



# DOAA

Georgia Department  
of Audits & Accounts

**Greg S. Griffin**  
State Auditor

January 6, 2025

Honorable Marvin Lim  
State Representative  
611-B Coverdell Legislative Office Building  
Atlanta, Georgia 30334

**SUBJECT:** Fiscal Note  
House Bill (LC 61 0019)

Dear Representative Lim:

The bill would require the Georgia Department of Public Health (DPH) to continue operation of the Georgia Tobacco Quit Line (TQL) and to provide informational written materials about DPH and the TQL. The bill would also require the TQL to provide information, evaluations, and referrals for lung cancer screening services. Additionally, the bill requires that the TQL be available 24 hours a day, seven days a week, and will provide free supplies of nicotine replacement therapies for qualified Georgians 18 years of age and older.

DPH indicated that the bill's fiscal impact would consist of two categories: increased TQL utilization and lung cancer screening information expansion. The bill would increase to DPH's annual expenses approximately \$350,000-\$655,000, depending on the call volume. Details of the estimate are below.

### **Increased TQL Utilization**

DPH anticipates increased utilization of the TQL due to the signage and written materials that the bill requires for distribution by retailers, because TQL call volume doubles during the Centers for Disease Control and Prevention's (CDC) Tobacco, Intervention, and Prevention Campaign. A significant increase in volume would require an increase of 25% to 50% across several TQL cost categories.

The TQL is managed through a contract with a third-party vendor, and DPH utilizes tobacco settlement funds, federal Tobacco Control Program funds, and 25% in-kind matching funds from the vendor. Table 1 on the following page shows federal and state TQL costs for FY24, as well as the categories that would require an increase as a result of the bill. The additional \$304,530 to \$609,060 required would need to be state funds. Additional federal funds are not available, and the vendor's 25% in-kind matching funds would be in addition to the state's funding of \$304,530-\$609,060.

**Table 1: Potential Additional State Costs for TQL**

	<b>FY 2024 Cost</b>	<b>25% Additional Cost</b>	<b>50% Additional Cost</b>
Completed Coaching Sessions	\$419,125	\$104,781	\$209,563
Nicotine Replacement Therapy	\$354,270	\$88,568	\$177,135
Digital Platform	\$240,000	\$60,000	\$120,000
Registrations	\$204,724	\$51,181	\$102,362
Outreach Engagement	\$66,000	\$0	\$0
Online Provider Training	\$12,000	\$0	\$0
Evaluation	\$12,000	\$0	\$0
“Live Vape Free” Website	\$10,000	\$0	\$0
<b>Total</b>	<b>\$1,318,119</b>	<b>\$304,530</b>	<b>\$609,060</b>

**Expansion of Lung Cancer Screening Information**

The bill requires that lung cancer screening information be provided to all individuals who utilize the TQL. While DPH currently provides lung cancer screening information to individuals aged 50 years of age and older with a 20 pack-per-year history, the vendor would need to add a call prompt to provide this information to all callers. The total cost of adding a lung cancer screening prompt is \$5 per enrollee, though the vendor would provide in-kind matching funds of \$3 and DPH would provide \$2. DPH estimates the start-up costs for a lung cancer screening prompt at \$30,000 and annual costs at approximately \$16,000, dependent on the number of enrollees.

Respectfully,



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Richard Dunn, Director  
Office of Planning and Budget

GSG/RD/mef