

Quit Partner™ Evaluation: 2022 Highlights

MINNESOTA'S FREE CESSATION PROGRAM SUPPORTS RESIDENTS TO SUCCESSFULLY QUIT COMMERCIAL TOBACCO

Quit Partner is Minnesota's family of programs to help people who want to quit smoking, vaping, chewing, or using other commercial tobacco products. Free support includes, coaching calls, text messaging, email support, and quit medications.



Minnesotans can call 1-800-QUIT-NOW (784-8669) or visit Quit Partner at QuitPartnerMN.com.

Commercial tobacco is still a big problem in Minnesota

- Commercial tobacco addiction kills more than 6,300 Minnesotans and costs \$3.2 billion in excess medical costs each year.¹
- The tobacco industry still spends more than \$100 million in Minnesota each year marketing their products.²
- Access to a free cessation programs like Quit Partner is part of a comprehensive approach to reducing the harm of commercial tobacco.

Quit Partner is an effective program and a positive experience for participants

- Quit Partner services are effective, as 28% of coaching program participants who used nicotine replacement therapy (patches, gum, or lozenges) successfully quit commercial tobacco.³
 - On average, only 3 – 5% of people quit smoking successfully without professional support.⁴
- Quit Partner services are a positive experience for nearly all participants, as 93% expressed satisfaction with the overall program.⁵
- According to a recent brand tracking study, Quit Partner advertising and program awareness remains higher in key communities impacted by commercial tobacco, such as LGBTQ+, African American, and American Indian communities in Minnesota.

¹Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2017.

² Campaign for Tobacco-Free Kids, The Toll of Tobacco in Minnesota, 2023

³ Quit Partner Outcomes Report, 2022

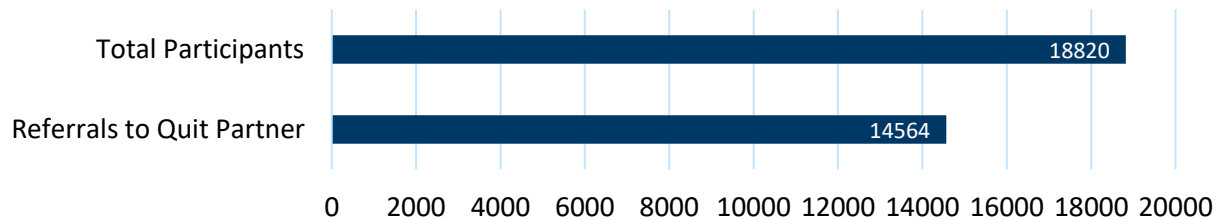
⁴ Truth Initiative, <https://truthinitiative.org/research-resources/quitting-smoking-vaping/what-you-need-know-quit-smoking-2018>

⁵ Quit Partner Outcomes Report, 2022



Quit Partner™ has provided free support to more than 18,000 Minnesotans since April 2020.

Minnesotans enrolled in Quit Partner since April 2022



Minnesota Department of Health is committed to comprehensive outreach for Quit Partner™ services

We strive to make all Minnesota residents aware of the free support from Quit Partner to help quit smoking, vaping, chewing, or using other commercial tobacco products.

Quit Partner is promoted through a comprehensive statewide media plan, including digital and social media, search engine marketing, print, billboards, radio, television, and streaming video.

In addition, partners, grantees, and Quit Partner Ambassadors throughout the state help promote the program and ensure that support reaches those disproportionately affected by commercial tobacco. Quit Partner programs use culturally appropriate outreach to connect with Black/African American, Somali, Hmong, Latino, LGBTQ+, American Indian, differently abled individuals, Minnesota teens and young adults, pregnant individuals and anyone living with a substance use disorder or mental illness.

Promote Quit Partner™ in your community

- **For partners, grantees, and local public health leaders:** You can play a part in helping Minnesotans quit commercial tobacco use – promote quit partner within your community. Visit [QuitPartnerMN.com](https://www.QuitPartnerMN.com) for free resources and materials.
- **For pharmacists, community health workers, healthcare providers:** Talk to your patients about quitting commercial tobacco use. Make a referral for patients interested in quitting at [QuitPartnerMN.com](https://www.QuitPartnerMN.com).

To find more tools or to learn about the need for fully-funded, comprehensive commercial tobacco and control programs, see [Helping People Quit](https://www.health.state.mn.us/communities/tobacco/initiatives/cessation/) (<https://www.health.state.mn.us/communities/tobacco/initiatives/cessation/>).

Minnesota Department of Health
 Commercial Tobacco Prevention and Cessation
 651-201-3535
tobacco@state.mn.us
www.health.state.mn.us/tobacco

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05/17/23

To obtain this information in a different format, call: 651-201-3535.