

Making the Case for Quitlines to Policy Makers: A Perspective from Wisconsin

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Transdisciplinary Tobacco Use Research Centers

Today

- Background on Wisconsin's Tobacco Quit Line
- Funding
- Communicating with Policy Makers
- Earned Media
- Group Scenario

Wisconsin Tobacco Quit Line



WISCONSIN TOBACCO
QuitLine
800-QUIT-NOW

UW-CTRI

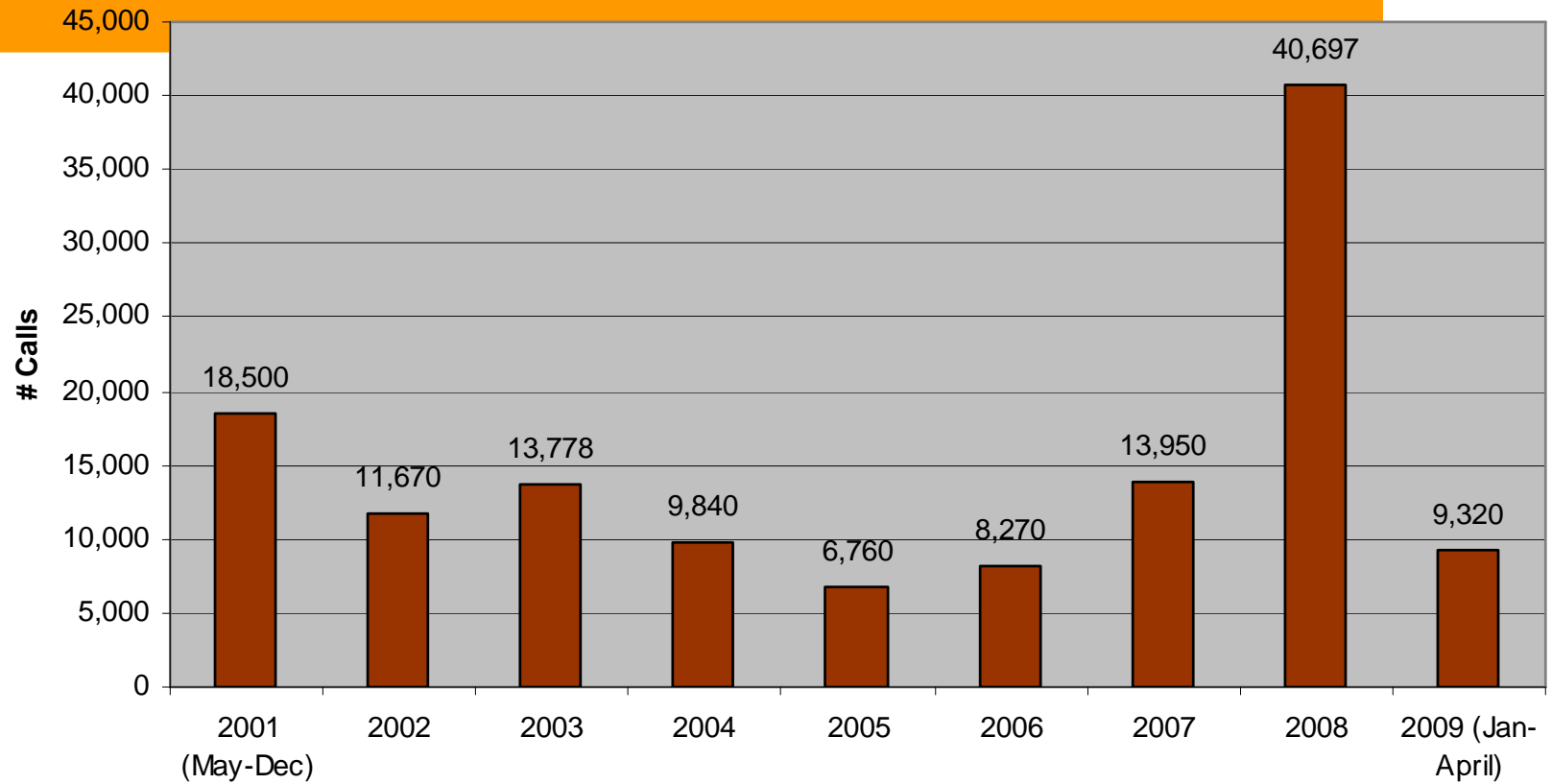
Wisconsin Tobacco Quit Line Utilization

- Since 2001...
 - Over 132,000 total hits to the phone line
 - 97,000 callers registered for a service (incl. tobacco user, providers, proxy, general public)
 - 84,000 tobacco users received services

Wisconsin Tobacco Quit Line Utilization

- Current adult smoking prevalence
 - 19.8% (WI BRFSS, 2008)
- Generally serve about 8,000 tobacco users/year
 - < 1% of WI tobacco users
- In 2008 ~ 3% of WI tobacco users
- 54.6% adults have heard of WTQL (WI BRFSS, 2008)

Quit Line Call Volume (May 2001 - April 2009)
Total Calls: 132,785



Who Uses the WTQL? (2008)

Registered Tobacco Users = 25,384

- Gender: Male=41%; Female=59%
- Tobacco type: Cigarettes = 96%
- Age: 31-60 = 67%
- Ethnicity/Race:
 - 3% Hispanic
 - 84% Caucasian
 - 11% African American
 - 2% Native American
 - 0.5% Asian

Who Uses the WTQL? (2008)

- Reported Insurance
