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The Northern Region

There were **197 callers** from the Northern Region from October 2002 through December 2002.

Fourth quarter calls to the Quit Line from the northern region increased due to renewed advertising on TV and numerous outreach efforts by tobacco control coalitions, medical facilities and outreach staff. Less populated counties maintained steady call numbers throughout the year, perhaps reflecting the fact that older and more rural callers contacted the Quit Line in greater numbers. Referrals from providers continued to be strong in areas where medical facilities are following cessation guidelines and providing referrals to the Quit Line.

Many county tobacco control coalitions did special outreach during the Great American Smoke-out. Vilas County conducted a live radio program from a local grocery store. Smokers who pledged to quit received a free cold turkey sandwich and many other prizes were donated. The Ministry Medical Group - Northern Region had special displays during "Great American Smoke-out" week to thank their employees for successfully implementing the U.S. Public Health Service Guidelines for Treating Tobacco Use and Dependence in all their clinics. Each employee received a "thank you" gift and booths were available to promote cessation to patients and staff.

The Marshfield Clinic system recently updated their cessation protocol, which includes a computer link for providers to access the latest cessation information, including materials to promote the Quit Line.

	MAY- DEC. 2001 TOTAL	QTR 1 2002 TOTAL	QTR 2 2002 TOTAL	QTR 3 2002 TOTAL	OCT 2002	NOV 2002	DEC 2002	QTR 4 2002 TOTAL	COUNTY TOTAL MAY 2001- DEC 2002
Ashland	87	14	11	6	3	7	2	12	130
Bayfield	78	13	9	6	0	2	6	8	114
Florence	14	0	1	4	3	1	1	5	24
Forest	25	5	4	7	2	3	3	8	49
Iron	26	4	4	4	1	1	1	3	41
Langlade	64	6	17	18	2	5	3	10	115
Lincoln	127	16	30	20	3	3	6	12	205
Marathon	419	16	45	22	12	10	23	45	547
Oneida	145	28	46	16	8	6	8	22	257
Portage	167	10	26	11	7	4	3	14	228
Price	53	4	9	6	2	3	2	7	79
Sawyer	35	3	9	8	5	3	2	10	65
Taylor	34	8	10	3	3	1	2	6	61
Vilas	55	3	18	11	5	5	7	17	104
Wood	259	20	47	16	2	9	7	18	360
Northern Region Total	1,588	150	286	158	58	63	76	197	2,379
State Total	11,774	1,490	2,706	1,828	436	677	824	1,937	17,798

How Callers Heard about the Quit Line – Northern Region

COUNTY	Brochure or Newsletter	Clinic Pilot	Don't Remember	Family or Friend	Health Care Provider	Health Department Health Fair / Community Event	Legislator Newsletter	Newspaper or Magazine	Non-Profit Organization	Other	Past Caller	Radio	School	TV Commercial	TV News	Web Site	Workplace	Unknown	Great Start	Grand Total	
ASHLAND	3			1	3					2				3							12
BAYFIELD				1						1				6							8
FLORENCE					1	1			1		1			1							5
FOREST	1			2	1				2					2							8
IRON				1										2							3
LANGLADE						1			2	2	1			4							10
LINCOLN	3			1	3		1			1				3							12
MARATHON	2			2	3				4	4			1	27	1			1			45
ONEIDA	1			2	3	2			2	1	2		1	8							22
PORTAGE	1				4		1		1		1	1		4							14
PRICE	1				3				1					2							7
SAWYER	2			1	1	1			1	1	1	2									10
TAYLOR					2				1		1			2							6
VILAS			1	1	3				4		4	1		3							17
WOOD	1			3	2						3	2		5	1						18
NORTHERN REGION TOTAL	15	0	1	15	29	5	2	0	19	2	22	8	2	2	72	2	0	0	1	0	197

The Southern Region

There were 436 callers from the Southern Region from October 2002 through December 2002.

In the fourth quarter of 2002, the southern region outreach specialist, Gayle Laszewski, promoted the Quit Line to over 800 employees, 10 employers and business owners, and 230 health care providers.

In Lafayette County, the Quit Line is promoted in all doctors and dentists offices, health clubs, and pharmacies. In Dodge County, the Quit Line ad was run approximately four times in several weekly papers and the Quit Line is promoted in all doctor's offices in the county.

As a highlight, the outreach specialist promoted the Quit Line at the US Postal Service Employee Safety Fair in October, where there were 500 employees in attendance. She also promoted the Quit Line at the UW Hospitals and Clinics Employee Benefits Fair, which was attended by 300 people. She promoted the Quit Line to 40 health care providers in Richland County and 8 employers in Columbia County. In November, the outreach specialist attended the Wisconsin Dental Association Benefits Subcommittee meeting and promoted the Quit Line to 13 different dental providers. In Sauk County, she promoted the Quit Line to 75 health care providers, including Sauk Prairie Hospital and St. Clare Hospital. In December, Gayle promoted the Quit Line to over 60 dental hygienists through the Dental Hygienists Association of WI Newsletter. She also spoke to over 50 Wisconsin veterans and Veterans Hospital staff about the service of the Quit Line.

	MAY- DEC. 2001 TOTAL	QTR 1 2002 TOTAL	QTR 2 2002 TOTAL	QTR 3 2002 TOTAL	OCT 2002	NOV 2002	DEC 2002	QTR 4 2002 TOTAL	COUNTY TOTAL MAY 2001 - DEC 2002
ADAMS	45	10	11	10	1	3	3	7	83
COLUMBIA	146	20	34	35	8	17	14	39	274
CRAWFORD	10	3	8	6	0	2	0	2	29
DANE	1,040	158	216	183	64	73	101	238	1,835
DODGE	152	27	41	26	9	11	14	34	280
GRANT	61	10	28	13	7	3	3	13	125
GREEN	34	5	17	10	2	4	7	13	79
IOWA	50	4	11	14	1	2	2	5	84
JUNEAU	49	4	18	5	1	5	3	9	85
LA FAYETTE	15	1	7	7	1	2	0	3	33
RICHLAND	21	3	4	4	2	1	2	5	37
ROCK	348	37	112	64	14	14	23	51	612
SAUK	109	5	17	26	8	6	3	17	174
SOUTHERN REGION TOTAL	2,080	287	524	403	118	143	175	436	3,730
State Total	11,774	1,490	2,706	1,828	436	677	824	1,937	19,735

How Callers Heard about the Quit Line – Southern Region

COUNTY	Brochure or Newsletter	Clinic Pilot	Don't Remember	Family or Friend	Health Care Provider	Health Department / Health Fair / Community Event	Legislator	Newsletter	Newspaper or Magazine	Non-Profit Organization	Other	Past Caller	Radio	School	TV Commercial	TV News	Web Site	Workplace	Unknown	Great Start	Grand Total	
ADAMS					2						1		1	1	2							7
COLUMBIA	2	1		1	11				1		8	2			9	1	2	1				39
CRAWFORD									1							1						2
DANE	13	33		17	48	2	1	1	5	4	19	8	6	1	66	6	5	1				238
DODGE	2			2	9				2		5	1			11			1				34
GRANT		1							1	2	1	2		1	4	1						13
GREEN				1	2						3				6	1						13
IOWA		1							1		1				2							5
JUNEAU	1								1	1					6							9
LAFAYETTE					1					1					1							3
RICHLAND	1					1					1				2							5
ROCK	2	1		8	9		2		3	1	5	2	1		16		1					51
SAUK	1			1	4	1			2		1	1			5		1					17
SOUTHERN REGIONAL TOTAL	22	37	0	30	86	4	3	1	17	9	45	16	8	3	130	10	9	3	0	0	0	436

The Southeastern Region

There were **606 callers** from the Southeastern Region from October 2002 through December 2002.

Throughout the months of October, November and December, the southeastern region outreach specialist, Tyler Roberts, intensified his work with ProHealth Care Inc. to move their implementation of the Clinical Practice Guidelines forward. They are readily referring patients to the Quit Line and are beginning to implement the recommendations within their heart care center and their largest clinic, Muskego. The outreach specialist in the southeastern region has also been helping the Fort Atkinson Memorial Health Services education director to begin a plan of implementation within their system clinics.

Marquette University School of Dentistry is the only dental school in Wisconsin. In November, the regional outreach specialists in the Southeast Region, Tyler Roberts and Mary Cywinski, gave a day-long presentation which initiated smoking cessation into the dental school curriculum. A Marquette professor presented the connections to oral cancer and other diseases caused by tobacco. The dental school faculty gave strong support for the Quit Line as a means to obtain the needed counseling for patients who smoke.

In response, on the evaluation form of the presentation, one student wrote: "I loved the idea of the Quit Line." The outreach staff feel that this was a great start to having all dentists know how to intervene with patients who smoke.

	MAY- DEC. 2001 TOTAL	QTR 1 2002 TOTAL	QTR 2 2002 TOTAL	QTR 3 2002 TOTAL	OCT 2002	NOV 2002	DEC 2002	QTR 4 2002 TOTAL	COUNTY TOTAL MAY 2001- DEC 2002
Jefferson	128	13	22	17	5	9	8	22	202
Kenosha	131	15	28	35	11	19	9	39	248
Milwaukee	1,498	221	230	224	80	136	155	371	2,544
Ozaukee	80	7	14	19	3	5	8	16	136
Racine	210	15	45	20	13	9	9	31	321
Walworth	100	16	47	18	10	16	8	34	215
Washington	141	24	25	32	4	9	10	23	245
Waukesha	321	53	94	37	22	24	24	70	575
Southeastern Region Total	2609	364	505	402	148	227	231	606	4,486
State Total	11,774	1,490	2,706	1,828	436	677	824	1,937	19,735

How Callers Heard about the Quit Line – Southeastern Region

COUNTY	Brochure or Newsletter	Clinic Pilot	Don't Remember Family or Friend	Health Care Provider	Health Department	Health Fair / Community Event	Legislator	Newspaper or Magazine	Non-Profit Organization	Other	Past Caller	Radio	School	TV Commercial	TV News	Web Site	Workplace	Unknown	Great Start	Grand Total	
JEFFERSON	1		1	8				3	1		2			5		1				22	
KENOSHA	5		3	5	2	1		2		6	2		1	9	1				1	39	
MILWAUKEE	15		1	22	39	3	2	40	3	22	17	2	1	187	6	2	2	1	6	371	
OZAUKEE	1		2	2						2				9						16	
RACINE	3		4	3				3		2	4	1		11						31	
WALWORTH	1		2	6				7		3	2			12					1	34	
WASHINGTON			1	3	1			3	3	1		1		10						23	
WAUKESHA	3		1	5	10		1	8		7	7	2		22	1	1		2		70	
Southeastern Regional Total	29	0	2	40	76	6	4	0	66	7	43	34	6	2	265	8	4	2	3	8	606

Testimony to the Legislative Audit Committee
Michael C. Fiore, M.D., M.P.H.
Director, Center for Tobacco Research and Intervention
University of Wisconsin Medical School

Thank you for the opportunity to present our response to the Legislative Audit of Wisconsin tobacco control efforts in our state.

While many of you are familiar with our Center, I thought it would be helpful to start with a brief sketch of who we are and what we do. The Center for Tobacco Research and Intervention was established in 1992 as the lead campus agency charged with the responsibility of confronting tobacco addiction in Wisconsin and nationwide. We are housed within the UW Medical School. Since that time, the Center has grown to become a national leader in smoking cessation, understanding tobacco dependence and relapse prevention research. We have played a central role in state and national efforts to help smokers quit through advances in counseling, medications and expanded health care coverage. Beyond our own direct research, we were the lead agency in the development of the United States Public Health Service guidelines for the treatment of tobacco dependence, the primary guide used in clinical treatment of tobacco dependence throughout the country. We also continue to work to develop effective, evidence-based treatments, counseling and medication for clinics, hospitals, insurers and others.

While established as a research center, the UW-CTRI has always been committed to educating the public regarding its research findings. Our role expanded greatly as a result of State of Wisconsin funding that began in 1999. As a result of that funding, our Center has had the opportunity to play a unique role in promoting the public health of residents across our State, including:

- Leading the cessation component of the comprehensive Wisconsin tobacco control effort to ensure that effective treatments are available to smokers throughout the state. We accomplish this goal through two core activities: a) regional outreach designed to aid clinics, insurers, work sites and others who help smokers quit, and b) developing and managing the Wisconsin Tobacco Quit Line.
- Partnering with the Wisconsin Department of Public Health and the Tobacco Control Board to ensure that programs across our state are maximally effective, including the provision of expertise and training for all of the funded cessation efforts of the Tobacco Control Board.

We appreciate the recognition by the Audit Bureau of our contributions to our overall tobacco control effort in Wisconsin. In addition to the accomplishments stated in their report, we have also successfully leveraged many other resources to aid in the State tobacco control program—for example, national expertise, donations of nicotine patches, free training materials—without cost to the State.

Our success over the last four years has clearly been aided by the specific designation of \$1 million annually to the University of Wisconsin Center for Tobacco Research and Intervention. This funding underwrites our unique role in developing and staffing statewide outreach efforts and Quit Line activities. This defined allocation has allowed us the security to make multi-year commitments to training major health systems in our state and provides a powerful leveraging tool to bring outside resources into Wisconsin. It has also given us a defined level of accountability to the overall program that simply being part of a pool of grants does not. For these reasons, I strongly recommend that this separate allocation be maintained.

Again, thank you again for the thoroughness of your review and this opportunity to respond.



The UW Center for Tobacco Research and Intervention

Reducing Tobacco Use In Wisconsin

The death and suffering from tobacco use in Wisconsin is significant. Over 23 percent of Wisconsin adults smoke. Deaths from lung cancer are up over 20 percent in the past 20 years. Over 70 percent of Wisconsin smokers want to quit and at least 50 percent try to quit each year. The UW Center for Tobacco Research and Intervention (UW-CTRI), a national leader in smoking cessation, saw the need for a comprehensive smoking cessation program in Wisconsin. So in 2001, UW-CTRI created a statewide initiative designed to reduce tobacco use.

The Statewide Education and Outreach Program

Funded by the Wisconsin Tobacco Control Board, the UW-CTRI statewide program has the following areas of concentration:

The Statewide Education and Outreach Program

A significant component of the statewide program is the location of UW-CTRI Education and Outreach Specialists in each of the five regional health districts - Rhinelander, Eau Claire, Madison, Green Bay, and Milwaukee. These professionals bring state-of-the-art prevention and cessation strategies to clinics, hospitals and communities in their areas.

They are currently focused on assisting clinics and healthcare providers in adopting the U.S. Public Health Service Clinical Practice Guideline: *Treating Tobacco Use and Dependence*. The Outreach Specialists provide training and technical assistance on the Guideline which is the gold standard for treating tobacco use and helping people quit smoking. To date UW-CTRI Outreach Specialists have conducted nearly 2000 training sessions with healthcare providers.

UW-CTRI Outreach Specialists also work with local coalitions, providing training and expertise on smoking cessation processes and issues. With funding for new initiatives in 2003, UW-CTRI Outreach will assist worksites and insurers to implement policies that support and expand cessation benefits and services.

The Wisconsin Tobacco Quit Line

UW-CTRI manages the Wisconsin Tobacco Quit Line which provides free telephone smoking cessation services to anyone anywhere in Wisconsin. Trained cessation specialists work with tobacco users to plan an individualized, effective quit plan. Quit Line counselors also provide information to healthcare providers and family and friends of smokers. In addition to providing direct services, the Quit Line refers callers to local smoking cessation programs when appropriate. To date, the Quit Line has received over 26,000 calls and provided services to 1094 senior citizens as part of the Wisconsin Senior Patch Program. The Quit Line number is **1-877-270-STOP** (7867).

