



## Tobacco Education and the Oregon Tobacco Quit Line

An overview for the Patient Self-Management Collaborative, December 2011

### Why Quit Tobacco?

- Tobacco use is the leading preventable cause of death and disability in Oregon.
- Each year, it kills nearly 7,000 people.
- Secondhand smoke kills an estimated 800 Oregonians each year.

**The best thing a tobacco user can do for his or her health is to quit tobacco.**

Data from Oregon Tobacco Facts & Laws, January 2011

<http://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Documents/tobfacts.pdf>



## People Want to Quit

- ~ 70% of Oregon's smokers want to quit.
- Common Motivators to Quit
  - Personal health, wellness and fitness
  - Children
  - Social stigma
  - Financial

## Quitting Can Be Hard

- Perceptions of quitting
- Willpower versus addiction

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## But People Can Quit!

- Multiple Quit Attempts & the "Continuous Quit"
- Counseling, Medication, and a Quit Plan help

**Tobacco users who receive effective treatment are 2 - 3 times more likely to quit and remain quit.**

*Treating Tobacco Use and Dependence: 2008 Update Clinical Practice Guideline.* U.S. Department of Health and Human Services. Public Health Service. <http://www.surgeongeneral.gov/tobacco/>

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## Physician Advice to Quit

By merely asking patients if they smoke and, as their physician, advising them to quit, their chances of quitting double over the next year.



The slide features a vertical stack of three photographs on the left side, each separated by a thin orange horizontal line. The top photo shows a smiling man with dark hair. The middle photo shows a smiling man with short dark hair. The bottom photo shows a smiling woman with dark curly hair holding a young child with curly hair.

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## Best Practices: The 5As

- **Ask** - Systematically identify all tobacco users at every visit.
- **Advise** - Strongly urge all tobacco users to quit.
- **Assess** - Determine willingness to make a quit attempt.
- **Assist** - Aid the patient in quitting. Help the patient with a quit plan.
- **Arrange** - Make provisions for referral or follow-up by you or your staff.

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## Best Practices: 2As and an R

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[www.askadviserefer.org](http://www.askadviserefer.org)

### Ask. Advise. Refer.

Three Minutes Or Less Can Save Lives








## Resources

**Clinical Practice Guidelines: Treating Tobacco Use and Dependence – Quick Reference Guide for Physicians**  
[www.surgeongeneral.gov/tobacco/tobaqrg.htm](http://www.surgeongeneral.gov/tobacco/tobaqrg.htm)

**Rx for Change: Clinician-Assisted Tobacco Cessation Course**  
 Free online training program  
<http://rxforchange.ucsf.edu/>



## Other Resources for Providers

- **How-To Guide for Treating Patients who Use Tobacco**  
(University of Wisconsin)  
[www.ctri.wisc.edu/HC.Providers/Howtoguide.pdf](http://www.ctri.wisc.edu/HC.Providers/Howtoguide.pdf)
- **Become a Tobacco Aware Practice: Using an Organization and Team-Based Approach**  
(American Academy of Family Physicians)  
[www.aafp.org/online/en/home/clinical/publichealth/tobacco/cme/webcasts/tobaccoawarepractice.html](http://www.aafp.org/online/en/home/clinical/publichealth/tobacco/cme/webcasts/tobaccoawarepractice.html)

## Referral Options

- **The Oregon Tobacco Quit Line**
- **Community-Based Cessation Programs**
- **Online Cessation Resources**





## Why a Tobacco Quit Line?





**We know it works:**

- Quit Lines significantly increase quit rates compared to minimal or no counseling
- Quit Lines + medication significantly increase quit rates compared to use of medication alone.

**It fits the need:**

- Quit Lines increase a caller's chance of quitting
- Quit Lines offer a variety of services according to individual need.



## Why a Tobacco Quit Line?





**It's easy to access:**

- 1-800-QUIT-NOW (784-8669)
- Español: 1-877-2NO-FUME (266-3863)
- TTY: 1-877-777-6534

Or Register Online: [www.quitnow.net/oregon/](http://www.quitnow.net/oregon/)

**It's available when people need it:**

- Can call or sign up online 24 hours a day
- Live telephone counseling from 4 am – midnight
- Unlimited access to the web program

## What does the Quit Line do?

The Oregon Tobacco Quit Line provides free counseling and medication to help people quit.

