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## QuitlineNC Triples Call Volume, Reaches More Young Smokers

*New data reveals a sustained increase in calls throughout year of media campaign*

**Raleigh, N.C.** – New data reveal that one year after the NC Health and Wellness Trust Fund (HWTF) launched a media campaign targeting young smokers ages 18 - 24, QuitlineNC has sustained a three-fold increase in calls from young adults. On the eve of the 33rd annual Great American Smokeout, these findings show that the HWTF is leading the way in helping young adults go tobacco-free through QuitlineNC.

Young adults have the highest smoking prevalence of any age group in North Carolina. According to the most recent data from the Behavioral Risk Factor Surveillance System survey (2007), 31% of 18- to 24-year-olds in North Carolina smoke, well above the national rate of 24%. Studies show that tobacco users can double their chances of quitting for good with the help of phone-based cessation programs like QuitlineNC.

“The NC Health and Wellness Trust Fund is committed to reducing the devastating effects of smoking and tobacco use, and we continue to make significant strides in increasing the number of young adults who are using effective strategies to quit tobacco,” said Governor-elect and HWTF Chair Bev Perdue. “QuitlineNC is a proven program that provides tobacco users with the help they need to quit.”

QuitlineNC, a free, one-on-one phone-based cessation service, pairs tobacco users with ‘coaches’ who develop a quit plan and provide ongoing support. Funded by the HWTF, the “Call it Quits” media campaign gives young adults an inside look at how QuitlineNC works by simulating a call between a smoker and a quit coach.

“On a national observance where tobacco-users are challenged to quit tobacco use for the day, QuitlineNC gives young adults a way to kick the habit for good,” said Vandana Shah, executive director of the HWTF. “This recent call data report confirms that through research-based campaigns like ‘Call it Quits,’ HWTF can link North Carolinians to proven methods of quitting tobacco.”

### **About the NC Health and Wellness Trust Fund**

*The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$199 million to support preventive health initiatives and \$102 million to fund prescription drug assistance programs. For more information, please visit [www.HealthWellNC.com](http://www.HealthWellNC.com).*

### **About QuitlineNC**

*QuitlineNC (1-800-QUIT-NOW or 1-800-784-8669) is a toll-free phone service that connects tobacco users with a quit coach, offering callers advice, support and referrals to local cessation resources. QuitlineNC is available 8 a.m. to 3 a.m., seven days a week.*

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