



Every year, 7,000 Wisconsin residents die from disease directly caused by tobacco use—that's more than the death toll from AIDS, illegal drugs, alcohol, suicide and homicide combined.

Regional Outreach Program: Helping Healthcare Providers Help Patients Quit

UW-CTRI Education and Outreach Specialists assist healthcare providers with helping their patients break their addictions to tobacco. Located throughout the state, these specialists share the latest tobacco research with healthcare providers and work with them to incorporate tobacco-cessation treatment into standard care at hospitals, clinics, healthcare systems, dental practices, and facilities that treat behavioral health disorders.

UW-CTRI outreach specialists encourage clinicians to ask about tobacco use at every visit, advise patients to quit, prescribe medications to assist with quitting and refer to programs that provide counseling, such as the Wisconsin Tobacco Quit Line.

These best practices are based on the U.S. Public Health Service Clinical Practice Guideline: *Treating*



Tobacco Use and Dependence, the international standard for helping people quit, developed under the direction of UW-CTRI researchers. To date, UW-CTRI has:

- Trained 50,000+ healthcare providers at more than 700 clinics and organizations throughout Wisconsin.
- Partnered with local tobacco control partners to reduce prevalence every year since 2001.
- Worked with insurers to cover medications to help people quit.
- Collaborated with providers in the dental, substance abuse, and mental health fields.

QUIT TOBACCO FACTS

Wisconsin Programs

The Wisconsin Tobacco Quit Line: Free Assistance at 800-QUIT-NOW

The Wisconsin Tobacco Quit Line, managed by UW-CTRI and funded by the Wisconsin Department of Health Services, provides free, confidential telephone coaching and medication to help Wisconsin residents quit tobacco use, whether they smoke, vape, or chew. People ages 13 and up can reach the Quit Line 24/7 by:

- Calling 800-QUIT-NOW (800-784-8669)
- Or texting READY to 200-400
- Or visiting www.WiQuitLine.org

Quit coaches work with callers to create individualized, effective quit plans. Since 2001, the Wisconsin Tobacco Quit Line has:

- Provided help to more than 300,000 callers.
- A quit rate that's more than four times better than the rate for smokers quitting "cold turkey."
- Saved millions in Medicaid and other healthcare expenses.
- Provided free medication to help smokers quit.

Special Programs: Working to Reduce Tobacco-Related Disparities

UW-CTRI is dedicated to reducing tobacco-related disparities. We continue to work with ethnic groups throughout Wisconsin to



improve tobacco-dependence treatment. UW-CTRI works closely with First Breath, a program of the Wisconsin Women's Health Foundation, to help pregnant women quit smoking. UW-CTRI has a history of innovative initiatives to help people living in poverty to quit smoking. UW-CTRI continues to work with clinicians to incorporate evidence-based treatments to help behavioral health patients quit tobacco use. One example of this work is the Wisconsin Nicotine Treatment Integration Project: www.HelpUsQuit.org