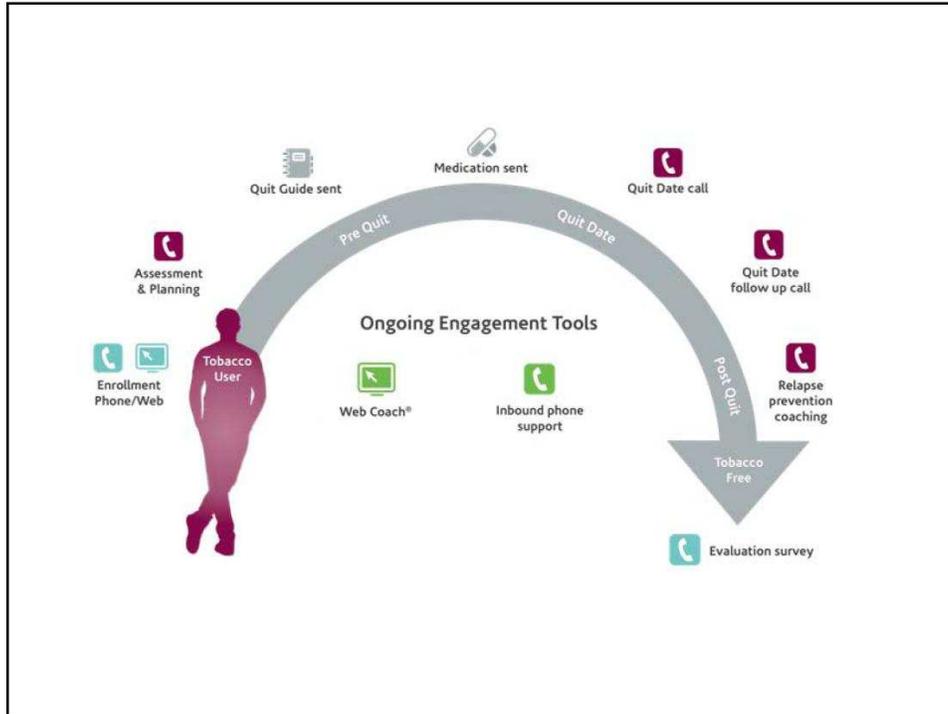
- Available to all Oregonians regardless of income or insurance status
- Staffed by real people, who are friendly and non-judgmental
- Counseling is available over the phone or online
- Coaching is available in 170+ languages including Spanish, Russian, Chinese, Korean, Vietnamese, and American Sign Language.



## How does the Quit Line Work?

- Registration
- Counseling with Quit Coach
  - Motivational Interviewing
  - Problem-solving and coping skills
  - Personalized Quit Plans
- Nicotine Replacement Therapy (patch or gum) mailed directly to house
- Quit Guide and other materials





## What is Quit Line counseling like?

**Tom Quit. Now He Can Help You.**

When you call 1.800.QUIT.NOW, you'll talk with a highly trained Quit Coach®, many a former tobacco user like Tom Gray. He overcame some of the same struggles you will face, and he understands what it takes to quit for good.

Name: Tom Gray Hometown: Leechi, Kansas

How long did you use tobacco? I started as a young teenager. I was a freshman in high school, it was an eighth grade. I finally quit for good when I was 29 or 30.

What motivated you to quit? I hated it. I had a dad who I watched him back up a lung every morning, and I saw my future right there. I saw the writing on the wall if I didn't quit.

What was your biggest struggle while quitting? I quit seven times before I finally did it. Being around other smokers was a struggle. Having a beer and not wanting a cigarette was a struggle.

It's FREE. It's CONFIDENTIAL. It works.  
**1.800.QUIT.NOW** @ 800.764.8449

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## Who is eligible for the Quit Line?

### Only Three Criteria

- Must be at least 13 to enroll in counseling (and at least 18 to receive nicotine replacement therapy products)
- Must live in Oregon
- Must be ready to set a quit date in the next 30 days.



## What services are available?

### Uninsured

- 4 counseling calls
- 2 weeks of Nicotine Replacement Therapy

### Insured – with Quit Line benefit

- Whatever their own health plan covers, typically 4-5 counseling calls.

### Insured – without Quit Line benefit

- 1 counseling call
- 2 weeks of Nicotine Replacement Therapy



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search ID: mbcn577

"I quit smoking, but I still get the urge when I stand outside an office building in the freezing cold."

## Promoting the Quit Line

- **Provider Referrals**
  - #1 way people hear about the Quit Line
- **Quit Line Materials**
- **Media Campaigns**



## Referring to the Quit Line

### ■ Fax Referrals

- Simple form (English or Spanish)
- Download and fill out with patient
- Fax or (snail) mail to Quit Line

The Quit Line calls your patient directly and asks if they would like to enroll in services. If they accept, they can begin counseling immediately.

