

## Who Calls Quitlines in the United States?

Quitlines across North America receive calls every day from smokers who are trying to quit, people looking for information on quitting, family and friends of smokers, and those who have already quit and are looking for additional support. Of the nearly 500,000 callers to quitlines in 2009, the “average” quitline caller was white, female, 50 years old, high school educated, and uninsured or on some form of government health insurance. However, this snapshot of an average caller only tells part of the story. Other important characteristics to know about the people that call quitlines include:

- 60% of callers are female (40% are male);
- nearly half (46%) of callers are between 41 and 60 years of age;
- 82.4% of callers are white, 10.2% are African American, 4.6% are Hispanic or Latino, 2.1% are American Indian or Alaskan Native, 0.5% are Asian, and 0.2% are Native Hawaiian or Pacific Islander;
- 50% of callers are high school graduates, never graduated, or have a GED; and
- 1/3 of callers are uninsured while another 1/3 have some form of government health insurance.

### ***How do quitlines reach out to all smokers?***

Quitlines reach out to smokers through mass media, print ads, and referral networks with health care providers and community organizations. See these links for examples of outreach materials:

[Iowa Quitline: 5-Day Quit Plan \(Spanish\)](#)

[Massachusetts: QuitWorks brochure](#)

[Oklahoma Tobacco Helpline: African American Facts](#)

[Oklahoma Tobacco Helpline: American Indian Facts](#)

### ***Are quitlines successful in reaching smokers from different racial and ethnic groups?***

Quitlines reach smokers from many different racial and ethnic groups. Here is an [example from Oklahoma](#).

### ***Are quitline self-help materials offered in languages other than English?***

Quitlines offer a variety of specialized materials in several languages. See [report on languages in US](#) and [report on languages in Canada](#).

### ***Are quitline services offered in languages other than English?***

Most U.S. states and territories offer counseling in English and Spanish and most Canadian provinces and territories offer counseling in English and French. Additional information about languages supported by quitlines in the U.S. and Canada can be found online [here](#).

## AUDIENCE

Quitlines collect information on people who call them because it is important for quitline service providers, funders, policy makers, and health care professionals to know who is calling the quitline (and who is not). This information is critical for developing the most appropriate, science-based services for each caller and also for developing strategies to better reach under-served populations of smokers.

## 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.

If you work for a community-based organization that serves hard-to-reach and under-served populations, contact your quitline to find out about promotion and utilization of the quitline in your area. There may be opportunities for referral and improved services. Quitlines offer easy-to-use referral programs for professionals in community-based organizations that may include fax and e-referrals. Additional information about referral programs in the U.S. and Canada can be found online at [www.naquitline.org/map](http://www.naquitline.org/map).

***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](#).

In 2006, the Centers for Disease Control and Prevention funded six national networks who work to reduce health disparities among priority populations. Detailed information on each network is [available 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.