



TOBACCO

QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

Based on 25 years of research and experience, Quitline Iowa teaches people how to become experts in living without tobacco using "The 4 Essential Practices to Quit For Life."

Quit at Your Own Pace. Quit on your terms, but get the help you need, when you need it.

Conquer Your Urges to Smoke. Gain the skills you need to control cravings, urges and situations involving tobacco.

Use Medications So They Really Work. Learn how to supercharge your quit attempt with the proper use of nicotine substitutes or medications.

Don't Just Quit, Become a Non-Smoker. Once you've stopped using tobacco, learn never again to have that "first cigarette."

Participant Testimonials

"I smoked for 35 years and never went anywhere without my cigarettes. ... I am free. I am healthier. And

"I wouldn't have been able to quit smoking without this program. I feel so much better!"

"I have had a life-changing experience. If it weren't for the program, I wouldn't be where I am today."

Return on Investment

The average cost per participant in Quitline Iowa is **\$130**.

\$1 investment in Quitline Iowa results in **\$11** of savings to Iowans in medical costs, lost productivity, and worker's compensation.

Every quit attempt through Quitline Iowa results in annual savings of **\$5,360** for Iowans.

www.quitnow.net/iowa/

Number of Iowans enrolled in service since 2011:

22,605

Participant Satisfaction:

84%

30 day Participant Quit Rate:

27%

Success Rate of participants after 13 months:

21.9%

Cost per Quitline Iowa Participant:

\$130

Annual Savings to Iowans from \$1.3 million investment in Quitline:

\$14.3





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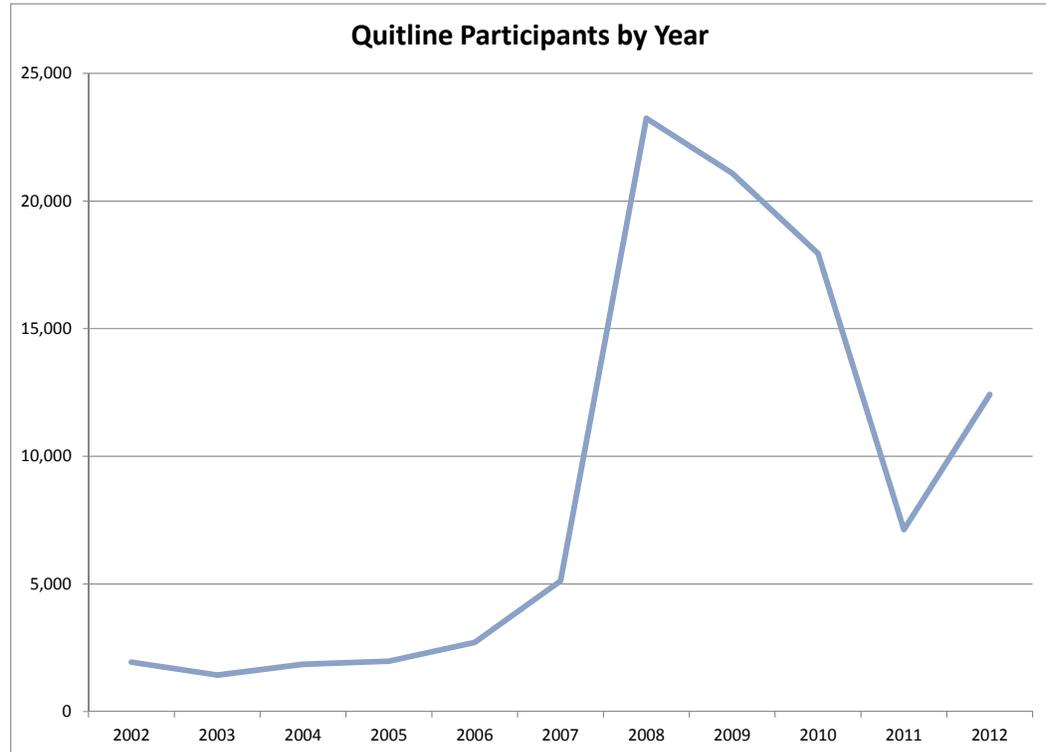
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Call volume varies annually due to a number of factors. Media promotion, offering free NRT, national campaigns, policy changes, and funding all affect the number of callers to Quitline Iowa. Volume peaked in 2008 when nicotine replacement therapy (NRT) was offered free to all participants regardless of insurance coverage.

Web based coaching is a new option for participants who prefer web interaction to traditional phone based coaching. Both options are available to anyone who wants to quit using tobacco.

Approximately 60% of phone based Quitline coaching participants are female.

Approximately 48% of Quitline participants report smoking between 11-20 cigarettes per day at the time of enrollment.

Quitline participants who aren't successful in staying tobacco free after 13 months report significant declines in their usage.

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