



CHRONIC DISEASE BURDEN UPDATE

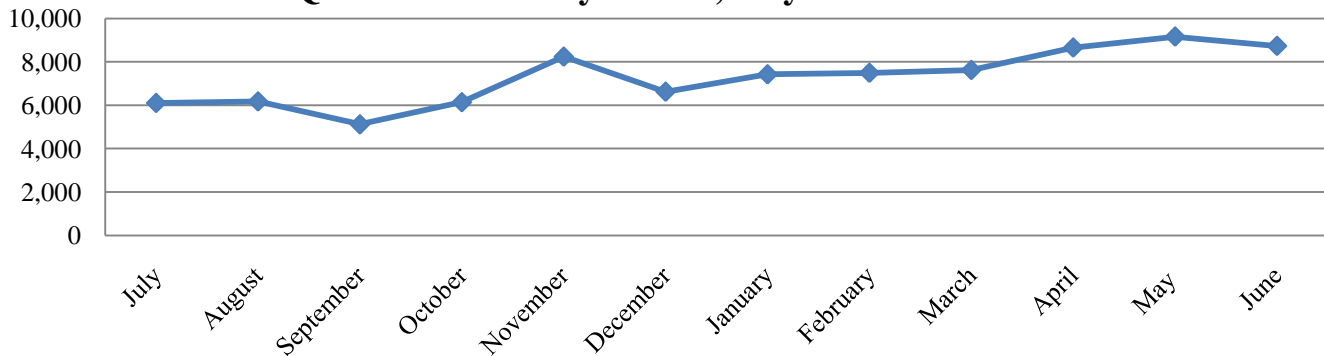
This update focuses on the Illinois Tobacco Quitline Caller Report for July 2011 to June 2012 (FY12).

According to the Illinois Behavioral Risk Factor Surveillance System (BRFSS) 2010, 16.9 percent of adults in Illinois are smokers and 2.3 percent use smokeless tobacco products. The U.S. Surgeon General and the U.S. Centers for Disease Control and Prevention both agree that using the techniques and support of a tobacco quitline can substantially increase an individual's success in quitting tobacco use by up to 56 percent. The Illinois Department of Public Health funds the Illinois Tobacco Quitline (ITQL), which is operated by the American Lung Association. This partnership was formed in 2001 to provide free tobacco cessation services to the citizens of Illinois who are trying to quit using tobacco. Quitline staff can help cigarette, cigar, pipe, snuff, and chew tobacco users.

ILLINOIS TOBACCO QUITLINE TREND

From July 2011 to June 2012, the Illinois Tobacco Quitline counseled a total of 24,575 unique callers. The total amount of calls received in this time period was 85,898.

ITQL Call Volume by Month, July 2011 to June 2012

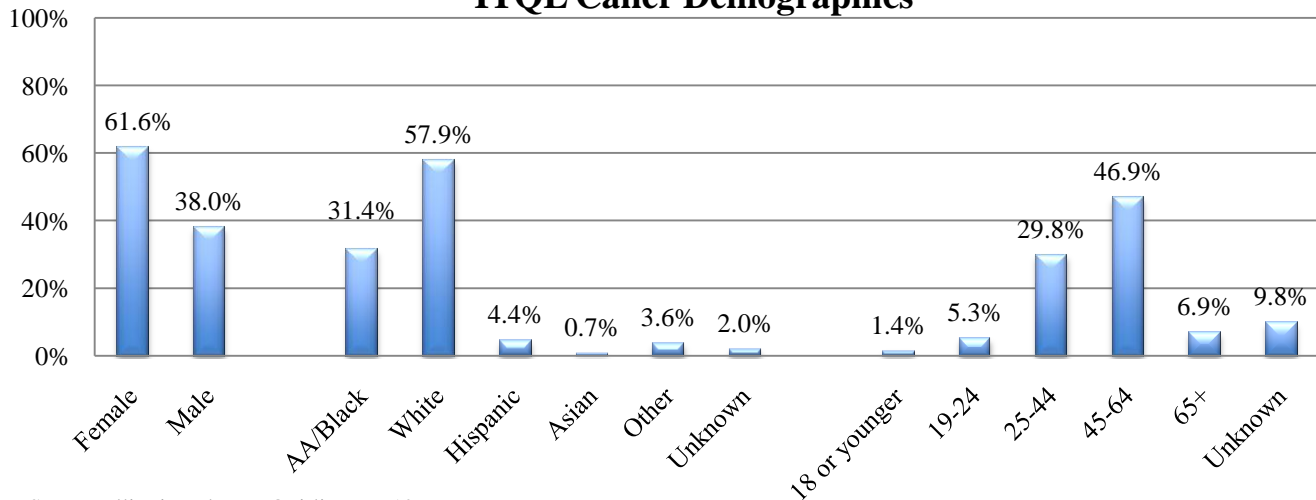


Source: Illinois Tobacco Quitline, FY12

DEMOGRAPHICS

The Illinois Tobacco Quitline counsels callers of all demographics. In 2011, 61.6 percent of callers were female. More than half of the callers (57.9%) were white. Most of the callers were in the age groups of 25-44 and 45-64 (29.8% and 46.9% respectively).