Action Papers: Smoking in Wisconsin

In the fall of 2002, UW-CTRI began releasing action papers based on over 6000 interviews conducted as part of the Wisconsin Tobacco Survey. The survey obtained in-depth information on smoking initiation, quit attempts, exposure to second-hand smoke and more. The first two action papers were "Why People Smoke" and "Smoking and Pregnancy." Both papers contained recommendations for action based on the information gleaned in the survey. Additional papers will examine how people are quitting, healthcare providers and smoking and insurance coverage for cessation.



The Center for Tobacco Research and Intervention

University of Wisconsin Medical School

The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) holds a unique place in the tobacco control arena. The Center combines ground-breaking research in smoking cessation with practical application. The result is a national reputation for expertise in the study and treatment of tobacco use and dependence.

Founded by the University of Wisconsin in 1992, UW-CTRI has grown from a staff of five to a multi-dimensional organization of over 70. The Center was founded and is directed by Michael Fiore, M.D., M.P.H., recognized nationally as a leading authority on tobacco use treatment. Currently, UW-CTRI has three main areas of concentration: Research, Education/Outreach and Policy.

Current Research

The majority of the Center's research concentrates on smoking relapse. Funded by the National Institutes of Health (NIH), UW-CTRI is addressing the central unanswered challenge to tobacco research today—relapse to tobacco use by individuals trying to quit. Directed by Timothy Baker, Ph.D., a nationally-known researcher in the field of addiction, the relapse studies delve into assessing tobacco dependence, tracking withdrawal and linking the two. The research also uses the latest technology to analyze and treat tobacco dependence. The three current relapse prevention studies include:

- **Assessing and Understanding Tobacco Dependence.** This study has developed a new questionnaire for tobacco users, the Wisconsin Inventory of Smoking Dependence (WISDM), that provides a fuller understanding of individual differences in tobacco dependence. The study is now validating the questionnaire in the field in Milwaukee and determining the relationship of dependence to type and severity of withdrawal. More than 600 participants have enrolled in this trial.
- **"Quitting Smoking for Life."** This study uses an internet-based computer program, "Quitting Smoking for Life," to help people quit tobacco use. All individuals participating in this study will receive stop smoking medication. Half will have computers placed in their homes with the stop smoking program specifically designed for the UW-CTRI study loaded on them. "Quitting Smoking for Life" contains state-of-the-art methods for helping people quit smoking—including facts about smoking, tips on quitting, inspirational stories of people who have quit, a discussion group for quitters and other motivational, informational and problem-solving components.
- **"Real-Time Response."** This study, using hand-held computers, focuses on the experience of quitting and what distinguishes the successful vs. the unsuccessful quit attempt. The advantage of using hand-held computers is that the information is obtained from study participants real-time, not days or weeks later. The study tracks withdrawal symptoms as well as emotional reactions of smokers as they make a quit attempt. The study will also examine how counseling and medications affect emotions in quitters and compare these results with data from smokers who quit without these aids. The study will show what types of coping activities increase the likelihood of success. More than 400 participants have enrolled in this study.

The Center also engages in a variety of research in addition to the NIH-sponsored programs. One such project is:

- **Addressing Tobacco in Managed Care.** Over \$3 million of research was undertaken in 1998 by 15 researcher/Managed Care Organization groups in a program directed by UW-CTRI and funded by the Robert Wood Johnson Foundation. This research looks at systems changes that can be made to promote smoking cessation. Another \$4 million in research grants was awarded in 2001, funding 10 additional grantees.
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Education and Outreach Initiatives

With funding from the Wisconsin Tobacco Control Board, UW-CTRI has built a statewide program serving all Wisconsin residents. The cornerstones of the program include:

- **A Statewide Network of Regional Programs.** Regional outreach specialists are working in each of the five regions of Wisconsin to provide clinics across the state with technical assistance and training in evidence-based cessation programs for tobacco users. They also serve as resources to local coalitions and work with communities to reduce the incidence of smoking throughout the state.
- **The Wisconsin Tobacco Quit Line.** The Quit Line, a telephone counseling service for anyone anywhere in the state, offers an individualized smoking cessation program to callers who want to quit tobacco use. The Quit Line also provides referrals to local quit smoking programs, information and support to friends and families of smokers and serves as a resource to healthcare providers.
- **Other State Programs.** UW-CTRI conducted the Wisconsin Tobacco Survey in 2001 which examined adult tobacco use prevalence, attitudes and trends in the state. This information will be valuable to clinicians, researchers, policy makers and public health professionals.

Policy Initiatives

- **The U. S. Public Health Service Clinical Practice Guideline: *Treating Tobacco Use and Dependence.*** UW-CTRI led a consortium of federal agencies and non-profit organizations in preparing the national standard for treatment of tobacco dependence for physicians and healthcare professionals. The Guideline treats tobacco use as a serious chronic disease. It also presents evidence-based recommendations for treating tobacco dependence which significantly increase treatment success.
- **Implementing the Guideline.** UW-CTRI is now involved with a number of federal agencies in disseminating the information contained in the Guideline in order to reduce the health and economic burden resulting from tobacco use.
- **State Employer Initiative: *Examining the Purchase of Tobacco Dependence Treatment.*** While most health insurance plans provide coverage for the effects of tobacco dependence, the majority do not provide treatment for tobacco dependence. This study aims to identify the factors that may stimulate and foster state employer demand for smoking cessation insurance coverage for their 5.2 million employees and retirees.

Clinical Activities

- **Smoking Cessation Clinic.** CTRI's Smoking Cessation and Prevention Clinic has helped hundreds of Wisconsin smokers quit for good. The Smoking Cessation Clinic provides smokers wanting to quit with a complete quit program. The clinic also serves to keep research grounded in practice. The clinic serves as a training site for UW Medical School residents and graduate students in the Department of Psychology.



Wisconsin Tobacco Quit Line Fourth Quarter 2002 Summary

"The specialists at the Quit Line have been wonderful. I can't praise them enough and I'm recommending the Quit Line to other people. Hopefully they can quit too. I'm real proud of myself for the first time in a long time."

– Quit Line caller from Polk County

By the end of 2002, the Quit Line had received over 30,000 calls. There were close to 2,500 callers in the fourth quarter, which was up from 1,800 callers in the third quarter of 2002.

Television Advertising

"Quitting Takes Practice" TV ads: Calls to Quit Line double due to television advertising

In November, to coincide with the Great American Smoke-Out, the "Quitting Takes Practice" Quit Line television ad began running statewide. This was the first consistent Quit Line paid advertising in more than a year. With the help of the statewide television ads, Quit Line calls **doubled**. After the advent of the television advertising in mid-November, the Quit Line reached the optimum number of 50 callers per day.

Fax Referral Program: What is it and how can it help people quit?

Fax Referral Program: Helping more smokers quit with the new fax referral program

The UW - Center for Tobacco Research and Intervention (UW-CTRI) outreach staff are educating healthcare providers and employers across the state about the Quit Line and the Quit Line Fax Referral Program. In this program, the employee or patient fills out a form giving permission for the Quit Line specialists to call the patient or employee. The form is faxed directly to the Quit Line, which then makes contact with the smoker. The fax referral program is a great way for clinicians and employers to help facilitate the process of connecting with the Quit Line and then following up with their employees and clients to support and assist further with their quit attempt.

Summary:

Since beginning to provide services in May 2001, the Wisconsin Tobacco Quit Line has proven to be a cost-efficient, highly effective service that continues to help thousands of tobacco users quit for good. It has provided direct services to over 20,000 callers, provided assistance to hundreds of practitioners as they help counsel their patients in a quit attempt, and has connected thousands to local cessation services.

Quit Line Fourth Quarter 2002 Highlights

Here are a few highlights from the fourth quarter of 2002:

- With the addition of the Quit Line television advertising in November, 60% of callers in December reported learning about the Quit Line through television, compared to only 10% of callers in October. With the help of the advertising, the calls to the Quit Line in November and December doubled over the number of calls in October and previous months.
- Health care providers continue to be ranked high on the list of how individuals report hearing about the Quit Line. CTRI staff work with providers to refer patients to the Quit Line.
- The number of callers who are tobacco users consistently increased in the fourth quarter with a high of 84.2%. The highest percent of tobacco users calling, to date, was in December 2002. Callers who are prepared to quit and ready to set a quit date in the next 30 days, nearly 85% of callers, continued to be high throughout the fourth quarter.

A Personal Success Story— Richard from Wisconsin Dells

"I feel wonderful since I quit smoking with the help of the Quit Line. Thirteen months smoke-free."

Richard quit smoking in January 2002, after smoking on and off since he was about 20 years old. In the 70's, he quit for 12 years but then relapsed and started smoking again. This time, Richard and his wife quit together – for good – with the help of the Quit Line.

Richard found out about the Quit Line's services from a coworker. He said that the Quit Line specialists were "wonderful, fantastic people". Richard said that the follow-up calls he received were great and really helped him to be successful with this quit attempt. He said, "I never got so much praise in my life than from the Quit Line folks!"

Richard enthusiastically recommends that anyone who is trying to quit smoking should call the Quit Line for their help. He and his wife are happy that they did.

"The patches help so much. I really appreciate the program. It is very touching that someone would do this for us . . . just talking to you helps too."

-- Senior patch participant from Montfort

For more information about the Quit Line or to view the full Quit Line report, go to www.tobwis.org or www.ctri.wisc.edu.

The Wisconsin Tobacco Quit Line is managed by the University of Wisconsin Center for Tobacco Research and Intervention and is a funded program of the Wisconsin Tobacco Control Board.



Tobacco Use Quitlines

Quitline Definition:

Telephone-based cessation counseling provides tobacco product users with support in quitting (Hopkins et al., 2001). Quitline services are normally offered toll-free to the general public. Two-thirds of the states have some form of quitline service. Quitlines are an integral part of tobacco use cessation services.

Key Factors that Increase Quitline Effectiveness

- Operate quitlines within a comprehensive tobacco control program (CDC Best Practices, 1999)
- Use quitlines in combination with patient self-help materials and/or FDA approved pharmaceuticals (Fiore et al., 2000; Hopkins et al., 2001)
- Link quitlines to health care systems (McAfee 1998)
- Use proactive quitlines, where staff initiate follow-up calls (Fiore et al., 2000; Hopkins et al., 2001)
- Use trained counselors (CA DHS, 2000)
- Promote quitlines through mass media campaigns (Hopkins et al., 2001; CA DHS, 2000)

Why Telephone Quitlines?

Quitlines Are Effective

Both the *Guide to Community Preventive Services* and the *Clinical Practice Guideline* recommend quitline use (Hopkins et al., 2001; Fiore et al., 2000). A significant science base now exists that demonstrates the effectiveness of quitlines. For example, randomized trials of the California quitline show doubling of cessation rates resulting from use of telephone counseling compared with use of self-help materials alone (Zhu, 1996; 2002).

Quitlines Increase Reach

Quitline services have the potential to reach large numbers of tobacco users, including low income, rural, elderly, uninsured and racial/ethnic populations, who may not otherwise have access to cessation services. California reports that about one-third of its callers are ethnic minorities (Zhu, 2000). The Great Start quitline for pregnant smokers received nearly 10,000 calls within 3 months primarily from low-income smokers. Two-thirds of callers had no more than a high school education.

Quitlines reach 2%-3% of smokers each year. With ongoing support (such as promotion, outreach, and health system integration), quitlines have the potential to reach 7%-10% of smokers each year (McAfee, 2002). In comparison, counseling programs reach less than 1% of smokers each year.

Quitlines Remove Client Barriers

Group Health Cooperative Center for Health Promotion in Washington found that smokers are more likely to use telephone services than face-to-face programs because telephone services are more convenient (McAfee, 1998). In addition, quitlines offer confidentiality, multiple language capability, longer and more flexible hours, and free counseling. Quitlines help de-stigmatize cessation, avoid transportation and child care issues, provide critical social support, and can include referrals to health care providers and community resources. In addition, behavioral counseling through quitlines can be integrated with nicotine replacement therapy and Zyban (Zhu, 2000). The combination of medication and counseling increases long-term quit rates (Fiore et al., 2000).

Quitlines Allow for Improved Quality Control

Quitline operations allow for standardized protocols and training, routine monitoring of counseling quality, and collection and evaluation of data, which can increase quitline effectiveness and efficiency.

Cessation is Cost Effective

Tobacco use cessation is the most cost-effective method of disease prevention for adults. Cessation is more cost-effective than mammograms, pap smears, and screenings for colorectal cancer or hypertension (Coffield, 2001). For example, cessation treatment was provided through a health care system that included primary care advice, medication, and referral to group or quitline counseling (80% used the quitline). This program paid for itself within 3-4 years through reduced hospital costs for people who quit (Wagner, 1995).

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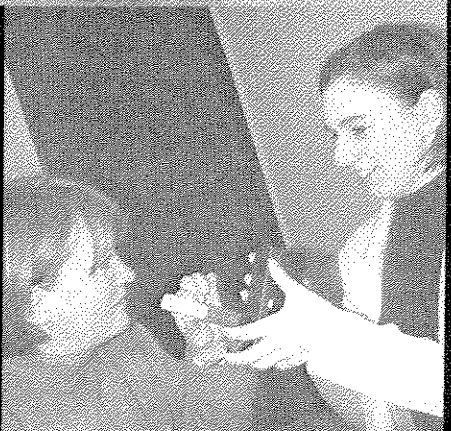
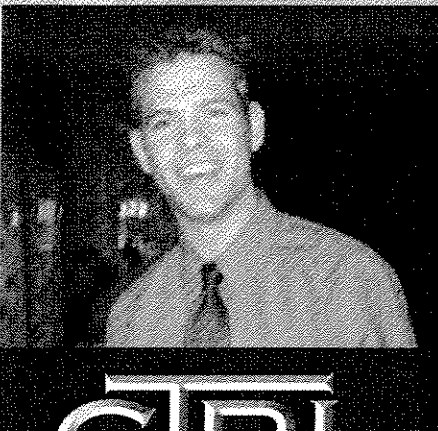


Changing Clinical Practice, Helping People Quit

Report on Statewide Education and Outreach Programs 2001

Center for Tobacco Research and Intervention

The University of Wisconsin Medical School



CTRI

The University of Wisconsin's Center for Tobacco Research and Intervention Outreach Program is an integral piece of Wisconsin's Comprehensive Tobacco Control effort established by the Wisconsin Tobacco Control Board.

"Tobacco cessation treatments are not only clinically effective, but they are also very cost-effective. Next to immunizations, getting their patients to quit smoking is the most effective thing doctors or other healthcare providers can do to help smokers improve the health of their patients."



There has never been a better time for health professionals to help their patients break free from the deadly chronic disease we know as tobacco addiction.


*David Satcher, MD, PhD
U.S. Surgeon General*

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This report is dedicated to all those who have quit tobacco and those who have the courage to keep trying.

You may access this report, and learn more about the UW Center for Tobacco Research and Intervention by going to our website – www.ctri.wisc.edu.

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"We are well on our way toward our goal of bringing effective treatments to every clinician, every clinic, every health system, and every community in Wisconsin."

*Michael Fiore, MD, MPH, Director
Center for Tobacco Research and
Intervention
University of Wisconsin
Medical School*

A Message From the Director

It has been 38 years since the Surgeon General's monumental report documenting the disastrous health consequences of tobacco use. Since then, millions of people have quit smoking. Sadly, millions more, including one million in Wisconsin, continue to smoke. Recently, tobacco research has begun to focus on why it is so difficult for people to quit smoking. Although there is much yet to discover, we have learned the following:

Tobacco use is an addiction. According to the U.S. Public Health Service Clinical Practice Guideline: *Treating Tobacco Use and Dependence*, "tobacco use results in true drug dependence, one comparable to the dependence caused by opiates, amphetamines, and cocaine." It is not merely a bad habit.

