



CHRONIC DISEASE BURDEN UPDATE

This update focuses on the Illinois Tobacco Quitline Caller Report for July 2012 to June 2013 (FY13).

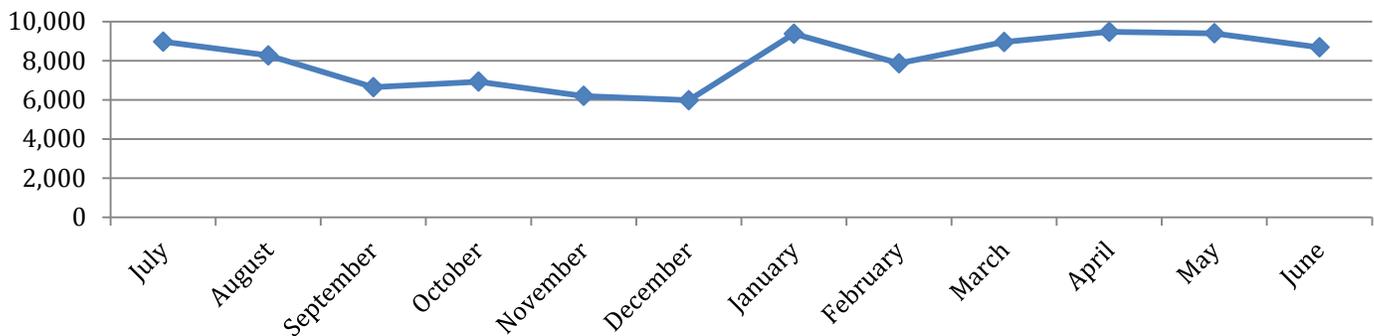
According to the Illinois Behavioral Risk Factor Surveillance System (BRFSS) 2012, 18.6 percent of adults in Illinois are smokers and 2.5 percent use smokeless tobacco products. The U.S. Surgeon General and the U.S. Centers for Disease Control and Prevention both agree using the techniques and support of a tobacco quitline can 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 those attempting to quit tobacco use. Quitline staff can help cigarette, cigar, pipe, snuff and chew tobacco users.

ILLINOIS TOBACCO QUITLINE TREND

From July 2012 to June 2013, the Illinois Tobacco Quitline counseled a total of 25,457 unique callers. The total number of calls received in this time period was 96,639.

ITQL Call Volume by Month, July 2012 to June 2013

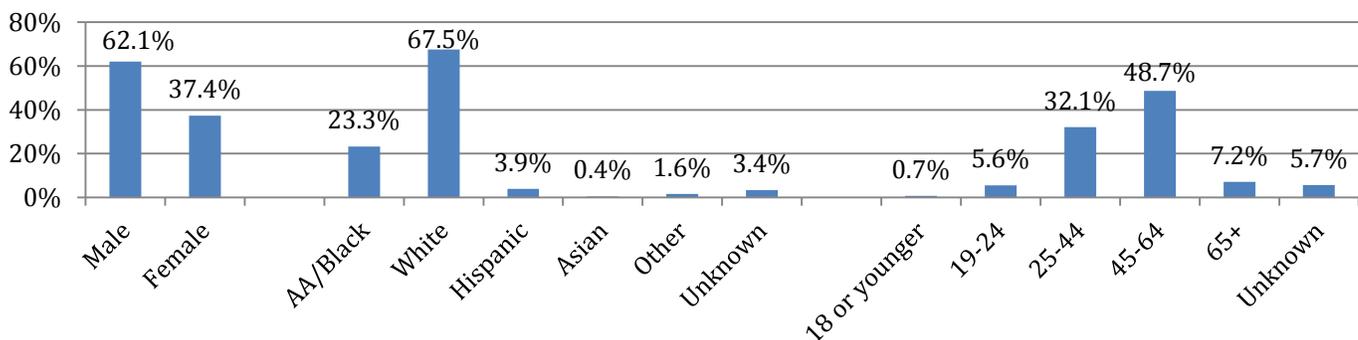


Source: Illinois Tobacco Quitline, FY13

DEMOGRAPHICS

The Illinois Tobacco Quitline counsels callers of all demographics. From July 2012 to June 2013, 62 percent of callers were female. The majority of the callers (67.5%) were white. Most of the callers were in the age groups of 25-44 and 45-64 (32.1% and 48.7%, respectively).

