

CELEBRATING **20 YEARS** WITH THE ALABAMA TOBACCO QUITLINE



The Alabama Tobacco Quitline began in 2005.



Over the past 20 years, the Alabama Tobacco Quitline has answered over 360,000 calls and provided free services to any Alabamian wanting to quit tobacco.¹



The Quitline has added abundant resources like web-based coaching, texting, and up to 8 weeks of free nicotine replacement therapy patches.



Medications and counseling can more than triple a smoker's chances of quitting when used together.²



State quitlines have found they can reduce healthcare spending and lost productivity due to smoking-related medical issues and deaths. The reported return on investment for other state-run tobacco prevention and control programs typically ranges from \$1 to \$4 saved for every dollar spent. Alabama reported a return on investment of \$4.63 saved for every dollar spent.³



The adult smoking rate has drastically dropped from 24.8% in 2005 to 14.2% in 2023. Fewer Alabama adults are currently smoking than 20 years ago.⁴



THE TOLL OF TOBACCO IN ALABAMA⁵

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| Adults in Alabama who smoke | 564,800 OR 14.2% |
| Adults in Alabama who die each year from smoking | 8,600 |
| Annual healthcare costs in Alabama directly caused by smoking | \$2.2 MILLION |
| Medicaid costs caused by smoking in Alabama | \$309.8 MILLION |
| Residents' state and federal tax burden from smoking-caused government expenditures | \$989 PER HOUSEHOLD |
| Smoking-caused productivity losses in Alabama | \$5.6 BILLION |



1.800.QUITNOW
QUITNOWALABAMA.COM
1-800-784-8669



References

¹Centers for Disease Control and Prevention; Office on Smoking and Health & National Cancer Institute (n.d). 1-800-QUIT-NOW Data for U.S. States: Call Attempts.
<https://smokefree.gov/about-us/cessation-services-data>.

²Truth Initiative (2025, January 03), Why the “cold turkey” method of quitting vaping or smoking doesn’t work – and what does.
<https://truthinitiative.org/research-resources/quitting-smoking-vaping/why-cold-turkey-method-quitting-vaping-or-smoking-doesnt>

³Dunlap, S.T. (2024) Sustained Investment in Health: Alabama Tobacco Quitline’s Mission to Save Lives (and Dollars). Tuscaloosa, AL: Institute for Social Science Research, University of Alabama.

⁴Campaign for Tobacco-Free Kids. (2024). The Toll of Tobacco in Alabama.
<https://www.tobaccofreekids.org/problem/toll-us/alabama>

⁵Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2023. <https://tinyurl.com/5wavcas2>



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