

## What is a Quitline?

Quitlines are telephonic counseling services that provide high quality and effective treatment for smokers who want to quit. They can help you plan for a successful quit. Quitlines are available when you want and need them and:

- they are free;
- they are confidential;
- they tailor their help to meet your needs;
- they may provide medications as well as counseling;
- they can dramatically improve your chances of successfully quitting smoking; and
- they are staffed by highly trained, health care professionals.

Quitlines are available in every state, territory, and province in the U.S. and Canada. Quitlines are recommended by the U.S. Public Health Services Clinical Guideline for Treating Tobacco Use and Dependence (2008 update). The materials listed below provide additional details on quitlines:

### ***What is the quitline experience like?***

Quitlines dramatically increase the success rates of smokers who try to quit by providing support, a tailored quit plan and other services. Learn more about the quitline experience through these [videos](#) and [frequently asked questions](#).

### ***Are there success stories?***

Many states, territories, and provinces have success stories. Watch and read examples from [Arizona](#), [Washington](#), and the [D.C. area](#).

### ***Why should my state, province, territory, or company invest in a quitline?***

Quitlines provide high quality and effective treatment for smokers who want to quit. Learn more about [making the case for businesses and purchasers](#), [encouraging consumers to thank elected officials who fund quitlines](#), and [making the case for government officials](#).

### ***How much will someone save if they quit smoking?***

You will be surprised at how much savings result from quitting! Use this [calculator](#) to find out.

## AUDIENCE

Consumers, health care professionals, policy makers, and the media all need to know what quitlines are; how they perform their jobs; what the quitline experience is like for users; and how successful they are at helping people quit smoking.

## TAKE ACTION

### ***Want to quit smoking?***

If you're a tobacco user, want to quit using tobacco, and live in the U.S., call 1-800-QUIT-NOW to get the support you need to quit successfully. If you live in Canada, your province or territory's quitline number is [available online](#).

Information on the services, hours of operation, and local telephone numbers for each quitline in the U.S. and Canada can be found online at [www.naquitline.org/map](http://www.naquitline.org/map).

### ***Want to help someone quit smoking?***

If you're a health care professional, ask all patients about tobacco use, advise tobacco users to quit, assist them with brief counseling and

medication (if appropriate), and refer them to a quitline for continuing help. Information on the services, hours of operation, and local telephone numbers for each quitline in the U.S. and Canada can be found online at [www.naquitline.org/map](http://www.naquitline.org/map). Quitlines offer easy-to-use referral programs for health care professionals that may include fax and e-referrals.

### ***Want to help a friend, family member, or co-worker quit smoking?***

If you live in the U.S. and know someone who uses tobacco that wants to quit, refer them to your state's quitline by having them call 1-800-QUIT-NOW. Information on the services, hours of operation, and local telephone numbers for each quitline in the U.S. and Canada can be found online at [www.naquitline.org/map](http://www.naquitline.org/map).

### ***Want to make sure your quitline is adequately funded?***

The Centers for Disease Control and Prevention (CDC) has set goals for all quitlines to help at least 6% of tobacco users every year. To reach this goal, CDC estimates that quitlines need budgets of at least \$10.53 per smoker. [See what your state, territory, or province is investing in quitlines](#) and advocate for adequate funding for services in your area! One strategy for gaining adequate funding is to dedicate a small portion of the tax on cigarettes and other tobacco products to the quitline.

## **MORE INFORMATION**

Visit the Web site of the North American Quitline Consortium (NAQC): [www.naquitline.org](http://www.naquitline.org).

All Quitline Facts. NAQC. July 2010. Frequently asked questions and answers on quitlines, including data from NAQC's annual survey of quitlines – 2009. [View document online](#).

Quitline Services in Your State, Territory, or Province. NAQC. July 2010. Visit [www.naquitline.org/map](http://www.naquitline.org/map) and click on your location to learn about the specific services available through the quitline.

Tobacco Cessation Quitlines: A Good Investment to Save Lives, Decrease Direct Medical Costs and Increase Productivity (2009). Phoenix, AZ: North American Quitline Consortium. [View document online](#).

Quitline Reports. NAQC. July 2010. These reports display quitline information in tabular form for all quitlines in North America. [View reports online](#).

Treating tobacco use and dependence: 2008 update. Clinical practice guideline. Fiore MC, Jaen CR, Baker TB, et al. Rockville, MD: US Department of Health and Human Services, Public Health Service; 2008. This guideline shows that quitlines are effective treatment services for tobacco cessation. [View document online](#).

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## **NORTH AMERICAN QUITLINE CONSORTIUM**

The North American Quitline Consortium (NAQC) is a non-profit organization that strives to promote evidence-based quitline services across diverse communities in North America. By bringing quitline partners together—including state, territory, and provincial quitline administrators, researchers, quitline service providers, and national organizations in the United States, Canada and Mexico—NAQC helps facilitate shared learning and encourages a better understanding of quitline operations, promotions, and effectiveness to improve overall quitline services.