



Overview

In 2017, the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) reached 25 years of helping smokers to quit. UW-CTRI is nationally recognized for its ground-breaking tobacco research that is translated into tobacco treatment. UW-CTRI conducts tobacco research not just in its own labs in Madison and Milwaukee, but also in healthcare clinics throughout Wisconsin. Beyond studying ways to improve treatments, other studies at UW-CTRI are looking at how we can improve the effectiveness of community, state and national responses to reduce the emotional, physical, and financial consequences of smoking.

UW-CTRI also provides services to thousands of Wisconsin residents through the Wisconsin Tobacco Quit Line, which offers free coaching to anyone anywhere in Wisconsin 24/7, supported by the Wisconsin Department of Health Services. Since the launch of UW-CTRI's Outreach Program in 2001 as part of a comprehensive, statewide tobacco control program, UW-CTRI outreach specialists have worked with virtually every health-care system and insurer – as well as thousands of clinics and dozens of hospitals across Wisconsin.

UW-CTRI has:

- Published more than 500 research articles.
- Helped more than 200,000 smokers to quit. In 2018, UW-CTRI provided counseling or treatment directly to more than 10,000 people via research studies and the Wisconsin Tobacco Quit Line.
- Generated more than \$145 million in grant funding.
- Become a go-to source for journalists.
- Created the No. 1 Web site for tobacco research listed on Google.
- Changed the way health-care systems approach tobacco treatment.

Some of the Center's top achievements include:

- Being a driving force to institute tobacco use as a standard vital sign for all patients.

- Chairing the U.S. Public Health Service Clinical Practice Guideline: *Treating Tobacco Use and Dependence*. (2000 and 2008)
- Contributing to the United States Department of Health and Human Services' National Action Plan to reduce tobacco dependence.
- Researching key quit-tobacco counseling strategies and medications, such as bupropion and varenicline.
- Creating and managing the Wisconsin Tobacco Quit Line since its launch in 2001. The Quit Line is funded by the Wisconsin Department of Health Services.
- Training tens of thousands of health-care practitioners.
- Assisting with passing a workplace smoking ban in Madison and then statewide in Wisconsin.
- Working with disadvantaged populations, such as those with behavioral health issues, to help smokers quit.
- Conducting ground-breaking research in areas such as dependence, cessation, and genetics.
- Working on systems change such as incorporation of tobacco treatment into health-care settings, including electronic health records.



"I owe a lot to this research study," said UW-CTRI patient Mike Eheler. "I feel like I got a lot more years added to my life to spend with my kids."