Call to Action: Smokers need only a little encouragement to use tobacco cessation quitlines

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For more information, please visit www.healthdisparities.umn.edu
When comparing two groups of smokers’ likelihood of utilizing a quitline, University of Minnesota researchers found that the group who received smoking cessation brochures and postcards with information about a quitline in the mail (control) had similar outcomes to the group who received Motivational Interviewing (MI) counseling (intervention).

**Study Findings:**
- At the final 26-week follow-up, 27% of participants in the control group had enrolled in a quitline compared to 28% from the intervention group.
- Twenty-four percent of all study participants self-reported abstinence from tobacco use at the final 26-week follow-up.

In Minnesota, 16% of residents smoke cigarettes and approximately 5,100 deaths each year are attributable to smoking.

**Quitlines in Minnesota are...**
- Free and accessible!
- A cost-effective method of disease prevention!

**Plan of Action:**
- Implement a process so your patient receives cessation materials personally from the physician or office staff.
- Create a plan to periodically mail out smoking cessation materials to smokers.

"Physicians can be proud knowing they’re providing quality care to help patients quit and live healthier lives. It’s a win-win."

-Kola Okuyemi, MD, MPH, Family Physician
Director of the Program in Health Disparities Research
University of Minnesota

For more information about Minnesota quitlines, please visit www.quitline.com