

Success in South Carolina

Investment of Cigarette Tax Funds in Smoking Prevention and Cessation

LEGISLATIVE UPDATE

FEBRUARY 2015

What Is the S.C. Tobacco Quitline?

Launched in 2006, the S.C. Tobacco Quitline, managed through DHEC, has served more than 70,000 individuals to help them quit tobacco use or to provide support to a provider, family member or friend to help them encourage a loved one to quit.

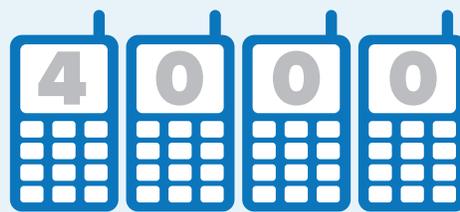
The S.C. Tobacco Quitline provides intensive telephone-based cessation counseling and support to any caller from a South Carolina-based area code. Counseling sessions and nicotine replacement therapy are provided to callers based on current eligibility requirements.

Commercials Continue to Draw Record Number of Callers to Quitline

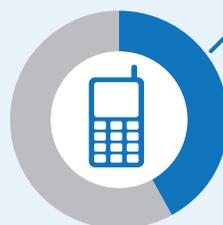
Television and radio commercials aimed at tobacco users remain some of the most effective ways to increase quit attempts among smokers. The 2012-2013 national *Tips from Former Smokers* commercial campaign, which featured real people suffering as a result of smoking and exposure to secondhand smoke, increased Quitline call volume nationwide by 132 percent and motivated more than 1.6 million smokers to quit.

In February of last year, South Carolina boasted the highest Quitline call volume in the entire nation. To continue this positive momentum, *Tips from Former Smokers* television commercials began airing in December of 2014 throughout the state and will continue through March 2015.

S.C. Tobacco Quitline: BY THE NUMBERS

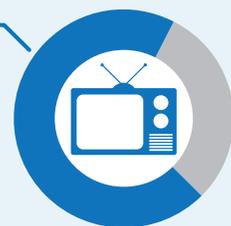


A record-breaking **4,000+** calls were made to the S.C. Quitline in January 2015.

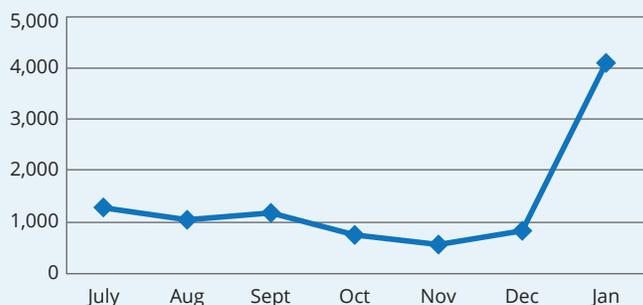


The first week that television and radio commercials began airing, the S.C. Quitline experienced a **42 percent increase** in call volume from the previous month.

In January, more than **70 percent of callers** said they heard about the Quitline from the television commercials.



S.C. Tobacco Quitline Registered Callers Per Month



Research shows that **smokers who receive Quitline services are 60 percent more likely to quit successfully** than those trying to quit on their own.



Leveraging Partnerships to Reach Medicaid Population

DHEC partners with the S.C. Department of Health and Human Services to provide access to quitting support services among Medicaid tobacco users. Medicaid providers are encouraged to assess and refer their patients to the S.C. Tobacco Quitline for tobacco treatment, and can prescribe medication that, when combined with Quitline counseling, can double their chances for a successful quit attempt. **In January 2015, the Quitline served 660 Medicaid tobacco users, up from 588 served in January 2014.**

S.C. Tobacco Quitline Offerings Include:

- Five counseling sessions for registered participants who are uninsured, covered by Medicaid or Medicare, or are under the age of 18;
- Free nicotine replacement therapy patch, gum or lozenge, or combination therapy of these products for registered participants who are uninsured or underinsured by a health plan that does not provide comprehensive cessation treatment;
- Access to a quit coach from 8 a.m. to 3 a.m., seven days a week;
- Spanish speaking Quitline access through a toll-free number, 1 (855) DEJEL0-YA.



S.C. Counties with Highest Quitline Usage

JANUARY 2015

- | | |
|----------------|----------------|
| 1. Greenville | 6. Lexington |
| 2. Spartanburg | 7. Anderson |
| 3. Horry | 8. Berkeley |
| 4. Charleston | 9. Florence |
| 5. Richland | 10. Dorchester |