 - Commercial Insurance: 42%
 - Medicaid/Uninsured: 43%
 - Medicare: 12%
- Reported Chronic Conditions
 - Asthma: 13%
 - COPD: 8%
 - Heart Disease: 5%
 - Diabetes: 7%
 - None: 66%

Services Requested (2008)

- Coaching
 - 24,517 for 1 call or multi-call program
- NRT (patch, gum, lozenge)
 - 16,655 dosed
- Web Coach
 - 9,439 individuals with web accounts
- Referrals to local quit-tobacco programs
 - 4,074

Quit Line Funding

- State of WI sole funder out of GPR
- \$1.77 state tobacco excise tax
 - Expected increase of 75 cents late summer 09
- No dedicated appropriations
- No annual payments based on MSA

Funding: Who do we talk to?

- Governor, 4-yr term
- 132 full-time legislators in a bicameral setting



WI Governor Jim Doyle
Signs State Smoking Ban
(May 18, 2009)

Wisconsin Tobacco Control Funding

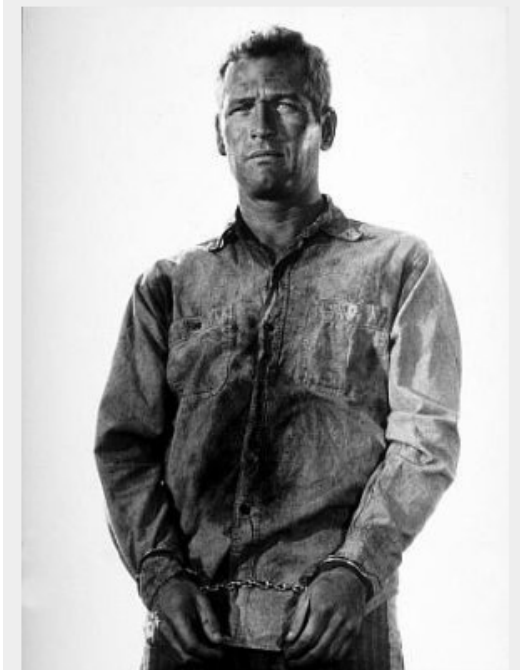
- Biennial budget writing ongoing
 - Fiscal year July-June
 - 2-year budget by June 30
- Next budget process
 - Began with \$1.8 million cut to program in February 09
 - Mid-point: Budget-writing committees restored funding
 - Ending: unknown, but not sunny

Outreach to Policy Makers

- Why important?
 - They hold the purse-strings
 - You get quitline funding
 - You help people addicted to nicotine



It All Starts With Communication



What we got here is...
failure to communicate.

