

All North Carolina residents are eligible for free evidence-based tobacco use treatment provided by QuitlineNC. Learn about the different levels of service and programs available below. Participants can connect with a Quit Coach in a variety of ways, including phone, text, or on-line options, with additional virtual support available. Services can change; this summary was updated May 2026.

Insurance	# Coaching Sessions	FREE Nicotine Replacement Therapy (NRT)
Uninsured	5 Sessions	8 weeks of nicotine patches AND nicotine gum OR lozenges
Medicaid	5 Sessions	2-week starter kit of nicotine patches AND nicotine gum OR lozenges; See Partnership section below for additional services paid through members' MCO <i>Note: Callers can also receive 12 weeks of patches, patches and gum/lozenge, by visiting local immunizing pharmacy</i>
Medicare	5 Sessions	8 weeks of nicotine patches AND nicotine gum OR lozenges
Other commercial insurance	5 Sessions	2-week starter kit of nicotine patches AND nicotine gum OR lozenges

Specialty Services of QuitlineNC Regardless of Insurance:

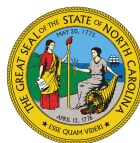
Program	# Coaching Sessions	FREE Nicotine Replacement Therapy (NRT)
Pregnancy Planning pregnancy, pregnant, and up to 12 months postpartum	7 Sessions	8 weeks nicotine gum OR lozenge with a medical override (Patches not recommended for pregnant women)
Youth Ages 13-17	7 Sessions	None
Live Vape Free Youth Vaping Ages 13-26	Visit Livevapefree.com or text VAPEFREENC to 873373	2 weeks of nicotine patches AND nicotine gum OR lozenges for young adults 18 years to 26
Behavioral Health One or more behavioral health condition	7 Sessions	12 weeks of nicotine patches AND nicotine gum OR lozenges
American Indian QuitlineNC 1-888-7AI-QUIT 1-888-724-7848	7 Sessions	12 weeks of nicotine patches AND nicotine gum OR lozenges (Most coaches are American Indian)
Active-Duty Military	5 Sessions	8 weeks of nicotine patches AND nicotine gum OR lozenges

QuitlineNC Partnerships: Partners cost-share with NCDHHS DPH for QuitlineNC services to ensure full access to evidence-based tobacco treatment

Partners	# Coaching Sessions	FREE Nicotine Replacement Therapy (NRT)
Blue Cross and Blue Shield of NC (BCBSNC)	5 Sessions 7 Sessions for Specialty Programs	12 weeks of nicotine patches AND nicotine gum OR lozenges
Rock House Farms Family of Brands	5 Sessions	12 weeks of nicotine patches AND nicotine gum OR lozenges
Medicaid Standard Plans* (AmeriHealth Caritas, Carolina Complete, Healthy Blue, United Healthcare)	5 Sessions 7 Sessions for Specialty Programs	Standard: 8 weeks of nicotine patches AND lozenges Pregnancy/Postpartum: 8 weeks of nicotine gum OR lozenges Behavioral Health: 12-weeks of nicotine patches AND gum OR lozenges Starter: 2-weeks of nicotine patches AND gum OR lozenges
Medicaid Tailored Plans* (Vaya, Trillium, AllianceHealth, Partners)	5 Sessions 7 Sessions for Specialty Programs	Standard - 8 weeks of nicotine patches AND gum OR lozenges Pregnancy/Postpartum: 8 weeks of nicotine gum OR lozenge Behavioral Health: 12-weeks of nicotine patch AND gum OR lozenges
<i>*Medicaid Standard Plan and Tailored Plan members are not eligible for American Indian Program</i>		

Ways to Enroll:

- **Phone: 1-800-Quit-Now** (1-800-784-8669)
- **Text: “READY” to 21586** (English) or **LISTO to 21586** (Spanish)
- **Web:** www.QuitlineNC.com
- **Provider Referral:** Visit [Become a QuitlineNC Referral Site](#) web page
- **Youth/Young Adult Live Vape Free Program:** www.Livevapefree.com or text “VAPEFREENC” to 873373



NC DEPARTMENT OF
HEALTH AND HUMAN SERVICES
Division of Public Health

QuitlineNC.com
1-800-QUIT-NOW • 1-855-Déjelo-Ya

Tobacco Prevention & Control Branch •
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