

Quitline Impact

Snapshot of 2024

Quitlines in the United States achieved significant progress on key metrics in fiscal year 2024. For more details, visit naquitline.org/survey.

Key takeaways from FY24:

- Quitlines received **516,720 direct calls** from individuals seeking help to quit and from friends or family learning to support someone on their quit journey.
- Quitlines reported **910,631 unique visitors** to a website to learn more about quitting and sign up for free support.
- Providers sent **231,203 referrals** for follow up treatment after an outpatient or hospital visit.

Key Performance Metrics



\$2.72

Spending Per Adult Smoker



250,954

Received Counseling or Medications



35%

Conventional Tobacco Quit Rate

Since 2004, each year NAQC conducts a survey of quitlines in North America. Aggregate results are shared with the quitline community and partners and help achieve NAQC's mission of promoting evidence based quitline services across diverse communities in North America.

Information in this report is taken from the 2024 annual survey. For additional information, please visit naquitline.org/survey.