The “L” Word

- Mindful of lobbying
- Employees of state-funded programs do not lobby
- Do not take positions on specific forms of legislation
- Never mention bill numbers
- Educate, speak in general terms of QL value
- Offer information and respond to questions

Do Your Homework

- Who sits on budget-writing committee and health committees in each house?
- Know dates of legislative sessions
- Pay attention to key junctures in deliberations
- Know the rhythms of a lawmaker's week
- NCSL.org

Communicate with Policy Makers

- Make it personal, tell individual stories
- “Put a face” on tobacco-use treatment
 - Harvest “happy quitter” stories
- Make it relevant to each legislator



Daryl Bly, a veteran of the National Guard, quit smoking through Operation Quit Tobacco

Face-to-Face Communication

- Take every opportunity
 - One-on-one or small group meetings
 - Consider town hall meetings or legislative forums
 - Attendance at official legislative hearings
 - Work with lobbyists
 - Set up briefing sessions

Written Communications

Annual Legislative District-Specific Report

- Most important piece
- Distributed directly to each legislative office
- Taken to any face-to-face meeting
- Posted on UW-CTRI web site

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QuitLine
800-QUIT-NOW

UW-CTRI UNIVERSITY OF WISCONSIN
Center for Tobacco
Research & Intervention

WI Statewide Tobacco Dependence
Treatment Programs

Saving Lives, Saving Dollars

The UW Center for Tobacco Research and Intervention's Statewide Education and Outreach Program and the Wisconsin Tobacco Quit Line help residents quit tobacco use. These programs are funded by the Wisconsin Department of Health Services Tobacco Prevention and Control Program.

* * * * *

Economic Impact

Tobacco use in Wisconsin costs \$2.2 billion in direct medical expenses and an additional \$1.6 billion in lost productivity costs each year.

* * * * *

"If we had a UW-CTRI and a Quit Line for every public-health problem, the problems would be much easier to solve. These are valuable programs to rural and urban communities across the state, and WHA hopes they continue to be funded."

— Steve Brenton, President
Wisconsin Hospital Assn.

Senate District 5: Senator Jim Sullivan

1,942 callers from your district have received help with quitting tobacco from the Wisconsin Tobacco Quit Line since its inception in May 2001.

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QuitLine
800-QUIT-NOW

The Wisconsin Tobacco Quit Line

helps people quit using tobacco. The Quit Line provides free telephone coaching on how to quit, a free two-week starter kit of quit-smoking medications as well as online support and information to anyone who calls the toll-free number, 1-800-QUIT-NOW.

Quit Line Highlights

- ☑ A record **40,700** callers in 2008; **123,500** callers since 2001.
- ☑ More than **4,000** referrals to local quit-smoking resources in 2008; **24,750** since 2001.
- ☑ Distributed more than **18,000** nicotine replacement therapy (NRT) starter kits since January 2008.



Sabrina Diederich, 18, quit smoking while pregnant with the help of the Wisconsin Tobacco Quit Line. "It was such a great resource for me," she said.

UW-CTRI Outreach Program

In 2008, the Outreach program provided tobacco dependence treatment training and technical assistance for **11,987** healthcare and public-health staff at **920** clinics and hospitals, affiliated with **26** healthcare systems. In turn, these healthcare providers helped tens of thousands of patients who use tobacco.

Six UW-CTRI outreach specialists have offices in various regions of the state. They provide training and technical assistance to healthcare providers in your district to help your constituents quit using tobacco. To contact the specialist in your area visit: <http://www.ctri.wisc.edu/map>.

