

# HELPING SMOKERS QUIT

## 13,000 Oregonians Helped to Quit – 2005-2007

The Oregon Tobacco Quit Line is one of the best tools we have to help the over 76% of smokers in Oregon who want to quit. People who call the Quit Line receive tips and coaching to make quitting easier. They may also receive nicotine replacement therapy (NRT) patches.

**Help helps.** Even one coaching call from the Quit Line more than doubles a person's chances of quitting. When people try to quit without help, only 3-5% of them succeed.<sup>1</sup> With the Oregon Tobacco Quit Line, over 16% of callers were still not using tobacco one month after receiving only one coaching call.<sup>2</sup>

The Quit Line is available to everyone, regardless of age, income or insurance status. In fact, TPEP offers extra services to youth and people who are uninsured. If insurance benefits are available to the caller, the Quit Line connects them to their health plan or employer for additional help.



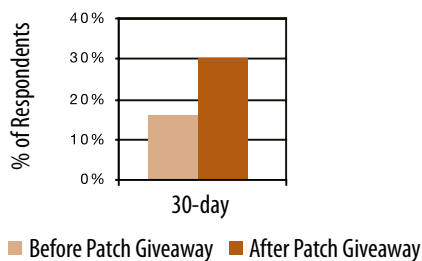
## The Great Oregon Patch Giveaway

Throughout 2005-2007, TPEP continued the successful Great Oregon Patch Giveaway. TPEP provides two weeks' worth of NRT to all callers and encourages them to seek the remainder of a course of NRT (usually eight weeks' worth) from their health plan or employer, or by saving the money they would have normally spent on tobacco.

### This program has been very successful. During the Patch Giveaway:

- 5,000 Oregonians called the Quit Line in the first week
- 7,460 tobacco users received Quit Line services in the first three months
- 30% of callers surveyed afterward had not used tobacco for one or more months – compared to 16% pre-Initiative
- 90% of callers surveyed had made a serious attempt to quit
- Six health plans made it easier for members to receive counseling or medication

**Percent tobacco-free for the past 30 days\* before and after the Patch Giveaway**



\*As measured six months after the 1st call to the Quit Line.

Based on the results of the Patch Giveaway, it is a TPEP priority to offer tobacco users the NRT. With additional

funding, TPEP would be able to offer two weeks' worth of NRT consistently to all callers, effectively doubling the quit rates of tobacco users who call the Quit Line. Additional funding would also enable TPEP to reach out to health care providers, giving them the tools they need to help their patients to quit.

## Work remains to be done

In Oregon, 76% of smokers want to quit. TPEP, however, only has the resources to serve approximately 2% of the tobacco users in the state through the Oregon Tobacco Quit Line.

In 2007-2009, TPEP hopes to have the resources to offer more Oregonians this valuable assistance. With more funding, TPEP could reach more than twice the number of tobacco users served by the Quit Line last year – almost 27,000 people!

Quitting tobacco is difficult because nicotine is very addictive. According to former U.S. Surgeon General, Dr. C. Everett Koop, nicotine is as addictive as heroin or cocaine.<sup>3</sup> Along with help such as coaching and medication, it takes encouragement from many sources to achieve quitting success. Strong local tobacco

prevention programs, school programs, smokefree policies, advertising about the dangers of tobacco, cessation benefits and Oregon's Quit Line are all necessary to help support quitting for Oregonians addicted to nicotine.



## “Step Up!” and the “Make It Your Business” Campaign

Helping people quit needs to be a community effort. In Oregon, we are lucky to have two nationally recognized programs working at the community level with involvement from many different partners.

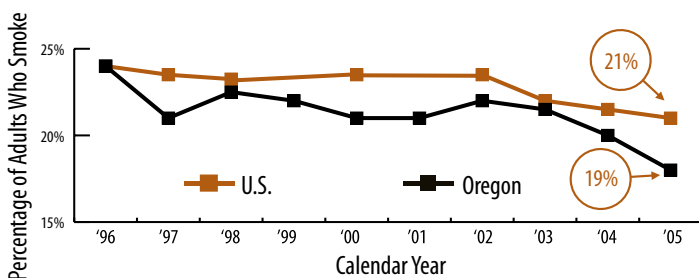
The **Step Up!** Campaign, a program of the Oregon Association of Hospitals and Health Systems, the Tobacco-free Coalition of Oregon (TOFCO) and TPEP, works with hospitals as leaders in their communities. Hospitals across the state provide improved quitting resources to patients and employees and develop policies that make campuses smokefree. What they learn through this process is shared with other businesses in their communities.

The **Make It Your Business** Campaign, a program of TOFCO, works through insurance purchasers to make cessation benefits a part of every standard insurance package. This successful program aims to make sure every employee in Oregon has access to good cessation resources. Helping employees quit promotes employee health and saves money for the employer.

**Winner**  
**Outstanding Individual Leadership in Tobacco Control:**  
**Gwen Dayton**  
**Oregon Association of Hospitals and Health Systems**

*“The Oregon Association of Hospitals & Health Systems, whose members have a first-hand understanding of how nicotine addiction impacts health, is proud to be working with hospitals to curb smoking among patients, employees, and community members.”*

Percentage of Oregon and U.S. Adults Who Smoke, 1996-2005



References:

<sup>1</sup> Telephone Quitlines: A Resource for Development, Implementation and Evaluation” (Department of Health and Human Services, September, 2004) [www.cdc.gov/tobacco/quit/Quitlines/chapter1.pdf](http://www.cdc.gov/tobacco/quit/Quitlines/chapter1.pdf)

<sup>2</sup> Bush, T. et al. Oregon Tobacco Quit Line: The Oregon Free Patch Initiative: Six-Month Report 2005 Free and Clear, Inc.

<sup>3</sup> “The Health Consequences of Smoking-A Report of the Surgeon General” (1998), U.S. Dept.

of Health and Human Services, Public Health Services, Centers for Disease Control, Center for Health Promotion and Education, Office on Smoking and Health, Rockville, Maryland, 20857

