costs & improves public health outcomes!

RESOURCES

2020 The Surgeon General's Report on Smoking Cessation

Center for Disease Control & Prevention - Office on Smoking and Health

North American Quitline Consortium