Tobacco dependence is a chronic condition. Successful treatment of tobacco dependence often requires repeated treatment. Many smokers try five

or more times to quit smoking before they succeed. Each quit attempt can be a learning experience for future success.

Effective treatments currently exist. Counseling and medications (nicotine replacement therapy or Zyban) have been shown to produce long-term or even permanent abstinence in smokers motivated to quit.

With these findings in mind, the UW Center for Tobacco Research and Intervention (UW-CTRI), in concert with the Wisconsin Tobacco Control Board, is committed to bringing to all of Wisconsin the very latest, evidence-based treatments for tobacco dependence. Through its Education and Outreach Program, UW-CTRI offers training and technical assistance on smoking cessation at a community level across Wisconsin. In addition, UW-CTRI provides direct cessation services through the Wisconsin Tobacco Quit Line.

The response to both of these programs has been dramatic. UW-CTRI Outreach Specialists have trained over 5,000 health professionals on evidence-based treatment for tobacco dependence. We have established working partnerships with clinics throughout the state, from the smallest doctor's offices to the largest health systems.



Amy Brewer

Lezli Redmond

Sandy Keller

Ann Schensky

UW-CTRI extends a special thank you to Wisconsin's Tobacco Control Coalitions, Wisconsin Division of Public Health, Wisconsin Tobacco Control Board, the Governor's Office and the Wisconsin Legislature for making these programs possible.

The Wisconsin Tobacco Quit Line has far exceeded expectations in the number of calls received from Wisconsin residents. The Quit Line received over 18,000 calls in its first eight months of operation, with calls coming from every county in our state, demonstrating that smokers in Wisconsin want to quit and want help from the Quit Line.

But, tobacco control is not just about numbers—it is about people whose lives are made better by quitting smoking. Every life saved through smoking cessation is one less Wisconsin family that must suffer from the devastating burden of tobacco addiction. That's why this report not only contains numbers and program descriptions but also the words of real people who have already been helped. We must not forget the lives harmed by tobacco and saved by successful cessation.

These programs would not be possible without the support of many people and organizations. This report is dedicated to all those who have quit tobacco and those who have the courage to keep trying.

UW-CTRI Education and Outreach Program Staff

Lezli Redmond, MPH

Director, Education and Outreach Programs

Lezli directs all program areas and represents UW-CTRI within the statewide comprehensive tobacco control program.

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Amy Brewer, MPH, CHES

Special Projects Coordinator

Amy coordinates the Wisconsin Tobacco Quit Line promotion and services. She also addresses cessation within systems such as HMOs and Medicaid.

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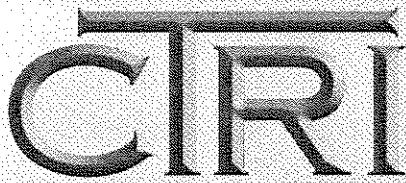
Sandy Keller

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Sandy provides administrative and moral support to the Education and Outreach Program staff in Madison as well as to the regional staff.

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The Center for Tobacco Research and Intervention's mission is to advance the science of tobacco dependence and its treatment, to provide effective intervention and outreach services for children and adults, and to develop policy initiatives designed to reduce the prevalence of tobacco use and resultant health and economic burdens.



**WISCONSIN
TOBACCO
CONTROL BOARD**

Dedicated to Smoking Cessation

The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) was established by the University of Wisconsin Medical School in 1992 to serve as the lead campus organization confronting the health and economic costs of tobacco use. Since then, UW-CTRI has established a national reputation for combining ground-breaking research with practical application. State-of-the-art scientific studies yield answers that are applied to clinical treatment, outreach and policy efforts. In turn, this research is informed by real work experience with tobacco addiction and dependence.

The UW-CTRI staff of 60 scientists, tobacco control specialists and support staff, includes professionals trained in medicine, communication, psychology, public health, law, policy and adult education. From this diversity emerges innovative ideas and effective ways to change medical practice and influence policy.

All efforts, whether they be research studies, clinical treatment of tobacco addiction, outreach training and technical assistance, or policy development, are directed toward the same end—providing the very best smoking cessation methods for people who want to quit.

Wisconsin Tobacco Control Board's Comprehensive Tobacco Control Program

By 1999, it became painfully clear that Wisconsin was losing ground in its battle against tobacco use. One million Wisconsin residents smoked, even though 80% said they wanted to quit and about 50% tried to quit each year, most unsuccessfully. Youth smoking was on an upswing and smoking among pregnant women remained at 36%, much higher than the national average.

In 1999, the Wisconsin Legislature created the Wisconsin Tobacco Control Board to develop a plan to use resources earmarked from the recent Master Settlement Agreement with the tobacco companies. The Wisconsin Tobacco Control Board created a comprehensive program to attack tobacco use on three fronts – prevent tobacco use among youth, promote cessation and eliminate second-hand smoke.

UW-CTRI's outreach specialists have established themselves as valuable partners to tobacco control coalitions and other members of the comprehensive tobacco control program."

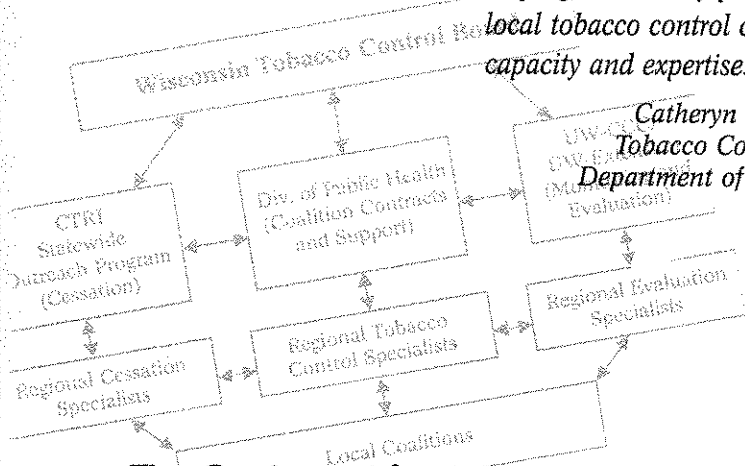
Lloyd Gundersen, Wisconsin Tobacco Control Board Executive Director

"As a preeminent research center with a first-class outreach program, UW-CTRI is a strong partner in Wisconsin's tobacco control efforts. During 2001, UW-CTRI's expanded outreach program was invaluable in helping community providers and local tobacco control coalitions build capacity and expertise."

Catheryn Brue, Director, Tobacco Control Program, Department of Public Health

"Programs that successfully assist young and adult smokers in quitting can produce a quicker and probably larger short-term public health benefit than any other component of a comprehensive tobacco control program."

Data to Action: CDC's Public Health Surveillance for Women, Infants and Children



The Partnership Evolves: UW-CTRI's Education and Outreach Programs

With a ten-year experience in the research and treatment of tobacco use and dependence, UW-CTRI was legislatively mandated to assist in the new statewide effort. UW-CTRI developed a plan to address the need for evidence-based cessation services throughout the state and became a partner in the Wisconsin Tobacco Control Board's comprehensive efforts. UW-CTRI's programs address the Wisconsin Tobacco Control Board's goals to reduce tobacco use and consumption by 20% by 2005 and has the following five components:

A Statewide Outreach Program. Six outreach specialists, based in regional public health offices, provide training and technical assistance to clinics, physicians, hospitals, businesses and others on using evidence-based treatments to help people quit smoking.

The Wisconsin Tobacco Quit Line. A free, proactive, telephone counseling service that provides callers anywhere in Wisconsin with individualized help in quitting smoking.

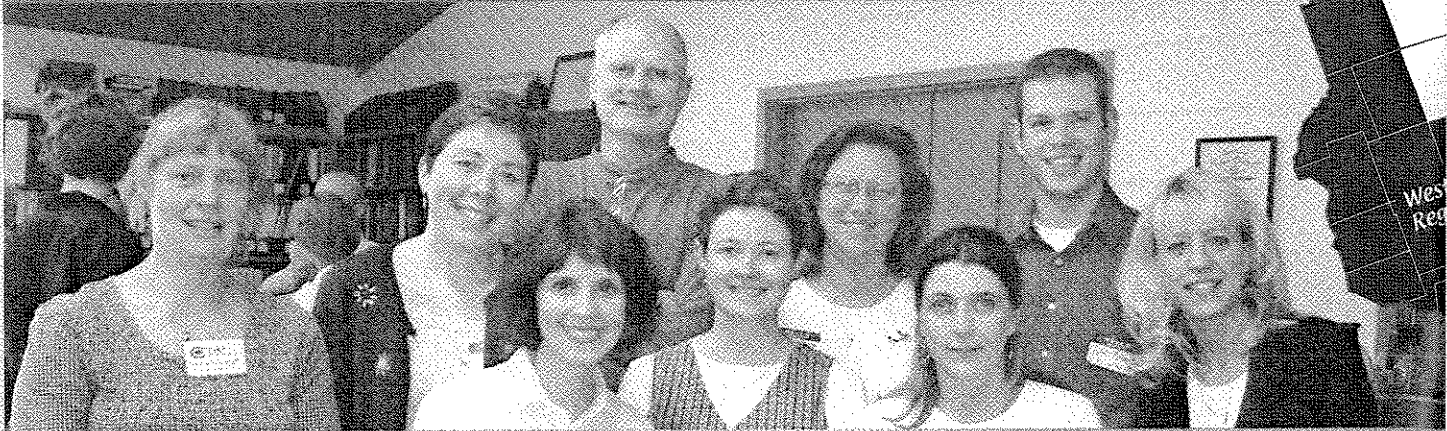
The Wisconsin Tobacco Use Survey. The first in-depth survey of Wisconsin tobacco users that surveys actions, attitudes and perceptions regarding tobacco use.

Mini-grants. A program providing grants for innovative tobacco research programs throughout the state of Wisconsin.

A Partnership with the Wisconsin Women's Health Foundation. UW-CTRI provides the tobacco use and cessation expertise for programs aimed at women and girls.

The benefit to Wisconsin residents of a strong cessation program is significant. Tobacco use is the single greatest preventable cause of disease and premature death in America today. In Wisconsin, nearly 8000 lives per year are lost due to tobacco use. Over \$1.6 billion is spent on added healthcare costs each year in Wisconsin. Also, successful quitting helps prevent kids from ever starting. One of the best predictors of tobacco use by youth is smoking by family and friends – a child who has a parent who smokes is twice as likely to start smoking. For these compelling reasons and more, UW-CTRI is committed to reducing tobacco use in our state by helping more people to quit. The following pages provide an in-depth look at UW-CTRI's outreach program and the people they have helped.

UW-CTRI Statewide Outreach



Changing Clinical Practice, Helping People Quit

In just over one year, the Statewide Outreach Program has been established and is already making a difference. The program's goal is to provide all Wisconsin residents with access to state-of-the-art, effective smoking cessation treatment. In doing so, the Statewide Outreach Program blends medical treatment with public health approaches to cessation. In this way, clinically effective treatments can be brought to as many people as possible.

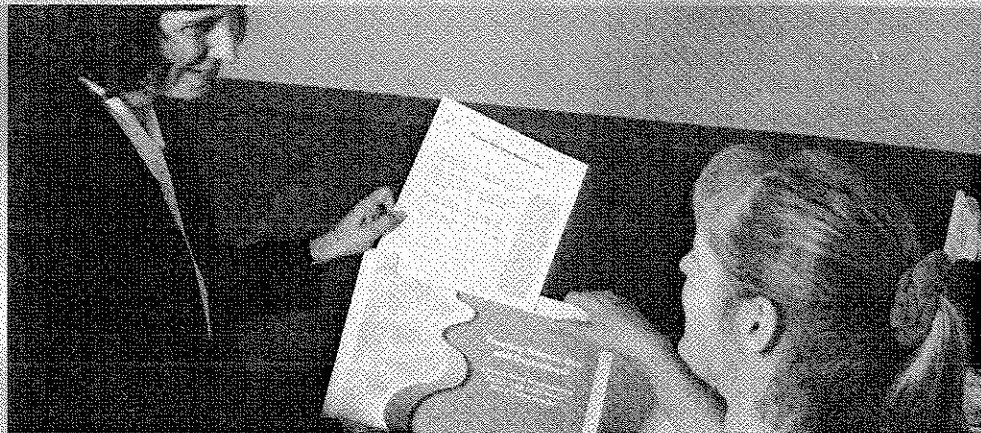
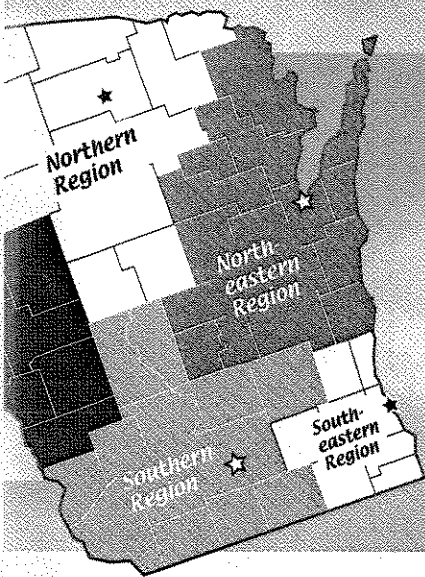
UW-CTRI has placed six outreach specialists into the five public health regions of the state. They have already compiled an impressive record.

What is the Guideline?

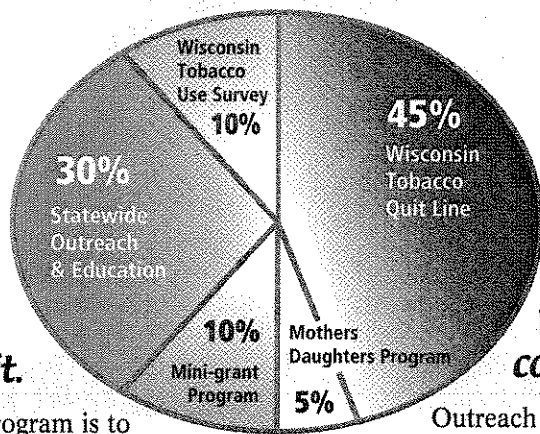
On June 27, 2000, a milestone in smoking cessation treatment was reached. The U.S. Public Health Service released the Clinical Practice Guideline: *Treating Tobacco Use and Dependence*. This Guideline contains evidence-based recommendations for treating tobacco dependence successfully by using medication, counseling and community resources. The Guideline provides the map. The next step is helping healthcare providers and systems to use it. That is where UW-CTRI Outreach staff play a vital role.

What is the Guideline Clinician Packet?

To make implementing the Guideline easier, as part of national dissemination project, UW-CTRI is creating tools for healthcare providers. One new tool, recently introduced to Wisconsin healthcare clinicians and health systems, is a clinician packet. The clinician packet is a self-contained resource kit to assist providers in intervening briefly and effectively with their patients. The packet is full of practical, "how-to" information on integrating recommendations from the Guideline into everyday practice. Organized as a series of copy-ready topic sheets, it is user-friendly, concise, and complete—everything you ever wanted to know about what works in cessation, in bite-sized pieces.



UW-CTRI Outreach Program Funding



Accomplishments of the Program

Training clinicians to help their patients quit.

A major goal of the outreach program is to train physicians, nurses, hospital and clinic staff, and other healthcare providers on the US PHS Clinical Practice Guideline: *Treating Tobacco Use and Dependence*, the gold standard for cessation programs. Most smokers visit their doctor or primary care provider at least once a year and research tells us that even asking patients if they smoke and if they want to quit can significantly increase quit attempts. Physicians have an especially important role to play in advising their patients to quit, but everyone on the healthcare team can make an impact and help patients to quit.