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Written Communications

- Other forms
 - Memos
 - News releases
 - UW-CTRI Annual Report
- Use in moderation
- Less is more

Push and Pull Communication

- Direct policy makers to web site to pull information
- Wisconsin Tobacco Quit Line site:
 - www.WIQuitLine.org
- Sample materials, videos, testimonials, and legislative reports

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QuitLine

800-QUIT-NOW (800-784-8669)

CLICK to CALL



Speak with a
Quit Coach Now!

Search

877-2NO-FUME - Español

7am to 11pm daily - Or leave a message for a call back.



Quit Line <



Researchers



Healthcare
Providers



Smokers



Insurers



Employers



Advocates



UW-CTRI Home

Get Free Medications, Live Coaching and Web Forums

That's right. If you're ready to quit smoking or chewing tobacco and you're a Wisconsin resident, simply call **1-800-QUIT-NOW**.



You'll talk to a friendly quit coach who will send you a free two-week supply of quit-tobacco medications, plus help you develop strategies on how to quit that are just right for you. The Quit Line has



CTRI's Advocacy Page

SUCCESS!

- 1,300 hits since March 2009
- Individual legislator's pages: 6,000 hits since January 2009 (avg 45 per page)



-  Quit Line
-  Researchers
-  Healthcare Providers
-  Smokers
-  Insurers
-  Employers
-  Advocates <
-  Home

Obama Appoints Tobacco-Control Champion to Lead the CDC



President Obama has named Dr. Tom Frieden, New York City Health Commissioner and tobacco-control champion, [to direct the Center for Disease Control](#). Dr. Frieden is an advocate for the Clinical Practice [Guideline Update](#). [More](#)

[More than 1,100 Current Wisconsin Kids Have Lost Their Moms to Smoking](#)

[Wisconsin Legislature Passes Smoke-Free Indoor Air Law](#)

[After Tax Increase, Wisconsin Smokers Turn to Quit Line for Help With Quitting](#)

District-by-District Impact from the Wisconsin Tobacco Quit Line and Outreach Programs Across Wisconsin



[Impact by SENATE districts](#)

[Impact by ASSEMBLY districts](#)

Learn more about:

- [Operation Quit Tobacco](#), a free program to help troops
- [Wisconsin Tobacco Quit Line](#)
- [Statewide Outreach Program](#)

VIDEO: [Dr. Michael Fiore Offers a Physician's Perspective on Smoking on Wisconsin Eye](#) (takes a few seconds to load)

[UW-CTRI National Policy Initiatives](#)

[UW-CTRI Wisconsin Policy Initiatives](#)

[Get Involved In Tobacco Control In Your Area](#)
(Links to www.tobwis.org)

[Fact Sheets on Tobacco Use and How to Quit](#)

Federal Legislators

- They matter
- Easy to share written communication
- Policy makers do “talk amongst themselves”

Earned Media

- Build your case to policy makers
- Create a culture of awareness
- Building constituencies of support

Tried-and-True Earned Media

- News releases
- Op-ed pieces
- News conferences
- Letters to the editor
- Appearances on radio and TV morning new, Live-at-Fives, radio drive-time talk programs
- Editorial board meetings

- Know what media your governor and legislators are looking at and listening to
- Get your messages to those media outlets
 - Home district media
 - WisconsinEye (C-SPAN for Wisconsin)
 - Wispolitics.com



Track Your Media Interactions

- Helps build relationships
- Easier to pitch stories later on
- Know your local media markets, programs, personalities

Social Media

- Facebook
 - Wisconsin Tobacco Quit Line page under development
- MySpace?
- Twitter?

Limitations

- Manpower, building capacity
- The Solution:
 - Work with partner orgs (e.g., ACS, ALA, AHA)
 - Draw on students or other volunteers
- On your own time, donate
 - Time and money to politicians who are supportive of quitlines and tobacco control programs

Group Scenario

Contact Information

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Visit us at:
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