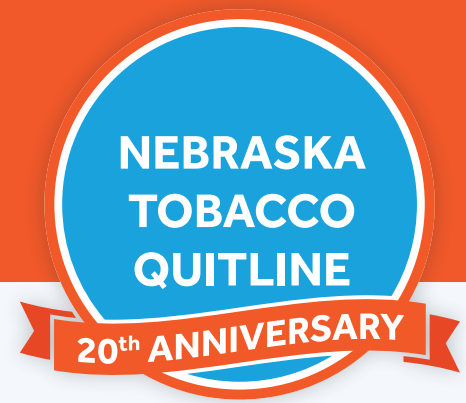


Facts from Two Decades of Support



In 2000, the Nebraska State Legislature passed Legislative Bill 1436, which allocated funding from the multistate Tobacco Master Settlement Agreement towards Nebraska's tobacco prevention and cessation efforts, setting the groundwork for the establishment of the Nebraska Tobacco Quitline.¹⁰



The Nebraska Tobacco Quitline began in 2003.
The national Quitline started in 2004.¹



Over the past 20 years, the Nebraska Tobacco Quitline has answered nearly **110,000 phone calls** from participants, loved ones, healthcare providers and people asking questions about tobacco or the Quitline.²



The Quitline has added abundant resources like web-based coaching and texting, and now offers free quit medication starter kits.



The quit rate at seven months for Quitline users has been **six to 10 times higher** than that of someone trying to quit cold turkey.^{7,11}



1-855-DÉJELO-YA was initiated in 2013 for the U.S. Spanish-speaking population, increasing access to linguistically and culturally relevant quitline services.¹



State quitlines have found they can reduce healthcare spending and lost productivity due to smoking-related medical issues and deaths. States have reported a return of **\$6 to \$10 for every \$1 invested**.¹

YOUTH

- ↓ The youth smoking rate plummeted from 21.9% in 2003 to **2.7% in 2022**.^{4,5}
- ↓ The rate of young people who use smokeless tobacco, such as chew, dropped from 10.1% in 2003 to **2.9% in 2021**.^{6,12}
- ↓ The rate of youth who use cigars, cigarillos or little cigars decreased from 18.2% in 2003 to **3.0% in 2021**.¹²

ADULTS

- ↓ The adult smoking rate fell from 18.4% in 2003 to **13.9% in 2020**.^{3,8}
- ↑ In 2020, 4.3% of Nebraskans used smokeless tobacco compared to 2.7% in 2003, meaning usage rates increased.^{8,9}
- In 2020, 3.0% of Nebraskans used cigars, cigarillos or small cigars. In 2003, 3.2% used cigars. Usage rates have remained roughly the same.^{8,9}

Quotes from Real Quitline Users

“All the Quit Coaches I have talked to did not judge. It felt good to just be honest, open and feel like they actually listened.”

“The Quit Coaches were great at explaining to me what steps to take. It was tailored to me personally. I needed that.”

QuitNow.ne.gov



1-800-QUIT-NOW (784-8669)
1-855-DÉJELO-YA (335-3569)

Text QUITNOW to 333888
or DÉJELOYA to 333888

Quitline services are available 24/7
in over 200 languages.

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You want to quit. We can help.

For more information, visit dhhs.ne.gov/tfn