

Celebrating

20

YEARS

QuitlineNC

(2005-2025)

A North Carolina Public Health Success Story

In 2025, QuitlineNC marks its 20th anniversary as a cornerstone of North Carolina's public health strategy, delivering critical, evidence-based tobacco cessation services statewide. QuitlineNC supports people who use commercial tobacco products across all 100 counties. Data confirm QuitlineNC's exceptional utility, demonstrating strong engagement, high success rates and a powerful financial return on investment for the state.

Over the past two decades, QuitlineNC:



Provided tobacco cessation help for at least
226,485
North Carolinians

Assisted with an estimated
55,000
Successful Quits



Saved up to
\$537.8
million in net medical cost savings

Upgraded services to include text & online coaching, as well as telephone help



Offered free combination nicotine replacement therapy (NRT), a best practice for cessation, to those who qualify



In 2024 for individual North Carolinians, the services are highly effective and valued:



Delivering High Quit Rates - Up to 32% of those who complete QuitlineNC follow-up surveys successfully quit commercial tobacco use for at least 30 days.



Driving Behavior Change - QuitlineNC effectively supports early quitting efforts. Eighty-six percent of participants make a quit attempt, and among heavy smokers (20+ cigarettes per day), 72% reduce daily use. Forty-two percent of participants demonstrated reduced dependence on nicotine, by increasing the length of time before using tobacco after waking.



Building Strong User Confidence - Participants rate their satisfaction with QuitlineNC very highly (84%), with 92% agreeing they would use QuitlineNC again, validating its coaching model and accessibility.

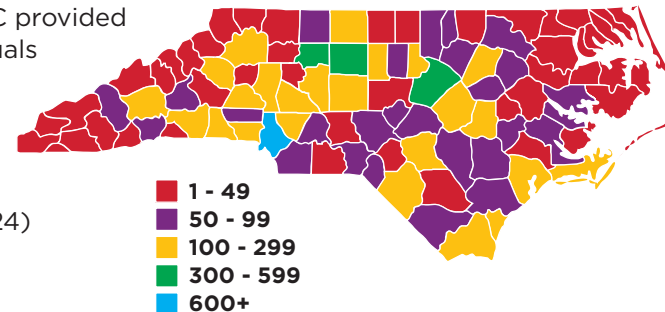
QuitlineNC reaches those who need the services most. In 2024, QuitlineNC:

- Provided services to North Carolina residents who reported
 - At least one mental health condition (54%)
 - Tobacco-related health conditions (47.4%)
 - Medicaid coverage (28.1%)
 - Medicare coverage (23.6%)
 - Without health insurance (21.5%)
 - Being heavy smokers (20+ cigarettes per day)
- Helped an estimated 2,900 people quit tobacco
- QuitlineNC provides special programs for people living with behavioral health disorders, people who use menthol cigarettes, American Indians, African Americans, expectant and new parents, and youth.

Serving the State

In 2024, QuitlineNC provided services to individuals in every North Carolina County.

Participant Volume by County (n=10,632) (FY 2024)



QuitlineNC
Text, talk or type. Quit your way.



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health

Learn more about QuitlineNC, including how to refer patients at www.QuitlineNC.com.

NCDHHS is an equal opportunity employer and provider. • 11/2025