In 2001, UW-CTRI Outreach Specialists trained over 5000 healthcare providers on best practices based on Guideline recommendations. As a result, physicians, nurses, dentists and others are changing the way they address tobacco use and dependence. Health systems, hospitals and clinics—vital to changing

practice—are putting systems in place to support the efforts of providers to treat smokers.

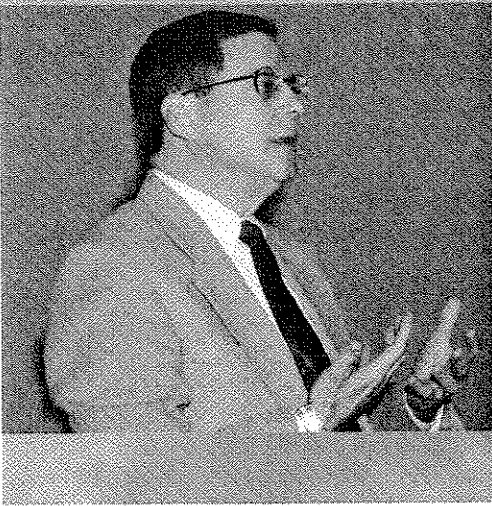
Working with local coalitions.

Outreach Specialists have been partnering with the regional health offices and 78 local tobacco control coalitions in the state. UW-CTRI staff provide cessation training and ongoing technical assistance to coalitions to aid them in their local tobacco control activities. In turn, coalitions have helped UW-CTRI identify key community leaders working toward complementary goals. Coalitions have also helped UW-CTRI Outreach Specialists understand the particular strengths and needs of their communities.

Creating a compendium of local cessation services.

With help from local organizations, UW-CTRI Outreach Specialists have compiled a comprehensive list of cessation service providers in Wisconsin. This compendium, listing nearly 200 community programs, is available through the Wisconsin Tobacco Quit Line, as well as local and statewide tobacco control organizations.

UW-CTRI Statewide Outreach: continued



"Dean Health Plans has created a comprehensive tobacco cessation program for 2002 that emphasizes both counseling and pharmacotherapy. By making available information regarding the Wisconsin Tobacco Quit Line as well as educational materials to enable providers to help members quit, UW-CTRI is helping ensure the success of our tobacco cessation program into the future."

Thomas J. Hirsch, MD, MS, Associate Medical Director, Dean Health Plan



Piloting the Guideline Clinician "How-to" packet.

UW-CTRI Outreach Specialists were the first in the nation to test a packet, designed specifically for clinicians by UW-CTRI as part of a national Guideline Dissemination project. Outreach staff presented 400 packets to clinicians across our state. After evaluation and revision, we hope to provide this packet to all clinics in Wisconsin in 2002.

Working with employers.

The Wisconsin Tobacco Control Board goal of tobacco-free workplaces has already resulted in Wisconsin businesses moving forward with these new policies. UW-CTRI helps employers make the transition to smoke-free environments. Outreach Specialists provide cost-effectiveness data and offer inexpensive ways to promote cessation for a healthier more productive workforce.

The 2001 Wisconsin Tobacco Control Symposium.

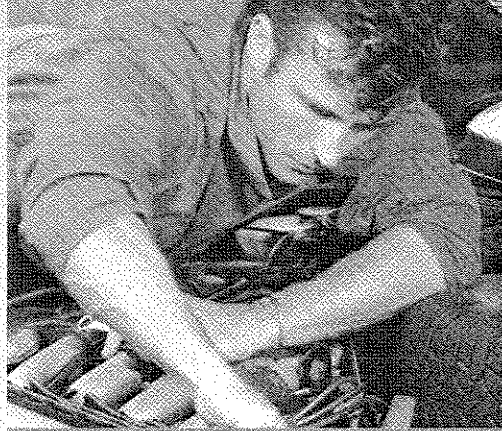
This year's symposium, "Wisconsin Tobacco Control Research: Translating Findings into Action," was held September 12. In partnership with the UW Comprehensive Cancer Center, the Wisconsin Division of Public Health, the Wisconsin Tobacco Control Board and the Medical College of Wisconsin, attendees gathered to share cutting-edge research findings and local program information.

Promoting the Wisconsin Tobacco Quit Line.

UW-CTRI Outreach Specialists continue to work with coalitions to promote use of the Wisconsin Tobacco Quit Line through press releases, media interviews, promotional materials and presentations. Healthcare providers and successful users of the Quit Line have also been instrumental in "spreading the word."

...the assistance I have received from UW-CTRI has helped me to coordinate a consistent message regarding the importance of cessation interventions and promoting cessation on a systems level. UW-CTRI's training provided us with the tools to make cessation intervention easier for providers. This information has been presented to cardiologists, pediatricians, family practitioners, health educators, respiratory therapists, pharmacists and nursing staff at an Health Plan."

...Irene Kopaceke, Clinical Pharmacy Specialist, Dean Medical Center, Office of Drug Policy and Information



General Motors-Janesville turned to UW-CTRI for help in promoting cessation among plant employees. During the summer of 2001, UW-CTRI Outreach staff provided on-site, state-of-the-art cessation classes to plant employees. This successful program is another example of Wisconsin residents choosing to quit when effective cessation treatments are provided.

Reaching priority populations.

UW-CTRI Outreach Specialists continue to work with local organizations to reach out to special populations with high rates of tobacco use. UW-CTRI collaborated with the Wisconsin Division of Health and Human Services and the Wisconsin Medical Society to inform healthcare providers about Medicaid coverage for cessation treatments. Wisconsin Tobacco Quit Line materials are available in Spanish and Hmong (thanks to the translation efforts of local coalitions), as well as a low literacy brochure.

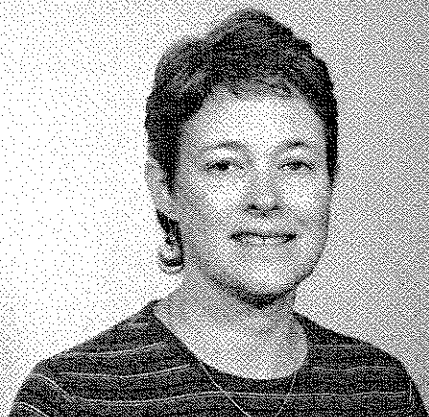
Evaluating success.

UW-CTRI has worked very closely with the UW Comprehensive Cancer Center and outside expert evaluators to create useful evaluation tools for the Statewide Outreach Program. Adherence to evidence-based, best-practice recommendations demands careful assessment, and all programs include "built-in" evaluation efforts.

This impressive list of accomplishments was achieved during the program's first year. Now that the components are in place, the effectiveness of UW-CTRI's Outreach Program will be multiplied.

The Outreach Program, dedicated to building the capacity of communities to help their residents avoid the disease and disability of tobacco use, is thriving. The next pages describe the people whose day-to-day work is changing clinical practice and helping save lives across Wisconsin.

Statewide Outreach



Lisa Sauer, MA

UW-CTRI Regional Outreach Specialist

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Western Region

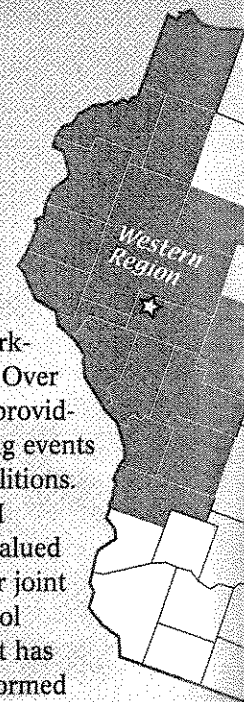
An experienced tobacco cessation educator and advocate, Lisa has the know-how and the skills to make a difference in her region. Previously, she was the Health Education Director of the American Lung Association of Kentucky, taught smoking cessation online, and most recently worked with SmokeFree Wisconsin providing training and technical assistance to tobacco coalitions statewide. She has a BA in Exercise Science from the University of Iowa and a MA in Exercise Physiology and Nutrition from Ball State University.

Working with communities

In the short time that she has been with UW-CTRI, Lisa has developed effective working relationships with many local partners. Over the year she has been involved in training provided by other partners and in regional training events and recognizes the critical role of local coalitions. Heidi Massey, Health Educator at the DPH Western Office, has become an especially valued collaborator. One example product of their joint work is the Western Region Tobacco Control Update, a bi-monthly electronic update that has proven invaluable in keeping coalitions informed about tobacco control activities in the region.

"We have received consistently positive comments about the Update from the coalition staff and volunteers, as well as from the Wisconsin Tobacco Control Board. We have worked hard to encourage the other statewide partners to use the Update as a method to communicate with the Western Region Coalitions."

Heidi Massey, Health Educator

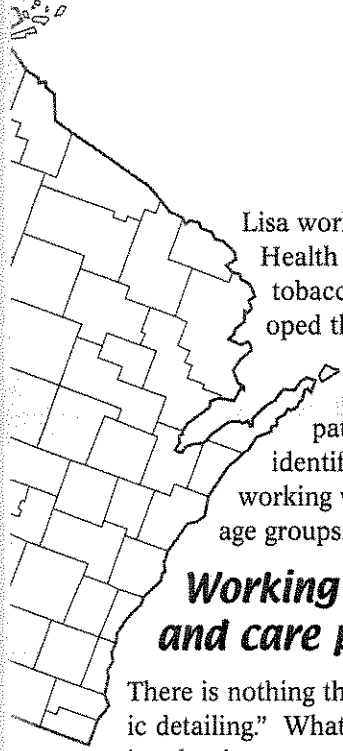


I enjoy working with people in local communities and coalitions by bringing them information about new and effective ways to help people stop tobacco use. I look forward to continuing my work with providers and employers to identify ways to make sure that treatment for tobacco dependence is covered for all residents."

Lisa Sauer



Gundersen Lutheran Medical Center



Lisa works with the La Crosse Area Health Initiative with their Hmong tobacco prevention efforts. They developed the Hmong Quit Line brochure and a tobacco use survey for the Hmong population. She participated in a summit to discuss and identify the needs of and approaches to working with Hmong people of different age groups.

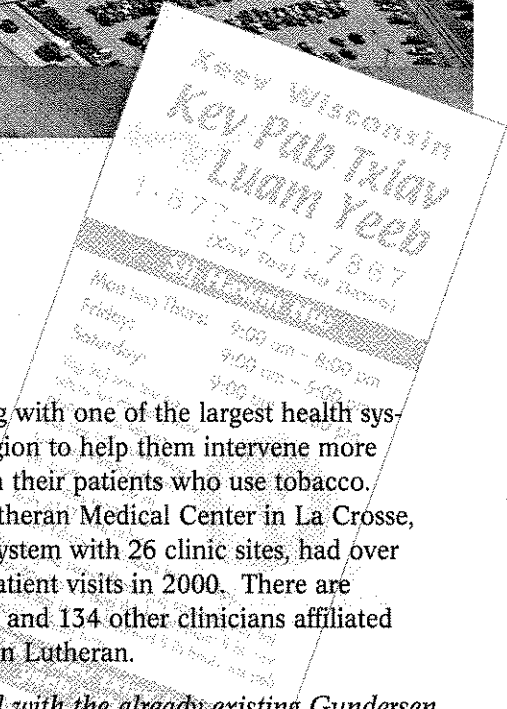
Working with health systems and care providers

There is nothing that can take the place of "academic detailing." What does that mean? It means taking the time to meet face-to-face with people, to get to know them and to understand their settings and how they work. Lisa has used academic detailing in meetings with key decision-makers in clinics to determine how they are currently helping patients to quit, and how she can help make this essential clinical intervention easier.

Lisa is working with one of the largest health systems in her region to help them intervene more effectively with their patients who use tobacco. Gundersen Lutheran Medical Center in La Crosse, a large clinic system with 26 clinic sites, had over 1 million outpatient visits in 2000. There are 365 physicians and 134 other clinicians affiliated with Gundersen Lutheran.

"I got involved with the already existing Gundersen Lutheran Smoking Cessation Committee earlier this year. They were already developing an in-service training on tobacco for all department and satellite clinics. I helped them strengthen their training and will provide in-service training at some of the satellite clinics in my service area. I also helped them kick off their efforts by coordinating a visit by Dr. Fiore to Gundersen Lutheran. He met with the Smoking Cessation Committee and then presented to an audience of 100 physicians. It was a great event that received good media coverage."

Lisa Sauer



Statewide Outreach



Gayle Laszewski, MA

**UW-CTRI Regional Outreach
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"Many of my efforts to reduce tobacco use in southern Wisconsin have been through my working relationships with local tobacco coalitions. There is so much good work going on in this region and I feel privileged be able to bring the cessation expertise to complement the other efforts."

Gayle Laszewski

Southern Region

Gayle is idealistic in her vision of smoke-free families and environments, but she is also practical and committed to the pain-staking work required to create that vision. She strives to deliver information in a motivational and meaningful way, and enjoys helping people learn in a way that promotes action. Gayle received her BS in Psychology from UW-Stevens Point (her home town) and her MA in psychology from the University of the Pacific in Stockton, California.

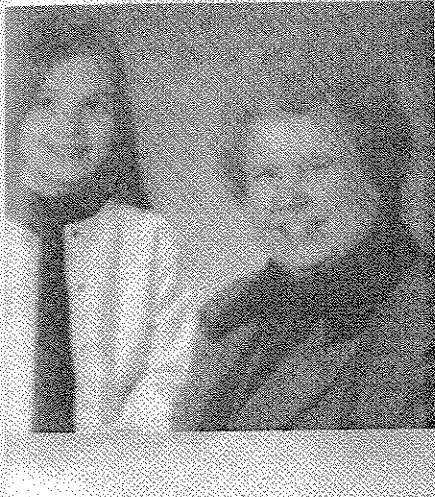
Working with communities

Gayle works with a variety of community residents and service providers to address local needs for cessation efforts. Two population groups in particular are the focus of these efforts: low-income individuals and pregnant women. Gayle provides training for staff at Women, Infants, and Children (WIC) clinics and at public health departments. She helps them incorporate brief cessation interventions, two or three minutes long, into the services they are already providing. The Wisconsin Tobacco Quit Line is proving to be a wonderful supplement to the intervention.

Adams County has one of the highest rates of tobacco use among pregnant women in Wisconsin. Gayle has worked closely with the Adams County Tobacco Free Coalition to provide training to a variety of health providers who treat pregnant women. As a result of these trainings, providers at the Family Planning Clinics are asking about tobacco use with every patient at every perinatal visit.

With Gayle's assistance, UW-Extension in Sauk and Richland Counties have incorporated tobacco use status assessment in their work with food stamp recipients. In Sauk County, tobacco use status is incorporated into the WIC assessments for every patient at

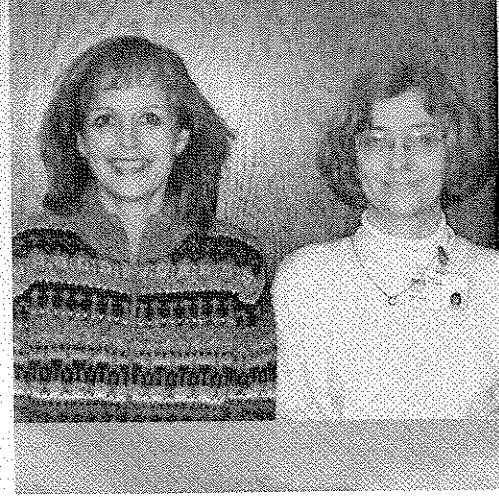




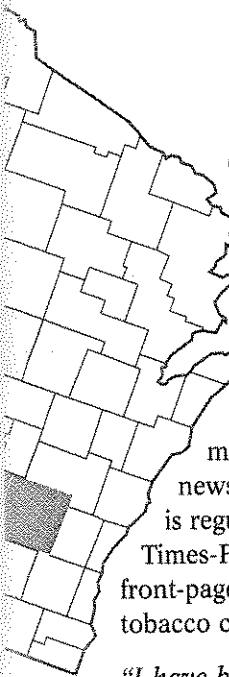
Judy Stoeckman and her granddaughter

"Nicotine is one of the most addictive substances. Many tobacco users have experienced failure in quitting and have given up their belief that they can quit. The training challenged us to look at relapse as "practice" for a successful quit attempt and to use failure as a learning experience. We received the most recent evidence-based information on effective treatment for tobacco dependence, which gave us more confidence in helping our clients to quit successfully."

