

## National Jewish Health Wins Contracts for Three State Quitlines

### QuitLogix Tobacco-Cessation Program Now Serves 14 States

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DENVER, CO — National Jewish Health has won awards to operate smoking-cessation quitlines for three new states: Massachusetts, Rhode Island and New Hampshire. Services to those states began January 1, 2015. National Jewish Health operates quitlines for 11 other states\* as well as for numerous health plans and employers.

National Jewish Health, the nation's leading respiratory hospital, is the largest nonprofit provider of smoking-cessation services in the nation, with its [QuitLogix tobacco-cessation programs](#) now available to approximately 63 million people. National Jewish Health opened its first quitline in collaboration with the state of Colorado in 2002, and in mid-January was contacted by the one millionth person interested in its quitline services.



"Our QuitLogix tobacco-cessation programs have been extremely effective at improving health and reducing health care costs," said Robin Daigh, president of Health Initiatives at National Jewish Health. "Our customized one-on-one programs dramatically increase the chances that a smoker will successfully quit tobacco." National Jewish Health offers its QuitLogix program through various states and organizations, with 80 percent of participants residing outside of Colorado. It is an evidence-based cessation program including telephonic counseling, an integrated website, email, text messaging and a mobile app.

The intensive one-on-one program offers quit plans customized for each participant. Many of the state and other quitlines operated by National Jewish Health also offer nicotine-replacement therapy as part of the program. Information and coaching are available in English and Spanish.

Only 3 to 5 percent of people trying to quit tobacco on their own are successful. Approximately 35 percent of people using the National Jewish Health QuitLogix program quit and remain tobacco free six months later.

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

*The 14 states now served by National Jewish Health QuitLogix are Alabama, Colorado, Kentucky, Massachusetts, Michigan, Montana, Nevada, New Hampshire, North Dakota, Ohio, Pennsylvania, Rhode Island, Vermont and Wyoming.*

**National Jewish Health** is the leading respiratory hospital in the nation. Founded 120 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

Our team is available to arrange interviews, discuss events and story ideas.

**William Allstetter**  
303.398.1002  
[allstetterw@njhealth.org](mailto:allstetterw@njhealth.org)

**Adam Dormuth**  
303.398.1082  
[dormutha@njhealth.org](mailto:dormutha@njhealth.org)