

For Immediate Release:

June 13, 2016

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NDQuits Smoking Cessation Program Receives Three-to-One Return on Investment

BISMARCK, N.D. – Professional Data Analysts, Inc. (PDA) recently conducted a return on investment (ROI) analysis for the NDQuits tobacco cessation program. The ROI assesses the cost benefit accrued to the state, but does not adjust for lost revenue caused by quitting, such as loss of tobacco tax revenue and loss of hospital profits.

The study found that for every \$1 that is spent on the NDQuits program, the state receives a return of approximately \$3 in reduced overall state costs including: 1) annual health care costs in ND directly caused by smoking; 2) portion covered by the state Medicaid program; and, 3) smoking-caused productivity losses in ND. These costs totaled \$614.6 million.

According to PDA, “Overall, North Dakota’s return exemplifies the efficacy of tobacco cessation funding in reducing overall state health and insurance costs.”

PDA is an independent evaluation and statistical consulting firm specializing in the fields of public health and the behavioral and medical sciences.

For more information, contact Neil Charvat, NDQuits program director, at njcharvat@nd.gov, or at 701.328.3344.

-30-

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