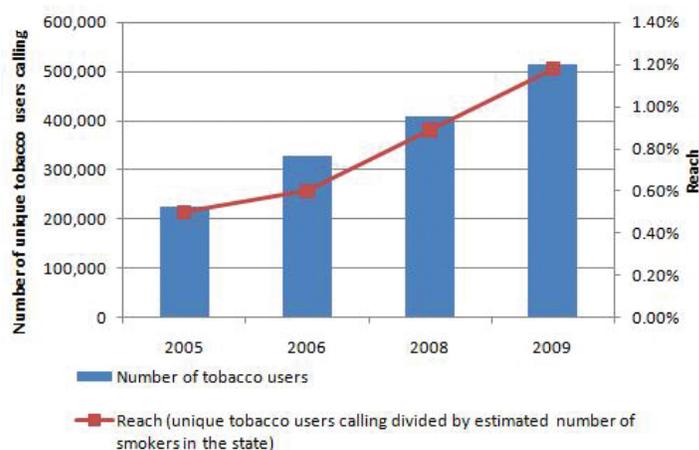
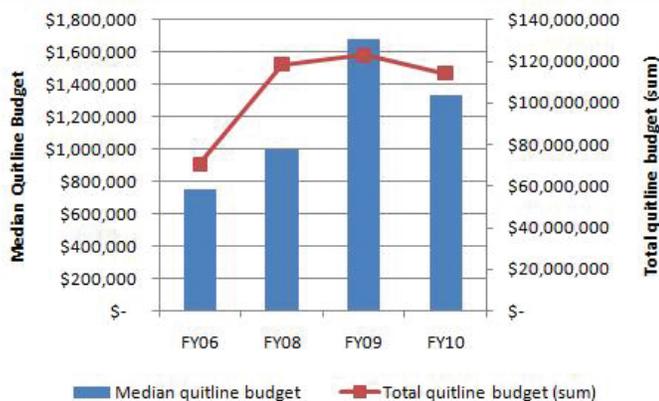


U.S. Quitlines at a Crossroads: Utilization, Budget, and Service Trends 2005–2010

In 2009 the North American Quitline Consortium (NAQC) surveyed its members to assess the financial and service capacity of tobacco quitlines in light of the continuing economic recession and the 2009 federal tobacco tax increase. Survey questions included items on quitline budgets, changes in budgets over time (and their impact), funding sources, promotion and utilization of quitline services, and capacity to provide services to tobacco users.

The survey found the total number of tobacco users accessing quitline services in Fiscal Year (FY) 2009 was over 480,000; this represents 1.2% of U.S. smokers. Median changes in total quitline budgets varied from a high of +19.9% (over two years) from FY 2006 to FY 2008 to a low of -3.4% from FY 2009 to FY 2010. Total funding for all U.S. quitlines increased from \$70.7 million in FY 2006 to \$122.9 million in FY 2009 and then decreased by 7% to \$114.3 million in FY 2010.

Results from the study suggest that while U.S. quitlines have made tremendous progress since they were launched nationwide five years ago, progress is being put at risk by decreases in funding which, ironically, occurs at a time of record quitline service utilization. In order to sustain and enhance funding and support for quitlines, and fully realize the benefits of population-level tobacco control policies such as increasing excise taxes on tobacco products, the study recommends states dedicate a small percentage of the revenue generated from any tobacco tax increase for comprehensive state tobacco control programs, including quitlines. The full report is available online at: www.naquitline.org/report.



ACKNOWLEDGEMENTS

This report was produced with funding from the Robert Wood Johnson Foundation (Grant #66689). The contents of this publication are under the editorial control of NAQC and do not necessarily represent the official views of the funding organization.

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 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.