ITQL Caller Demographics



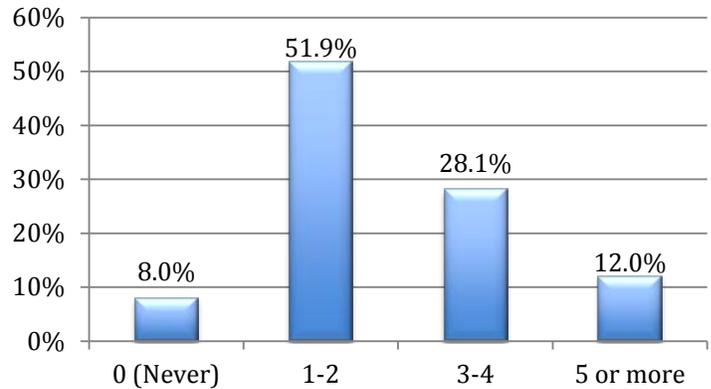
Illinois Tobacco Quitline, FY13

QUIT ATTEMPTS

Slightly more than half the callers (51.9%) had previously attempted to quit using tobacco one to two times. Another 40 percent previously attempted to quit smoking three or more times. Eight percent of callers had not tried to quit prior to calling the ITQL.

According to the 2011 Illinois Adult Tobacco Survey, 70 percent of current smokers want to quit for good.

Quit History of ITQL Callers



Source: Illinois Tobacco Quitline, FY13

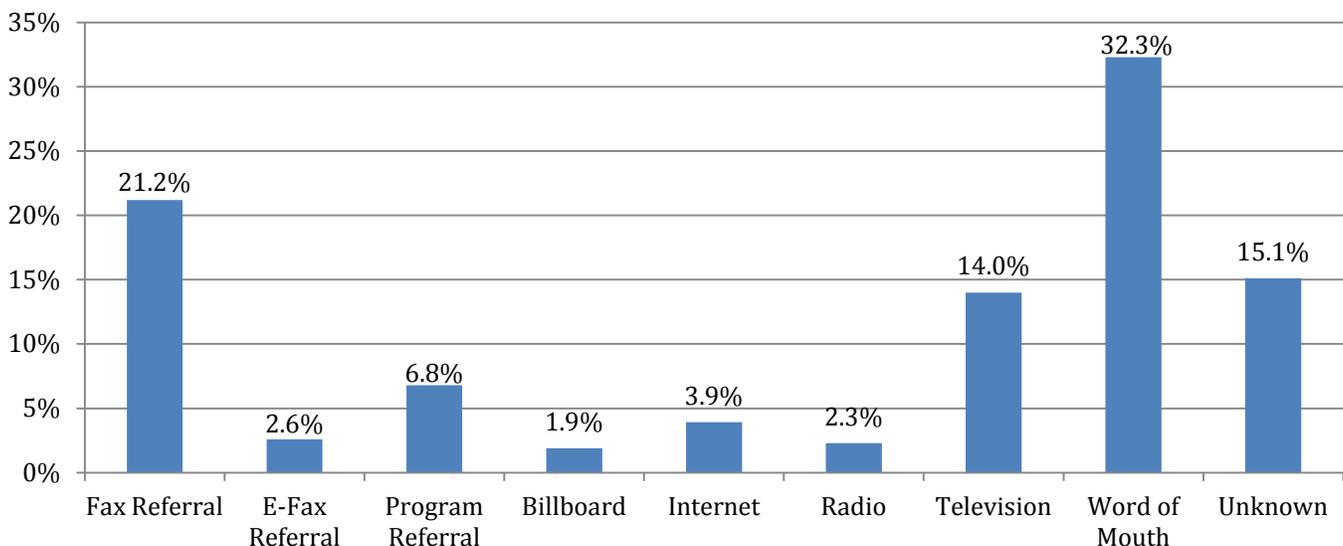
TYPES OF TOBACCO

The ITQL provides counseling and resources to callers to assist them in quitting the use of tobacco products. The majority of callers sought assistance to quit smoking cigarettes (98.1%), followed by cigars (.7%), spit tobacco (.7%) and pipes (.1%). Less than 1 percent called for help to quit electronic cigarettes and snus. A total of .5 percent sought help for use of multiple tobacco products.

REFERRAL SOURCE

About one third (32.3%) of callers heard about the ITQL through word of mouth. The second most popular referral source is through the fax referral program utilized by health care professionals. Once the ITQL received a referral form, the ITQL reaches out directly to the client. About thirty percent of callers learned about the ITQL through the fax, e-fax or a program-specific fax referral process. About 1 in 5 callers (22.1%) found out about the ITQL through the media, including billboards, Internet, radio or television.

How Callers Found Out About the ITQL



Source: Illinois Tobacco Quitline, FY13

Note: Zero callers reported finding out about the ITQL through a magazine or movie theatre advertisement. One caller reported finding out about it through a newspaper.