

How the Quit Line Works



Services Include:

- Free telephone coaching for Wisconsin tobacco users who want to quit, including:
 - A 20-40 minute initial assessment of each caller who is ready to quit.
 - Advice on how to quit, based on extensive scientific research.
 - Option to have a Quit Line coach follow-up with return calls.
- A starter kit that includes free medications and self-help materials.
- Referrals to local tobacco treatment programs and services.
- Information for friends, family and others concerned about a tobacco user.
- A special web site where callers can interact with other callers and quit coaches, get support, follow personalized quit-date calendars and track results.

How to Reach Us:

- Call **1-800-QUIT-NOW** (1-800-784-8669).
- Visit **WiQuitLine.org** and click on “**Click to Call**” in the upper-right corner. Enter your phone number and hit “send”. A Quit Line coach will call you within minutes.
- See your doctor and ask about Fax to Quit to sign up for services.

Helping Smokers Quit:

- **125,000 callers** since May 1, 2001.
- A quit rate that is four times better than the quit rate for smokers who try to quit “cold turkey”.
- 92% satisfaction rate (Decision Data, Inc survey).

The Quit Line Saves Dollars:

- The CDC estimates that Wisconsin saves \$1,623 per year in Medicaid and other health care costs for each smoker that quits.

The Quit Line is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). It is funded by the Wisconsin Department of Health Services as well as other grants. Quit Line counseling services are provided by Free and Clear, Inc., whose trained telephone counselors have a minimum of a bachelor's degree and many have master's degrees.

Hours: 7 a.m. - 11 p.m. daily
Callers can leave a message for a return call within 2 business days

Plan to Quit

Quitting takes hard work, but you can do it! The plan below can help.

Get Ready.

List your reasons for quitting and tell your friends and family about your plan. See your doctor to find out if medication is right for you. Think of whom to reach out to when you need help, like a support group or the Wisconsin Tobacco Quit Line (1-800-QUIT-NOW). The Quit Line can help you create a plan tailored to your needs. Stop buying tobacco. Set a quit date. **My quit date is:** _____.

Purchase Medication.

Ask your doctor if quit-smoking medication is right for you. If so, buy either over-the-counter nicotine patches, lozenges or gum, or get a prescription from your doctor for the nicotine inhaler, patch, nasal spray or one of the non-nicotine pills: Bupropion SR 150 (Zyban) or varenicline (Chantix). Note: patients should start taking Bupropion SR 150 one to two weeks prior to the quit date. Patients should begin varenicline a week prior to quitting. **Medications I will use:** _____.

Change Your Routine.

Think of routines you may want to change. For example, take walks or work out when you normally smoke or chew. Pay attention to when and why you smoke or chew. Clean your clothes to get rid of the smell of cigarette smoke. Think of new ways to relax or things to hold in your hand instead of a cigarette. **List things to do instead of smoking/chewing:** _____.

Plan for More Money.

Make a list of the things you could do with the extra money you will save by not buying tobacco. **Things I will do with the extra money:** _____.

Plan Your Rewards.

Think of rewards you will give yourself after you quit. Make an appointment with your dentist to have your teeth cleaned. At the end of the day, throw away all tobacco, matches or tins. Put away or toss lighters and ashtrays. **My reward for quitting tobacco will be:** _____.

Quit Day.

Keep very busy. Change your routine when possible, and do things that don't remind you of smoking/chewing. Remind family, friends and coworkers that this is your quit day and ask for them to help and support you. Avoid alcohol. Call the Quit Line for on-going support at 1-800-QUIT-NOW. Buy yourself a treat or do something to celebrate. You can do it!

The Day After Your Quit: Congratulations!

Congratulate yourself. When cravings hit, do something that isn't connected with smoking/chewing, like taking a walk, drinking a glass of water or taking deep breaths. Call your support network or the Quit Line.