*Judy Stoeckman
WIC, Sauk County Coalition*



*Jean Hill and Cheryl Uttech
Wellness Department Coordinators,
Beaver Dam Hospital*



every visit. Smokers in the households are then referred to the Wisconsin Tobacco Quit Line and a system has been established to provide follow-up service locally.

One area that has been especially fruitful is working with coalitions to promote the Wisconsin Tobacco Quit Line to their communities. One coalition member who is also a reporter for a local newspaper sees to it that the Quit Line number is regularly published in the Adams County Times-Friendship Reporter newspapers. Entire front-page stories have been devoted to news on tobacco control efforts in this county.

"I have been incorporating the Guideline materials for smoking cessation I received from training provided by UW-CTRI with my clients. Our clinic appreciates the work of UW-CTRI and the time taken to deliver information relevant to working with clients who may have mental health and other substance abuse problems in addition to smoking."

*Ruth Stohl, CADC III, Psychiatric Associates,
Beaver Dam, WI
(no photo available)*

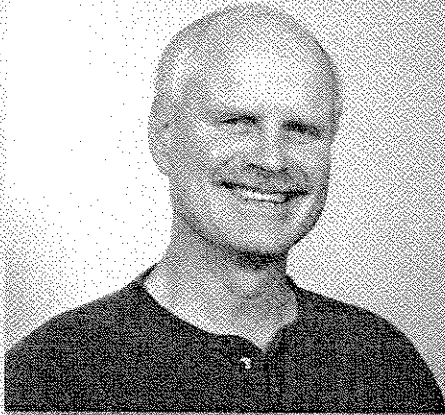
"The guideline packet is thorough, easy to use and provides a brief and effective 3-5 minute intervention. Clinic staff and physicians were also highly impressed by the superb level of knowledge of the UW-CTRI staff and thrilled to have them as resources. The training is excellent in its practicality and simplicity."

*Jean Hill and Cheryl Uttech, Wellness Department
Coordinators, Beaver Dam Hospital*

Working with health systems and care providers

Gayle is branching out in her efforts to reach all kinds of health care professionals. She has provided training, resources, and personal consultations to dental health providers, addiction counselors and psychiatrists, clinic managers, health educators and more. Many are happy to learn how much they can do to intervene briefly and effectively with patients and clients regardless of their practice setting.

Statewide Outreach



Roger Dier, BS

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"One thing that fuels my passion for my job is hearing stories from clinicians about the challenges they face in treating nicotine addiction. Many of the stories are tragic and underscore the gravity of our work. The teamwork that all of us do in tobacco control – be we government, coalition, business or health care provider – is both noble and necessary."

Roger Dier

Northeastern Region

Roger brings to his UW-CTRI work an extensive career in communication and a passion for helping people prevent the misery resulting from tobacco use. He hopes to have direct impact on the lives of people in his region by working with local coalitions, health providers and local businesses in his region. Although he has only been on staff since May of 2001, he is already having an important impact. Roger received his degree from Minnesota State-Mankato.

Working with communities

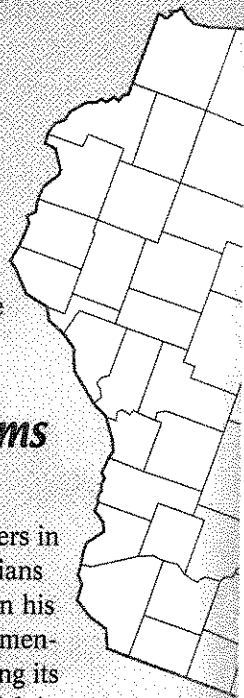
Roger has developed solid relationships with the members of the 15 tobacco control coalitions that represent 17 counties in Northeastern Wisconsin. He is using his communication skills to create a monthly update for coalition members and others interested in tobacco control activities in his region.

The northeast region has both Hmong and Native American populations. Roger participated in the Brown County Tobacco Free Coalition half-day summit attended by 75 members of the Hmong community.

Working with health systems and care providers

Roger has worked with hundreds of providers in his region to explain the Guideline. Physicians and administrators at Aurora Health Care in his region have embraced the Guideline recommendations and with his assistance are evaluating its effectiveness. If the pilot project is successful, it may expand its use beyond the two initial sites. Aurora Health Care is one of Wisconsin's largest health care organizations and includes more than 600 physicians.

Approaching systems through organizational changes and training clinician individuals are two important ways to help ensure that every Wisconsin smoker who visits a clinic is provided help in quitting. Roger has worked tirelessly to introduce physicians and healthcare providers to the Guideline Clinician Packet. He has distributed the packet to 15 dentists and more than 100 other providers.

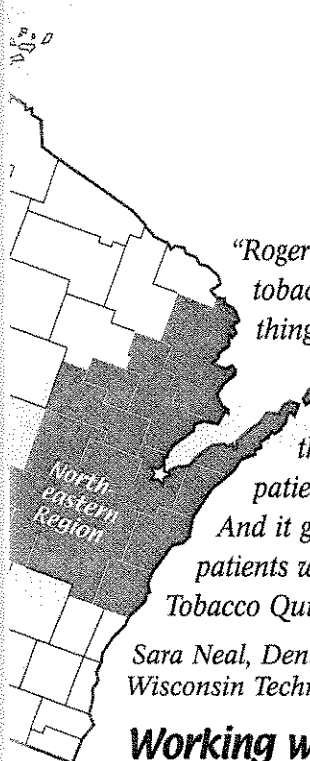
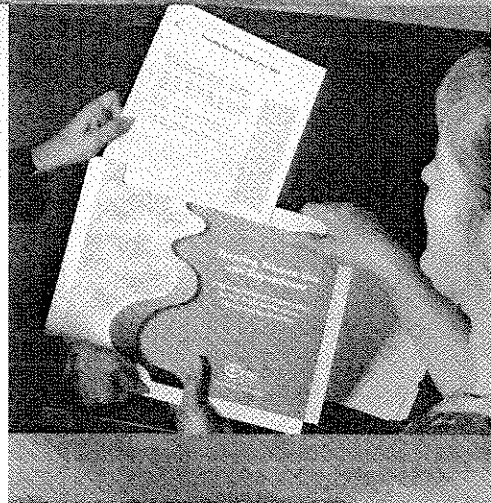


"Our intent is to provide a consistent approach to treating tobacco dependence across our county. By partnering with UW-CTRI and using evidence-based cessation techniques found in the Clinical Practice Guideline, we believe we will be successful."

Gail Terry, RN, Tobacco Control Coordinator - Manitowoc County

"Implementing the Clinical Practice Guideline packet has helped us become more organized and informed on how we approach patients who are smoking. We've made system changes on how we identify patients who smoke on our admission forms. That helps us do better on prescribing medications and following up with smokers."

*Monica DeMuth, NP
Sheboygan Internal Medicine*



"Roger Dier's training on how to treat tobacco use and dependence did three things for my students. It made them more aware of their responsibilities as health care providers. It gave them ideas for how to motivate patients who aren't yet ready to quit. And it gave them a valuable resource for patients who want to quit - the Wisconsin Tobacco Quit Line."

Sara Neal, Dental Hygiene Instructor, Northeast Wisconsin Technical College

Working with workplaces

Although economically diverse, many residents of the northeastern region work in manufacturing and distribution. Roger sees an incredible opportunity to bring cessation information and techniques to workplaces. "Much could be done in partnership with area employers that would benefit them as well as their workers," said Roger.

Partnerships have already started. Roger trained employee health staff of Appleton Papers and Appleton Coated Locks Mill on evidence-based strategies this fall. Recently Roger introduced the

information to the Manitowoc Company. Momentum is building and employers are taking advantage of this great opportunity to help employees and improve their bottom line.

International Paper Company's De Pere site went smoke-free on August 13, 2001. UW-CTRI helped tobacco-using employees prepare for that transition by directing them to the Wisconsin Tobacco Quit Line and answering questions.

Seven clinicians at ThedaCare at Work received training and have used the Guideline packet to assist them in helping tobacco users they encounter during their weekly rounds at worksites in the region.

"The UW-CTRI Guideline packet is excellent! All the materials in the packet help our nurse practitioner and myself counsel employees about nicotine dependence and the adverse effects of tobacco use. We also refer our Appleton Coated Locks Mill employees to the Wisconsin Tobacco Quit Line."

*A.J. Chapple, RN, BSN, Health Services Department,
Appleton Coated Locks Mill*

Statewide Outreach



Mary Cywinski, MS

UW-CTRI Regional Outreach
Specialist

Southeastern Region – Milwaukee
County

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“By articulating the capabilities of UW-CTRI Regional Outreach, I have become part of a learning community with a growing array of partners, both public and private. Working with the other skilled collaborators, we can broaden our impact and reduce tobacco use in Wisconsin.”

Mary Cywinski

Southeastern Region (Milwaukee County)

Mary Cywinski is a dedicated educator, health advocate and collaborator. She brings to her new work a variety of relevant experiences including a focus on the healthy development of young families and communities. Mary strongly believes in the practical application of research and knowledge to address the needs of individuals and families. She received her BA in Psychology and her MS in Administration of Adult Education and Organizational Development from the University of Wisconsin-Milwaukee.

Working with communities

In Milwaukee County, Mary believes it's critical to address the staggeringly high rates of smoking by low-income pregnant women and new mothers. The percentage of women who smoke is over 40% in some areas. Mary provides support materials, training and

technical assistance in collaboration with the seven Milwaukee County WIC programs. These programs serve over 33,000 participants each year.

“Mary has done wonderful things...informed us of the newest documents and teaching pieces available for smoking cessation, made us aware of the work of UW-CTRI, and humbled us into putting together a plan for asking about smoking into our regular practice.”

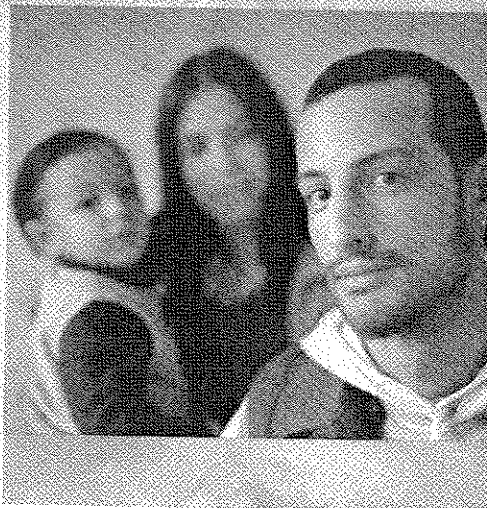
Jill Paradowski, Public Health Nursing Supervisor,
City of Milwaukee Health Department

Special efforts have been made to present Guideline training to Medicaid Prenatal Care Coordinators, Family Care Coordinators, and nurses who work with pregnant women and new mothers in Wisconsin. In every presentation to staff who work with low-income residents, questions related to Medicaid reimbursement are addressed. Copies of information about Medicaid and coverage for tobacco dependence treatments, developed by UW-CTRI, are distributed at each training and have provided pertinent clarifications. Through these efforts, more and more providers understand the Medicaid benefits and use it to help their patients to quit.



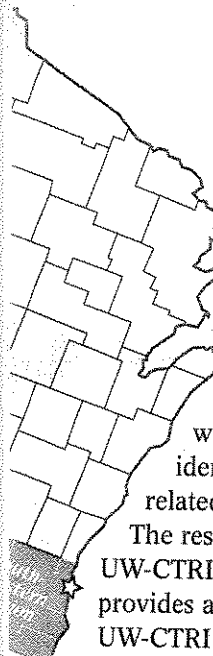
Nurse-managed clinics at subsidized housing sites offer health and social assessments, intervention and referrals. Mary Cywinski has worked with the nurses, providing training and materials. Now we can quote the research and let people know what works. We are giving materials to the people who need it. We are telling people there help available."

*Thelma Newby, RN, PhD
Vice President, Service,
Empowerment,
Transformation (SET),
Milwaukee*



"The in-service Mary did and the written materials have been excellent and extremely helpful. Smoking cessation can be very difficult and frustrating and these programs have given us a renewed motivation to try to reach our smokers and support them in their cessation efforts. We hope to utilize these programs even more in the coming year."

*Julie Schuller, MD, Medical
Director, 16th Street Community
Center, Milwaukee*



The toll of tobacco use disproportionately affects specific segments of our population. To address this issue, a workgroup, led by the Wisconsin Division of Public Health, has been charged with developing a workplan to identify and eliminate disparities related to tobacco use in our state. The research and pertinent data that UW-CTRI can contribute to this effort provides a basis for decisions. As the UW-CTRI representative, Mary says, "I am privileged to be a member of this results-oriented group."

Working with health systems and care providers

Medical clinics in six low-income housing units in Milwaukee are provided by an organization called S.E.T. Ministry. Guideline training has been presented to nurses who manage these clinics. Continuing work to implement the cessation recommendations at these clinics is underway.

Linea Telefónica de Wisconsin
para Dejar de
Usar el Tabaco
1-877-2NO-FUME
2 6 6 - 3 8 6 3
Lada gratis

*Cuando usted está listo
para dejarlo...*

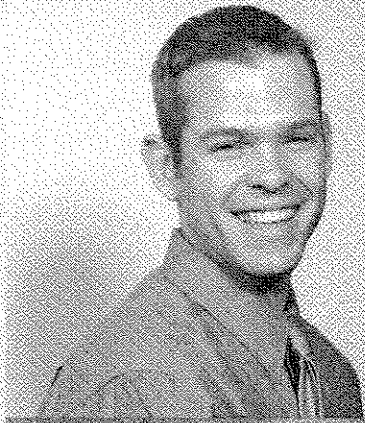
*nosotros estamos
listos para ayudarle.*

Work is also underway at the 16th Street Community Center, which serves the Latino Community in Milwaukee. After meeting Mary at a diabetes conference on diversity, Dr. Julie Schuller, the Medical Director at 16th Street Community Center invited her to the Center. Mary presented information to the clinic staff, which includes 20 physicians and other health professionals. The waiting area at 16th Street is always packed with young families. Two teams at the clinic are piloting the cessation materials, following the recommendations, and providing brief and frequent interventions to patients interested in quitting.

"I am thrilled to bring the expertise of UW-CTRI to the communities I serve. I am now recognized among regional partners in tobacco control and health as the source of research-based information that is strong and compelling."

Mary Cywinski

Statewide Outreach



Tyler Roberts, BS

UW-CTRI Regional Outreach Specialist

Southeastern Region

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"Every region of the state has its own characteristics. Since each setting and county is different, it has been very helpful to have partners in the coalitions who understand the communities, their needs, and how best to work with them. One specific example is the Kenosha County Tobacco-Free Coalition coordinator, Beverly Jambois. With her help, I have made significant progress in reaching many health professionals with effective ways to help their patients quit tobacco use."

