

National Jewish Health Adds Minnesota to Quitline Customers

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DENVER — National Jewish Health has added a seventh state, Minnesota, to the growing list of customers for its tobacco-cessation counseling services. Clearway Minnesota, a non-profit organization funded by the state's tobacco-settlement funds, has named National Jewish Health to operate its QUITPLAN® Helpline, the free phone-counseling service for Minnesota residents trying to quit tobacco.

[National Jewish Health operates quitlines](#) for six other states - Colorado, Ohio, Iowa, New Mexico, Idaho and Montana - as well as for several health plans.

The National Jewish Health quitline is a telephonic program available to individuals who are ready to quit or just thinking about it. Each caller can choose to receive self-guided cessation information, or to enroll in an intensive telephone-counseling program delivered by highly trained National Jewish coaches. The intensive one-on-one program offers quit plans customized for each participant, up to five proactive coaching sessions, unlimited telephonic support and free nicotine replacement therapy. Information and coaching are available in English and Spanish.

Only three to five percent of people trying to quit tobacco on their own are successful, but more than 30 percent of callers reported being tobacco-free 12 months after enrolling in National Jewish-operated quitlines.

The U.S. Centers for Disease Control and Prevention estimates that each smoker in the United States accounts for about \$3,561 in health-related economic losses each year due to direct medical costs and lost productivity at work. With quitlines operated by National Jewish Health helping thousands of smokers across the country quit, it is helping reduce healthcare costs.

"Quitline has been an extremely effective smoking-cessation program that has provided an excellent return on investment," said [David Tinkelman](#), MD, Vice President of Health Initiatives. "We continue to add new customers as more and more people see how much we can help improve health and cut healthcare costs."

The program has expanded every year of its existence. Beginning in Colorado in 2002, National Jewish has added a new Quitline each year. The seven quitlines now serve states with a combined population of more than 29 million people.

Tobacco-users wanting to quit can call a national hotline, 1-800-QUIT-NOW, and will be directed to their individual state quitlines.

National Jewish Health is the leading respiratory hospital in the nation. Founded 121 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the [media resources page](#).

Media Contacts

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