ITQL Caller Demographics



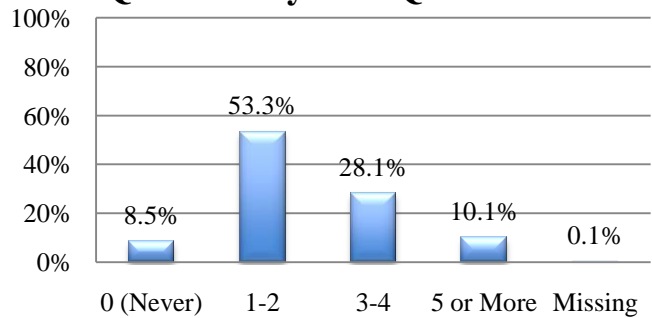
Source: Illinois Tobacco Quitline, FY12

QUIT ATTEMPTS

Slightly more than half of the callers (53.3%) had attempted to quit using tobacco one to two times previously. Another 38.2 percent had attempted to quit smoking three or more times previously.

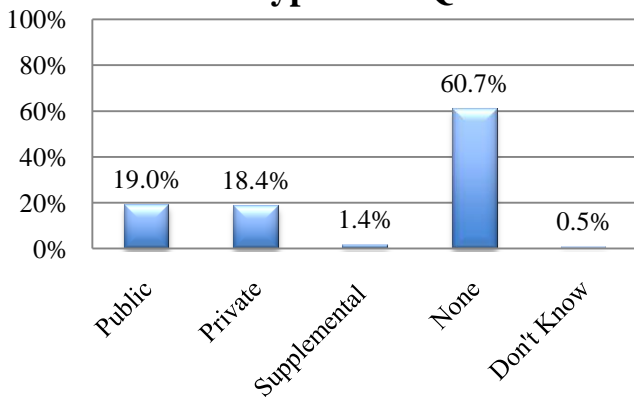
According to the 2011 Illinois Adult Tobacco Survey, 68.8 percent of current smokers want to quit for good.

Quit History of ITQL Callers



Source: Illinois Tobacco Quitline, FY12

Insurance Type of ITQL Callers



Source: Illinois Tobacco Quitline, FY12

INSURANCE

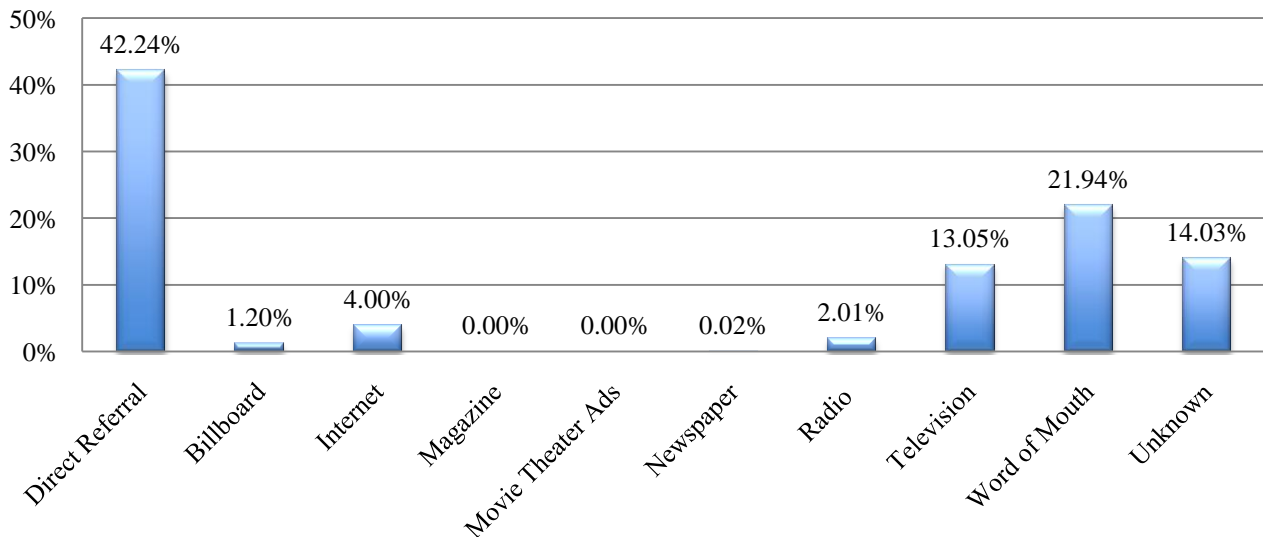
A majority of the callers (60.7%) to the ITQL stated that they had no insurance. Another 19.0 percent stated that they had public insurance while 18.4 percent stated they had private insurance.

Public insurance is defined as Medicaid or Medicare. Supplemental insurance is defined as supplemental to Medicare.

REFERRAL SOURCE

Almost half (42.24%) of the callers to the ITQL found out about the quitline from a direct referral by a health care provider. Roughly 20 percent of callers found out about the quitline from various types of media. Another 20 percent found out about the quitline from word of mouth and for 14 percent of callers, it was unknown how they had found out about the quitline.

How Callers Found Out About the ITQL



Source: Illinois Tobacco Quitline, FY12