Tyler Roberts

Southeastern Region (Outside Milwaukee County)

With his ready smile and enthusiastic manner, Tyler has already established effective relationships with coalition members and many others in his region. Tyler graduated with a BS in Health Promotion and Wellness from UW-Stevens Point. Before joining UW-CTRI, he worked on UW-Stevens Point's Employee Wellness Project to develop, promote, implement and evaluate wellness programs. He also worked at LivingSteps Wellness Center in Livingston, Montana, where he interacted with people of all ages and addressed issues such as diabetes, tobacco use, and exercise.

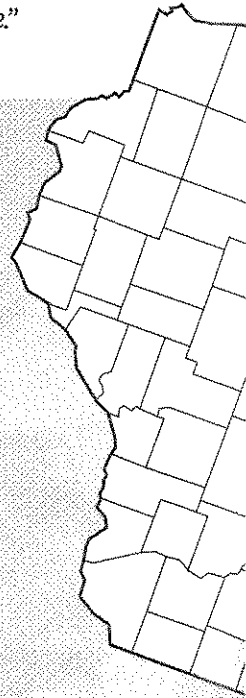
Working with communities

Another example of a strong partnership is the one that Tyler has formed with Dianna Forrester, who is the coordinator for the Washington County Tobacco Free Coalition. Together in 2002, they will begin to offer Guideline training to Washington County WIC staff as well as other health care providers.

"Working together to bring fresh ideas in cessation to Washington County [WIC] professionals, is exactly what we need to improve the health of women in our community."

*Dianna Forrester, Tobacco Control Specialist,
Washington County Health Department*

Medicaid covers counseling and prescription medicines for quitting tobacco. But what about those who are uninsured and do not qualify for Medicaid? Getting necessary treatments can be challenging for



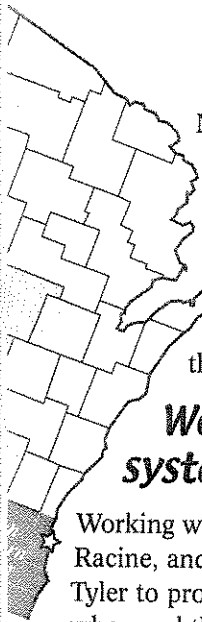


"I provide Quit Line materials to smokers. I like how easy it is to call and they like that it is convenient to use. I also include Quit Line materials in bags given out at the food pantry."

Mike Cummins, MD, President of Medical Computing Tools, L.L.C., Waukesha, WI



Photograph: USDA, Ken Hammond



Network to offer tobacco cessation materials and strategies. These volunteers now have access to the clinician's packet for implementing the Clinical Practice Guideline as well as Quit Line materials to aid them as they continue to address tobacco use with their patients.

Working with health systems and care providers

Working with staff from St. Mary's Hospital in Racine, and many other medical groups has helped Tyler to provide materials and information to those who need them.

"Tyler Roberts has given me a wealth of information to pass on to smokers, including the Quit Line. I've learned more by watching Tyler work."

Barbara Snyder, LifeSpan program, St. Mary's Hospital, Racine, WI.

Slowly, clinical practice is changing, and UW-CTRI is proud to be a catalyst and partner in the process. Tyler recognizes the important role all health professionals can play and ensures that they have the training and information they need.

"Since Tyler's presentation, we will be restructuring standardized care for patients, to include discussing smoking at EVERY visit."

Wendy Dion, Cardio-Pulmonary Rehab Clinic Manager, St. Mary's Hospital, Ozaukee, WI

Statewide Outreach



Laurie Groskopf, BA

UW-CTRI Regional Outreach Specialist

Northern Region

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"Introducing hospitals and clinics to the Clinical Practice Guideline for Treating Tobacco Use and Dependence has been the main focus of my work this year. Practitioners and staff are excited to get information about research-based cessation practices that really work for patients. Medical facilities have welcomed our message. Several clinics have already started using the recommendations in the Guideline."

Laurie Groskopf

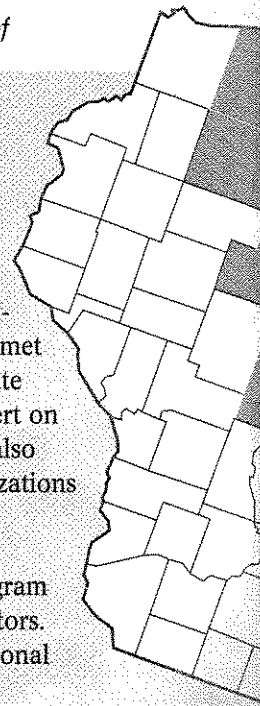
Northern Region

Laurie is enthusiastic when it comes to tobacco cessation. Laurie graduated with a BA in Psychology from UW-Platteville. She was drawn to UW-CTRI because of her desire to reduce human suffering and the costs that result from smoking. She is committed to the vision that all people, regardless of who they are or where they live should receive effective treatment that will help them quit. Her previous professional experience includes working in minority outreach for Nicolet Area Technical College, working as a planner/program specialist at the Northern Area Agency on Aging, and directing a recreational youth organization and camp.

Working with communities

The tobacco control coalitions in the northern region have been busy, and Laurie has met with them many times in order to coordinate cessation efforts. She has served as an expert on various cessation committees. Laurie has also forged state partnerships with other organizations serving her region, including Aging Unit Directors, Community Options Program Supervisors, Wisconsin Well Women's Program Coordinators, and WIC Program Coordinators. Laurie has also been involved in an all-regional public health training this year and co-coordinated a regional cessation training "Coalitions Take On Cessation."

Laurie has visited with all the Tribal Clinics in the region. At the Potawatomi Tribal Clinic and the Red Cliff Health Clinic, she did presentations for staff. Some of her outreach activities have been targeted toward pregnant smokers, including presentations to WIC providers in Wood, Ashland, Bayfield and Forest Counties. She has distributed information in Hmong and Spanish to the Bridge Clinic in Wausau and to several counties in her region.

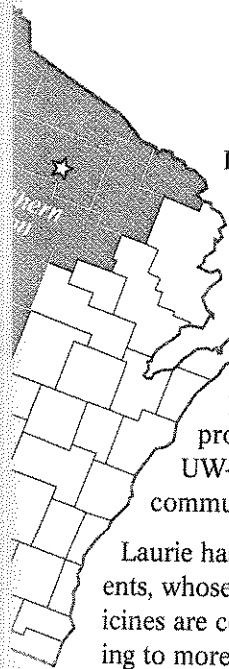




Photograph: USDA, WIC Program

"Understanding Medical Assistance (MA) Benefits for tobacco cessation has been one of my passions. I have made outreach calls to various MA decision-makers and have disseminated information about MA coverage for cessation to clinics and hospitals, pharmacists, health department and WIC staff, and through presentations."

Laurie Groskopf



Laurie participated in 24 radio and TV interviews to promote cessation and the Wisconsin Tobacco Quit Line over the last year. Coalitions have coordinated cessation promotion with UW-CTRI in various ways, including setting up and/or sharing radio/TV interviews to promote the Quit Line, sharing booths at provider training events, and arranging for UW-CTRI outreach presentations at community events.

Laurie has been a vocal advocate for Medicaid recipients, whose cessation treatments and prescription medicines are covered in Wisconsin. Her efforts are leading to more smokers taking advantage of these benefits and more healthcare providers offering them.

Working with health systems and care providers

In Oneida County, a committed cessation subcommittee formed early in 2001. Rhinelander Regional Medical Group, with help from Laurie and the subcommittee, implemented the Guideline recommendations in less than nine months. They are using the

recommended practices at their main clinic and three satellite clinics. Laurie continues to serve on the Rhinelander Regional Medical Group cessation committee, which is helping to assess the quality of their fledgling cessation program and to bring it to other settings.

Laurie will continue her efforts to work with underserved communities, as well as clinics, hospitals and medical providers. She understands that this is a process requiring repeated efforts and a long-term vision.

"In addition to asking about tobacco use, Rhinelander Regional Medical Group now consistently asks patients about exposure to second-hand smoke. They decided this is an important health indicator and their idea came from a sad story. A nurse who works at the clinic lost her dad to smoking two years ago. She just lost her mom to a disease caused by lifetime exposure to second-hand smoke. The family felt so strongly about doing something about this that they donated her memorial money to help prevent others from tobacco-related sufferings."

Laurie Groskopf

Wisconsin Tobacco
Quit Line
1-877-270-STOP
toll free

The desire to quit smoking is strong in virtually every group of tobacco users in Wisconsin. Eighty percent of smokers state they would like to quit and almost 58% have quit for one day or more in the last year. The good news is that we now have treatments that will help people to quit successfully and stay quit!

The Wisconsin Tobacco Quit Line

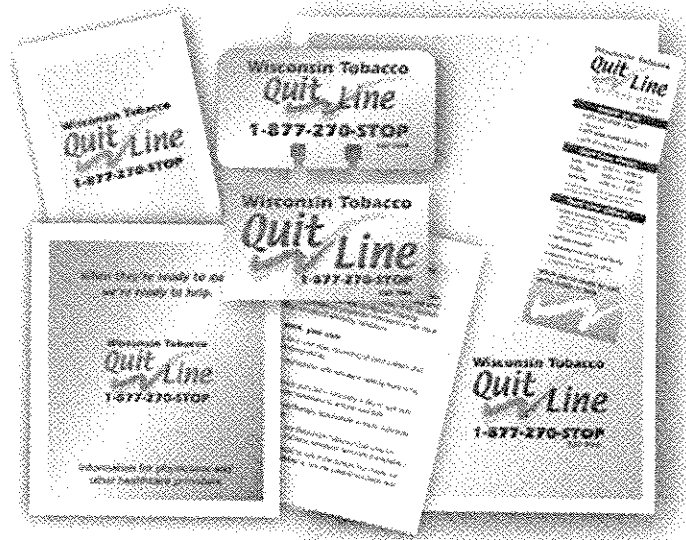
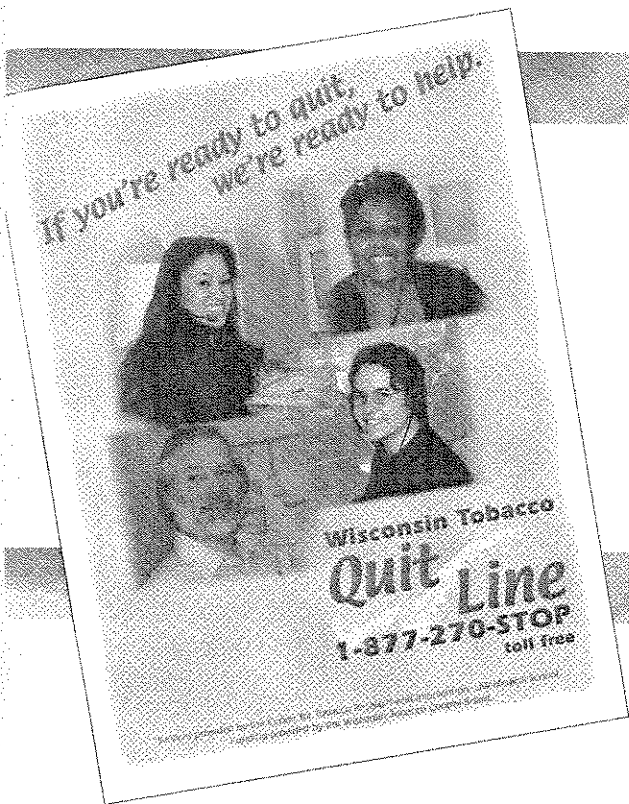
The new Wisconsin Tobacco Quit Line, launched May 1, 2001 has been extremely popular among Wisconsin residents. After eight months, the Quit Line has received more than 18,000 calls and helped nearly 9,000 smokers – twice as many as was originally projected. In addition to providing smokers with help in quitting, the service helps physicians treat their patients who smoke, as well as family members and friends with tips on how to help a loved one who uses tobacco through the Quit Line and also provides referrals to local cessation programs in Wisconsin.

Quit lines have been a central part of successful tobacco control programs in other states—including Washington, Oregon, Arizona, and California. Experience has shown that quit lines work and are cost-effective, especially with rural and underserved populations that have less access to smoking cessation services. Research in other states has demonstrated that quit lines can boost quit smoking success rates up to 30%.

A telephone quit line is highly recommended as a central component of a comprehensive tobacco control program – Best Practices for Comprehensive Tobacco Programs, CDC

What the Quit Line does

The Quit Line provides more than immediate support. The Quit Line services are free for all Wisconsin residents. Most insurers do not fully cover cessation services and many programs charge for counseling. The Quit Line is professional, proactive, and accessible. It can help teens as well as adults and is strictly confidential. Anyone anywhere in Wisconsin can use the Quit Line.



All Quit Line staff are tobacco specialists and must have a minimum of a bachelor's degree. Additional formal training and frequent in-services are required of all tobacco specialists.

Quit Line cessation specialists are well trained in evidence-based cessation interventions. Callers, most of whom have tried previously to quit "cold turkey," are guided to prepare for quitting and counseled on using state-of-the-art smoking cessation techniques. Quit Line specialists help callers to set a quit date and prepare a personalized quit plan, send a tailored quit kit, and proactively contact callers during their quit attempt. If local programs are available, cessation specialists take care to refer callers to them, over 1000 people were referred to local programs in the first eight months.

Who uses the Quit Line

Nearly 80 percent of callers to the Quit Line are smokers. Fifty-six percent are women and 40 percent of callers are between 30 and 50. All racial and ethnic groups are using the Quit Line including Latinos, Native Americans, African-Americans and Asian Americans. Newly-created materials in Spanish and Hmong have been well received.

Referrals to the Quit Line by Wisconsin healthcare providers increase monthly, as they discover what a valuable adjunct this service can be to the medical treatment they provide. Especially when no convenient counseling programs exist, or follow-up is difficult, the Quit Line can step in to deliver personalized and expert help.

The extremely high volume of calls to the Quit Line since its launch demonstrates that thousands of Wisconsin residents are ready to quit and want help in doing so. Successful quitting is essential if we are to reach the Wisconsin Tobacco Control Board's goal to reduce tobacco use by 20% by 2005.

Quit Line Promotion

One reason for the impressive response to the Wisconsin Tobacco Quit Line is the promotion of the service by local coalitions and partners, the Wisconsin Tobacco Control Board advertising campaign, and UW-CTRI Outreach Specialists. To date, 50,000 consumer brochures, 60,000 business cards with the Quit Line number, 6000 small posters, 35,000 bookmarks, 6000 stickers and 5000 healthcare provider brochures have been distributed.

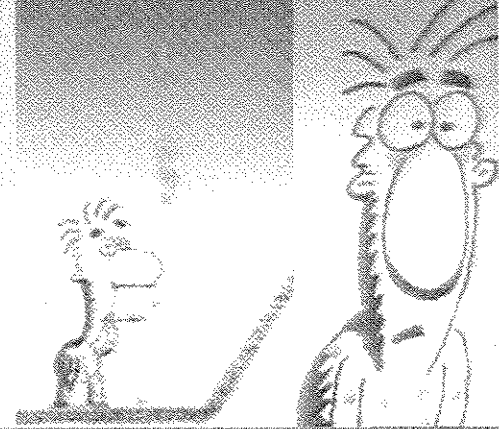
When you're ready to quit, we're ready to help.

The Wisconsin Tobacco Quit Line continued



"It is rewarding to be part of getting the Quit Line services to people in Wisconsin. Every month more organizations, clinics, and groups call for Quit Line materials and for assistance in helping people to quit. It is an exciting project and we can already see the results of our work."

Amy Brewer, UW-CTRI



"Quitting takes practice" commercial

Amy Brewer, MPH, CHES is the person to contact for Quit Line materials and information. She is Special Projects Coordinator at the Education and Outreach office at UW-CTRI and can be reached via email at ab3@ctri.medicine.wisc.edu.

The Wisconsin Tobacco Control Board, UW-CTRI and local coalitions have organized and implemented a structured, ongoing publicity campaign. Over 300 newspaper article clippings demonstrate the widespread publicity obtained for the Quit Line.

The greatest generator of calls to the Quit Line is television advertising. When the Wisconsin Tobacco Control Board launched its second round of commercials on May 14, the ads were tagged with the Quit Line number. As a result, the Quit Line received over 100 calls a day from people who wanted to quit.

Helping anyone anywhere in Wisconsin quit smoking

Of course the number of calls is only a partial measure of success. The real success is the number of people who have quit smoking with the help of the Quit Line.

Here are a few success stories

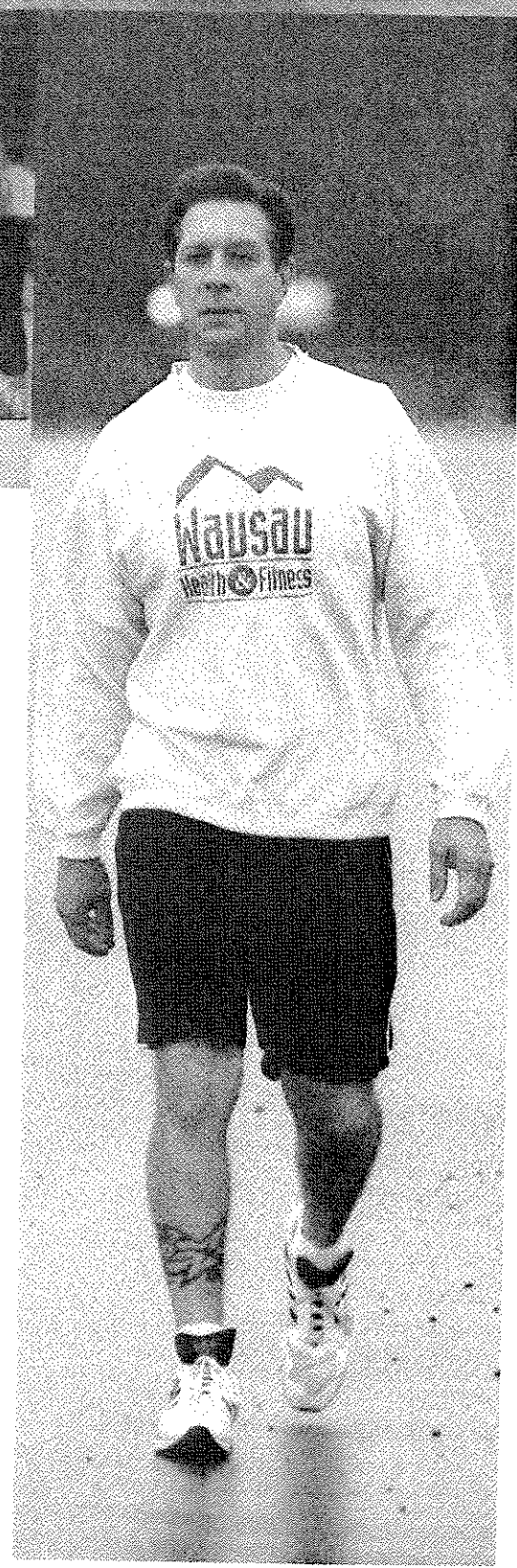
A smoker of 30 years, **Fred Redman**, of Mosinee, had tried to quit many times. He finally smoked his last cigarette on May 10, 2001. "This time, I had my mind made up," he says, "I was going to quit, and that was it." "The Quit Line counselor didn't scold and didn't push," says Fred, a married father of two who works as a welder at Greenheck Fan Corporation in Schofield, "but he did help me get through my urge to light up." A Quit Line counselor called him periodically during the process, and encouraged him to take up another activity in lieu of smoking. Today he's 10 pounds lighter and no longer wheezes. Fred Redman has switched from smoking to walking, and he gives part of the credit to the Wisconsin Tobacco Quit Line.



Brenda Schwertsig



Lynne Grall



Fred Redman

Success

Brenda Schwertsig and her husband moved to Adams County two years ago from Chicago to live a healthier life based on better nutrition, exercise and no smoking. After several unsuccessful quit attempts she called the Quit Line in July. Today, Brenda has been smoke free for 6 months. She now walks three miles a day – an activity that helps keep her mind off smoking and keeps her healthy.

Lynne Grall smoked for 20 years. She tried several different times to quit, using different methods, but always relapsed. After a recommendation from her doctor to quit and seeing advertisements on TV, she decided to call the Wisconsin Tobacco Quit Line. That was over 4 months ago. The Quit Line counseled her and referred her for local assistance at St. Joseph's Hospital – both of which really helped. She has learned that quitting doesn't just involve dealing with the physical addiction, but it has psychological and behavioral aspects too. She still has stressful days and still thinks about smoking, but is determined to succeed.

Partnership with the Wisconsin Women's Health Foundation



"Smoking is one of six health issues that are recognized by the Wisconsin Women's Health Foundation as being a significant threat to women. The Center for Tobacco Research and Intervention has provided expertise and resources about smoking cessation that have become the backbone of several of our programs. Our partnership has strengthened both organizations, as well as expanded our reach and raised the level of awareness about the dangers of smoking throughout Wisconsin."

Sue Ann Thompson
President, Wisconsin Women's
Health Foundation

Health for Mothers and Daughters Program

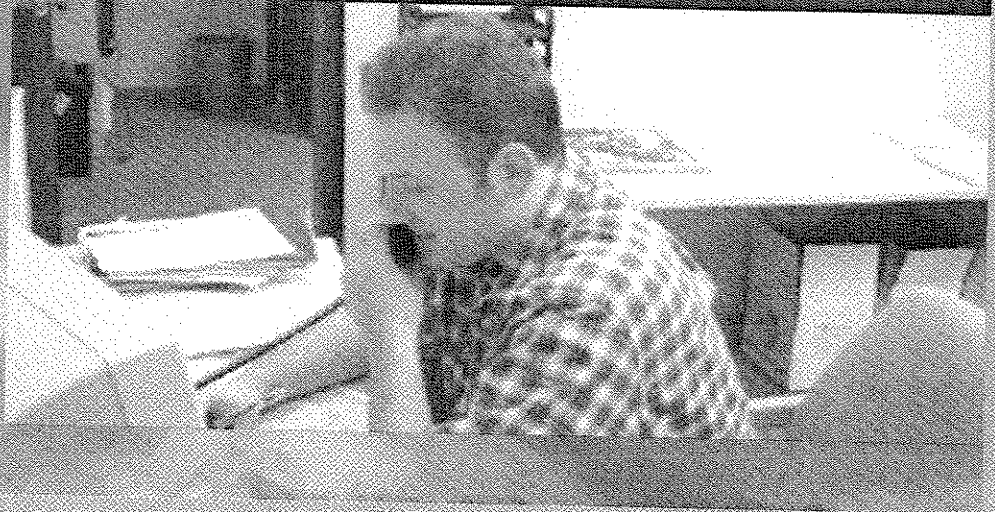
The Wisconsin Women's Health Foundation, in partnership with UW-CTRI, is working hard to help Wisconsin women stop smoking, to prevent smoking among young women, and to make smoking a priority issue among women's health organizations. The Mother-Daughter program is designed to bring middle-school girls and their mothers, or another trusted adult, together for a one-day workshop on high-risk teen behaviors. Reaching out and working with a variety of community and statewide organizations, the Foundation also addresses health issues facing middle-aged and older women, including smoking.

The Wisconsin Women's Health Foundation, with funding from the Wisconsin Tobacco Control Board is also piloting the First Breath program, which provides intensive smoking cessation counseling for low-income pregnant women. UW-CTRI staff have served as consultants and trainers with nurses, dieticians and counselors involved in this project across the state.

Tobacco addiction is the leading health risk for Wisconsin women. In our state, 37 percent of women in their reproductive years smoke—the highest percentage of any state in the nation. More than 2,500 Wisconsin women die prematurely each year because of diseases caused directly by their tobacco use. Lung cancer has surpassed breast cancer as the #1 killer among women.



Interviewing Wisconsin Residents



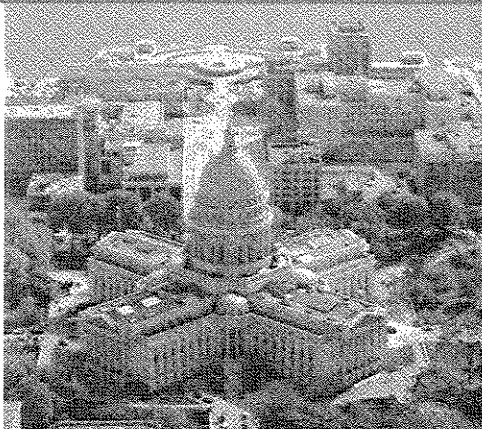
The 2001 Wisconsin Tobacco Use Survey

This survey offers for the first time a fresh look at tobacco use in Wisconsin. The 2001 Wisconsin Tobacco Use Survey is the most comprehensive and in-depth survey conducted in the state. Preliminary results show that most smokers in Wisconsin want to quit and that improving the availability of evidence-based cessation treatments will encourage even more tobacco users to quit. Further, healthcare providers play a key role in helping people quit and more aggressive interventions will increase the number of quit attempts.

UW-CTRI interviewed 6000 Wisconsin residents (smokers and non-smokers) by telephone in the spring of 2001 to gather information on 13 areas of knowledge related to tobacco use. Questions addressed the following topics: general health status, tobacco use, perceptions of risk due to smoking or exposure to environmental tobacco smoke, cessation practices by current or former smokers, use of health-care services, actions of physicians, attitudes toward current attempts to regulate tobacco, alcohol consumption, demographic information and other issues of interest to the public health community.

Data from the survey became available in December and are currently being analyzed. Results will advance our ability to understand the nature of dependence and tobacco addiction and provide practical insights into what Wisconsin can do to address tobacco dependence. The survey will provide a baseline for the measurement of future tobacco control efforts. Most importantly, the results will guide us in how to help people quit and prevent kids from ever starting to use tobacco.

The Mini-grants Program was designed to encourage innovative methods for preventing the initiation of tobacco use and for assisting people to quit using tobacco. Grants were required to have a scientific evaluation component and awarded up to \$25,000 per project.



Photograph: Joe DeMaio



Photograph: USDA, Ron Nichols

Mini-grants Program

The goal is to fund research that will reduce the rate of tobacco use in this state. These projects are a significant step in that direction.

The American Lung Association of Wisconsin.

Freedom from Smoking[®] online cessation program. This free computer program, available 24 hours a day, seven days a week, is designed to assist adult smokers in quitting by using successful components of current clinic-based programs.

Janet McMahon, MPH, Principal Investigator

Caledonia/Mt. Pleasant Health Department.

Inoculation, Normative Appeals and Emotion as Strategies to Promote Resistance to Adolescent Smoking. Effect of Spirometry Testing/Feedback on Smoking Cessation. The goal of this proposal is to validate the hypothesis "spirometry testing (lung function assessment) does have a bearing on the motivation and continuation of smoking cessation."

Judith A. Price, RN, Principal Investigator

Eau Claire City-County Health Department. Youth Mentoring Youth for a Smoke Free Lifestyle. This study is to determine if a mentoring approach is effective in reinforcing non-smoking behavior of 6th graders and in addressing the smoking prevention needs of 9th graders. (Jean M. Stoll, MPH, Principal Investigator)

La Crosse County Health Department. Electronic Support of Collegiate Cessation Contests. This project will analyze two Quit and Win cessation programs for 18-24 year old college student populations at three college campuses in the La Crosse area to determine most effective support strategy to increase quit rate.

Al Graewin, CHES, Principal Investigator

Marathon County Health Department. Tobacco Intervention Program (T.I.P.). This project will evaluate and measure the effects of different tobacco cessation interventions for middle and high school aged students cited for underage tobacco possession. Julie Willems Van Dijk, RN, MSN, Principal Investigator

University of Wisconsin-Milwaukee, School of Nursing. Using a survey developed by last year's recipient, the University of Wisconsin-Oshkosh, this study will establish the scientific utility of the survey and will determine student perceptions about the UW-Milwaukee campus smoking environment, smoking cessation programs and sources students use to obtain health-related information. Carol Hunt Ott, PhD, Principal Investigator

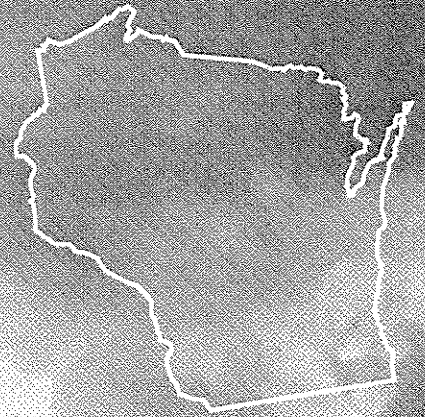
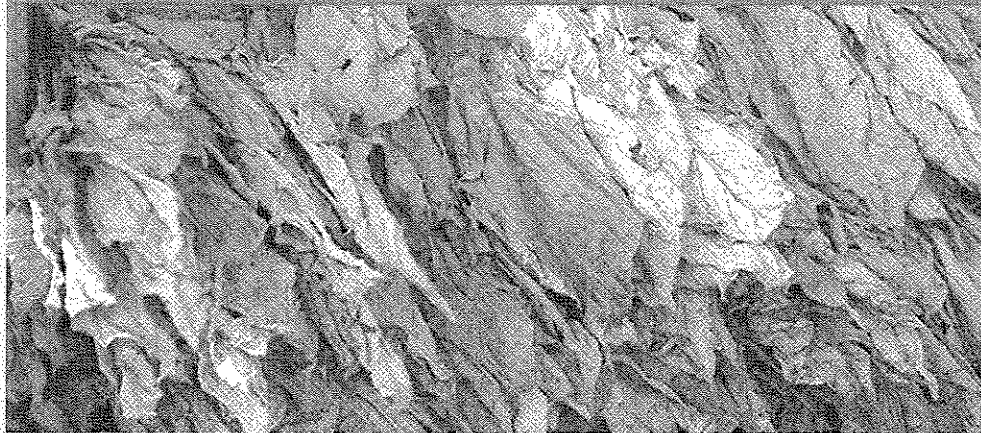
University of Wisconsin-Oshkosh Student Health. Social Norms Campaign to Decrease College Tobacco Use. The goal of this project is to: 1) develop an instrument that would accurately assess student's knowledge, perceptions and behaviors concerning smoking among UW-Oshkosh students, and 2) to improve student's knowledge regarding the health risks and addiction potential of smoking to influence their decisions related to smoking.

Diane Zanto, RN, MSN, Principal Investigator

University of Wisconsin-Stevens Point, School of Health Promotion and Human Development. Using specially-trained, smoking cessation peer facilitators, this project will attempt to aid smoking cessation and prevent relapse among undergraduate university students. Jim Ramsay, PhD, MA, Principal Investigator

UW-CTR Education & Outreach Achievements

6	Outreach Specialists working in all five of the regions of the state (2 in Southeastern Region)
1,048	Quit Line callers referred to local cessation programs
5,178	Health Care Providers trained by Outreach Staff
18,500	Quit Line calls in 2001
350	Groups requested Quit Line materials to distribute
8,901	Tobacco users receiving help from the Quit Line
8	Mini-grants awarded
6,000	Wisconsin residents surveyed by the Wisconsin Tobacco Use Survey
9,973	Total contacts made by Outreach staff in 2001
319	Hospitals and Clinics trained on the Cessation Guideline
282	Outreach contacts with Community Tobacco Free Coalitions
45	Outreach contacts with Community Organizations
17	Outreach contacts with Wisconsin worksites
24	In-house cessation sessions for United Auto Workers at GM-Janesville
200,000	Quit Line materials distributed throughout the state
1,000,000	Adult tobacco users in Wisconsin
800,000	Wisconsin smokers who want to quit



Photograph: USDA, Ken Hammond

The Burden of Tobacco in Wisconsin

Health Impact of Cigarette Smoking

- In 2000, over 7,000 Wisconsin residents died from smoking-related diseases, making tobacco use the single most preventable cause of disease and premature death in Wisconsin.
- Approximately 16% of all Wisconsin deaths in 2000 were attributable to smoking. Cigarette smoking caused 81% of all lung cancer deaths and 15% of all deaths from heart disease.
- More than 95,000 years of life were lost from the potential lifespan of those who died of smoking-related diseases.
- Secondhand smoke is estimated to cause as many as 1,200 additional lung cancer and heart disease deaths in Wisconsin. Household fires caused by cigarettes killed an estimated 20 people in 2000.

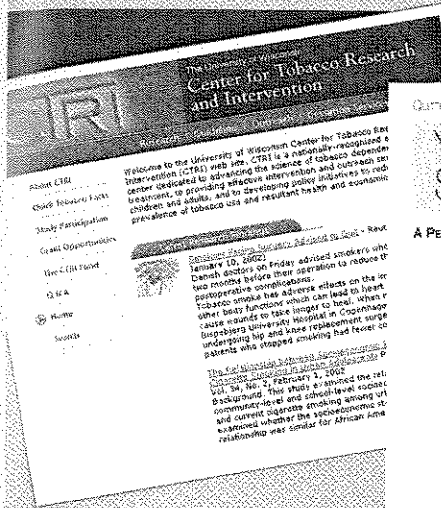
Economic Impact of Cigarette Smoking

- In 1998, an estimated \$1.6 billion in health care costs were a result of diseases caused by smoking. Wisconsin lost an additional \$1.4 billion in productivity costs due to illness and premature death from smoking-related diseases.
- In 1998, the estimated health care costs of cigarette smoking was \$1.6 billion, approximately \$300 for every man, woman and child in Wisconsin.
- Cigarette smoking cost nearly \$600 million for ambulatory care expenses, such as outpatient service, in 1998.

The Burden of Tobacco in Wisconsin is a collaborative report of the Wisconsin Division of Public Health, the University of Wisconsin Comprehensive Cancer Center, the American Cancer Society and the Wisconsin Tobacco Control Board.

For the full report, contact Ann Christiansen at christia@uwccc.wisc.edu.

Answers for you



QUITTING SMOKING WITH A LOT OF HELPING HANDS

You Can Quit Smoking

Smoking can cause heart disease, lung disease, and cancer. Quitting now can greatly reduce your risk of these serious health problems.

A PERSONALIZED QUIT PLAN FOR:

WANT TO QUIT?

- Smoking causes the addiction.
- Quitting is hard, but worth it.
- Many smokers try to quit for a few days, but they will be right back.
- Quitting for good is possible. There are many ways to help.

GOOD REASONS FOR QUITTING:

- You will feel better and live longer.
- The more you quit, the more your health will improve.
- You will save money and reduce stress.
- You will be a role model for others who want to quit.

TIPS TO HELP YOU QUIT:

- Tell your family and friends about your plan.
- Tell your doctor, nurse, pharmacist, or other health care provider.
- Stop smoking completely.
- Consider taking a prescription medicine to help you quit.
- Stay motivated.

QUIT AND SAVE YOURSELF MONEY:

- At \$1.50 per pack, if you smoke 1 pack per day, you spend \$150 a year.
- If you quit, you will save \$150 a year.
- If you quit now, you will save \$1500 a year.

U.S. Department of Health and Human Services
Division of Tobacco Control
4025 Reservoir Road
Bethesda, MD 20814



Organizations and Resources

Free Informational Materials

Wisconsin Tobacco Quit Line

To request free materials or permission to print the Wisconsin Tobacco Quit Line brochures or logo, please contact:

Amy Brewer, MPH
Center for Tobacco Research and Intervention
1930 Monroe Street, Suite 200, Madison, WI 53711
Tel: (608) 265-5617 • FAX: (608) 265-3102
Email: ab3@ctri.medicine.wisc.edu

US Public Health Service Guideline on *Treating Tobacco Use and Dependence*

For free copies and companion materials contact:

Agency for Healthcare Research and Quality
800-358-9295
Centers for Disease Control and Prevention
800-CDC-1311
or National Cancer Institute
800-4-CANCER
Downloadable at: <http://www.surgeongeneral.gov/tobacco/>

Wisconsin Websites:

Center for Tobacco Research and Intervention (CTRI)
www.ctri.wisc.edu

University of Wisconsin Medical School
1930 Monroe Street, Suite 200, Madison WI 53711
Phone: 608-262-8673 • FAX: 608-265-3102

Wisconsin Tobacco Control Board

<http://www.wtcb.state.wi.us/>
The Wisconsin Tobacco Control Board was created by the Wisconsin Legislature in 1999 and their mission is to aggressively pursue the elimination of tobacco use by partnering with communities to prevent tobacco use among youth, promote cessation and eliminate secondhand smoke.

Wisconsin Tobacco Control Board
P.O. Box 1190, Madison, WI 53701-1190
Phone: 608-267-9008 • Fax: 608-267-2832

Wisconsin Division of Public Health

<http://www.dhfs.state.wi.us/health/TobaccoControl/>
The Division of Public Health (DPH), is responsible for providing public health services, environmental and public health regulation.

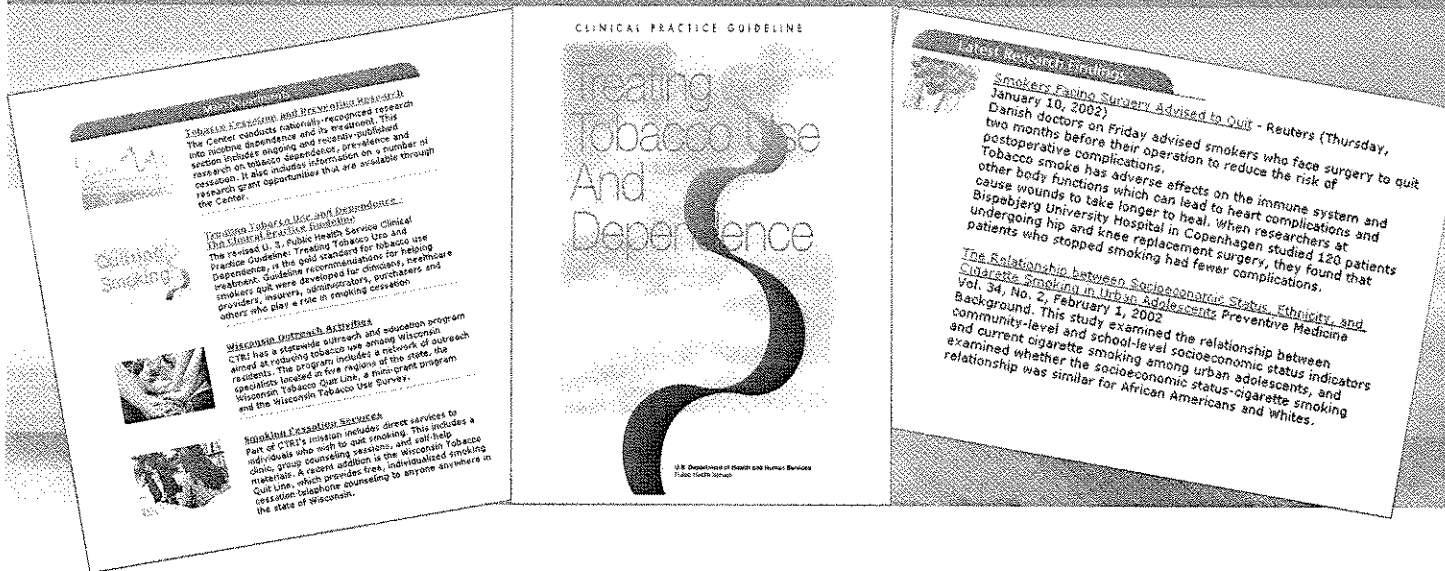
Tobacco Control Program
Department of Health and Family Services
1 West Wilson St. Room 218
Madison, WI 53701-2659
Phone (608) 266-8526 Fax (608) 266-8925

UW Extension Monitoring and Evaluation Program

<http://www.uwex.edu/ces/tobaccoeval/>
The University of Wisconsin - Cooperative Extension provides technical assistance and training in program evaluation for community coalitions receiving funds from the Wisconsin Tobacco Control Board.

Monitoring and Evaluation Program
45 N. Charter St., Rm 141, Madison, WI 53715-1238
Phone: 608-265-6332 • Fax: 608-262-5052

Organizations and Resources continued



The Tobacco Control Resource Center for Wisconsin (TCRCW) <http://tobwis.org/>

An online resource for Wisconsin tobacco control coalitions and advocates. To find out more about the TCRCW or to order free materials, contact:

Tobacco Control Resource Center for Wisconsin
1552 University Avenue
Madison, WI 53705
Phone: (800) 248-9244
Fax: (608) 262-6346

SmokeFree Wisconsin (advocacy)

<http://www.smokefreewi.org/>

An organization whose mission is to promote effective tobacco control policies that will protect nonsmokers from secondhand smoke; prevent the initiation of smoking, especially among children; and ensure that there is a well-funded, comprehensive and effective statewide tobacco prevention program.

SmokeFree Wisconsin
329 West Wilson, First Floor
Madison, WI 53703
Phone: 608-268-2620
Fax: 608-268-2623
sfw@smokefreewi.org

Had Enough Wisconsin (general public)

<http://www.hadenoughwisconsin.com/>

A website which provides useful information and sites on tobacco cessation.

FACT www.fightwithfact.com

FACT is the name of the anti-tobacco youth movement in Wisconsin. It's about empowering teens to look critically at advertisements and take a stand against big tobacco.

Other Cessation Resources:

American Cancer Society www.cancer.org

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

American Lung Association www.lungusa.org

ALA today fights lung disease in all its forms, with special emphasis on asthma, tobacco control and environmental health.

American Lung Association of Wisconsin
150 S. Sunny Slope Road, Suite 105
Brookfield, WI 53005-4857
Phone: (262) 782-7833
Fax: (262) 782-7834
Email: amlung@lungwisconsin.org

N-O-T Program

<http://www.lungusa.org/tobacco/not/index.html>

Not-On-Tobacco or N-O-T is the American Lung Association's newest tool to help teens quit smoking.

Contact: Michelle Mercure
Youth Tobacco Program Specialist
1-800-LUNG-USA/(586-4872) or 262-782-7833
Email: amlung@lungwisconsin.org

Freedom from Smoking

<http://www.lungusa.org/ffs/index.html>

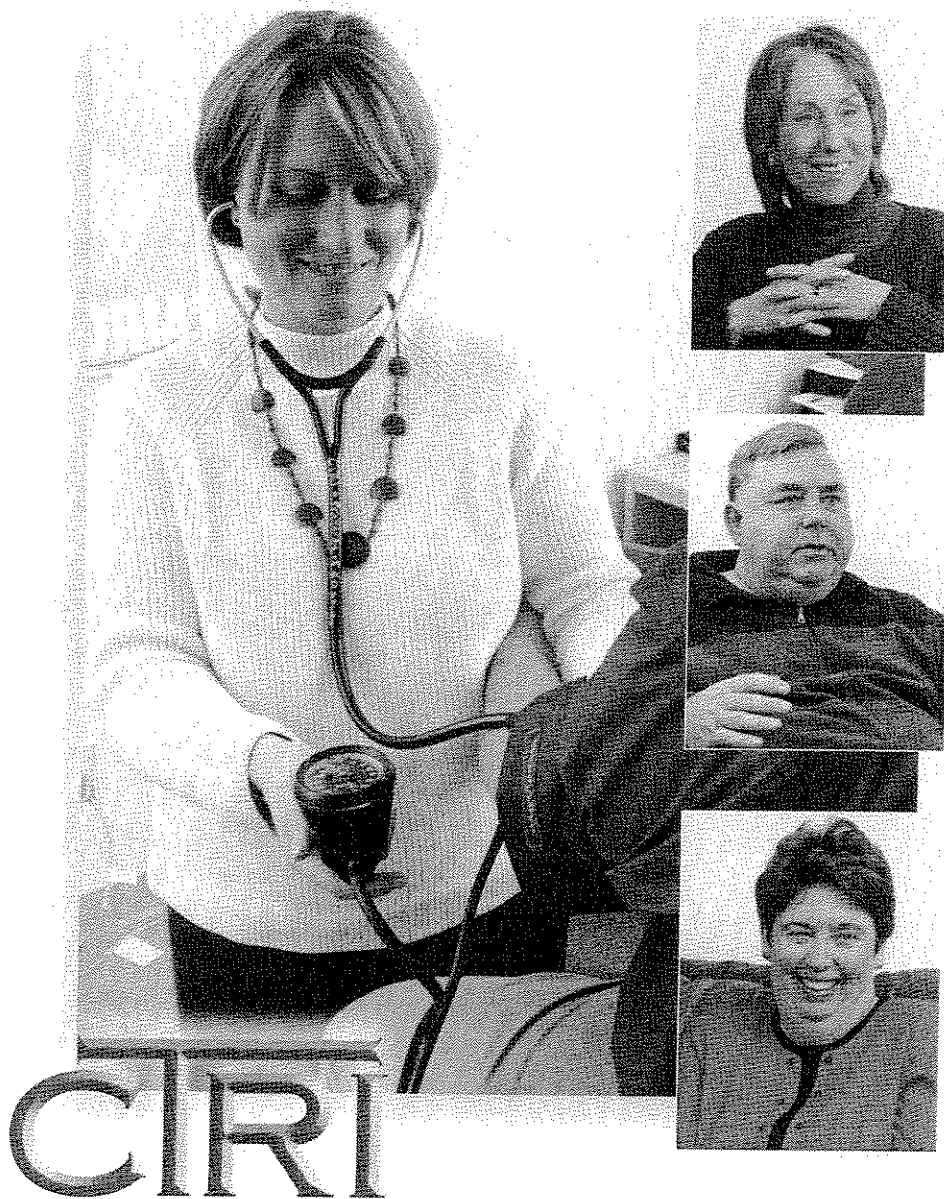
Adult cessation program sponsored by ALA is offered as a group program or is available online.



The Center for Tobacco Research and Intervention
1930 Monroe Street, Suite 200
Madison, WI 53711-2027
www.ctri.wisc.edu

THE FIRST DECADE

Advancing the Science and
Treatment of Tobacco Dependence



The Center for Tobacco Research and Intervention
University of Wisconsin Medical School

THE MISSION

To advance the science of tobacco dependence and its treatment, to provide effective intervention and outreach services for children and adults, and to develop policy initiatives designed to reduce the prevalence of tobacco use and resultant health and economic burdens.

THE CENTER

The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI), established in 1992 by the University of Wisconsin-Madison, is a nationally-recognized authority on tobacco dependence and treatment.

CENTER ORGANIZATION

The Center for Tobacco Research and Intervention is organized within the University of Wisconsin Medical School. The founder and Director of UW-CTRI is Michael C. Fiore, M.D., M.P.H., Professor of Medicine, and the Associate Director is Timothy B. Baker, Ph.D., Professor in the Department of Psychology.