Download the fax referral forms and FAQs online at [www.smokefreeoregon.org/quit/quit-resources/](http://www.smokefreeoregon.org/quit/quit-resources/)



## Fax Referral Reports

### *Clinic*

Fax Handling Clinic/Provider	Pending	Declined Services	Already Enrolled	Not Reached	Accepted Services	Current Received
ADC-MAC	-	-	-	-	1	1
AFFORDABLE DENTAL CARE	1	-	-	-	-	1
BENTON COUNTY HEALTH DEPT	-	-	-	-	-	-
BESTCARE TREATMENT SERVICES	-	-	-	-	-	-
CAPITOL DENTAL GROUP - SPRINGFIELD	-	-	-	3	4	7
CASCADES EAST FAMILY PRACTICE	-	-	-	1	-	1

The referring provider also receives a report back letting them know if the patient was reached and if they enrolled or declined services.

## Referring to the Quit Line

### Electronic Referrals

- If clinic or health system utilizes an Electronic Health/Medical Record, may be able to send electronic referrals to the Quit Line.
- Options:
  - Use EHR to generate fax referral form – fax or email
  - Use EHR to identify tobacco users – data transfer

**If you are interested in this option, please contact me directly for more information.**



## Quit Line Materials

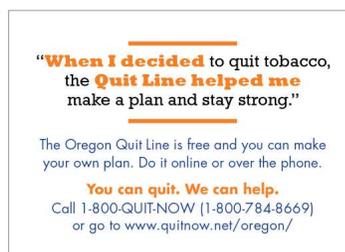
Posters, palm cards, and counter cards are available in most counties

Materials are available in English, Spanish, Russian, Chinese, Korean and Vietnamese

Palm card – front



Palm card – back



Materials can be ordered online at [www.healthoregon.org/tobacco](http://www.healthoregon.org/tobacco)  
-- Click on "Educational Resources"

## Online Promotion

- **Web Banners**



- **Click-to-Call Buttons**



## Current Media Campaign

### Heart Attack



### Lung Cancer



You can watch the full ads online at  
[www.smokefreeoregon.com/about/press-room](http://www.smokefreeoregon.com/about/press-room)

**CALL 1.800.QUIT.NOW**  
You may be able to get  
free nicotine patches or gum.

Oregon Health Authority SMOKEFREE oregon  
1.877.2NO.FUME

**8 HOURS**  
after you quit smoking,  
your blood oxygen level returns  
to normal.

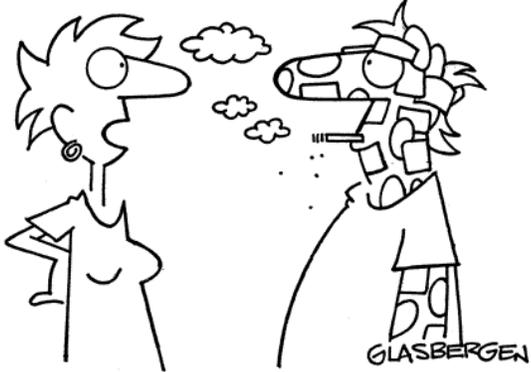
But right now, you're one cigarette closer to **CANCER.**

Quit smoking today.  
**CALL 1.800.QUIT.NOW**

Oregon Health Authority SMOKEFREE oregon  
smokefreeoregon.com

<p><b>AFTER 2 DAYS</b> your chance of heart attack drops.</p>	<p><b>20 MINUTES</b> after you quit smoking, your blood pressure decreases.</p>	<p><b>IN ONE YEAR</b> your risk of heart disease is cut in half.</p>
<p>You can quit smoking. Online help is available.</p>	<p>You can quit smoking. Online help is available.</p>	<p>You can quit smoking. Online help is available.</p>
<p><b>GET STARTED TODAY.</b></p>	<p><b>GET STARTED TODAY.</b></p>	<p><b>GET STARTED TODAY.</b></p>
<p>Oregon Health <b>SMOKEFREE</b> oregon</p>	<p>Oregon Health <b>SMOKEFREE</b> oregon</p>	<p>Oregon Health <b>SMOKEFREE</b> oregon</p>

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[www.glasbergen.com](http://www.glasbergen.com)

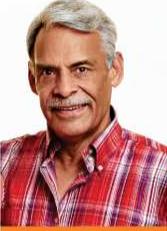


**“If patches don’t work for you, try something else!”**

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## Community-Based Resources





### Freedom From Smoking

- American Lung Association
- Standardized curriculum, trained facilitators
- Self-help, group program, online options
- [www.lungoregon.org/quit/index.html](http://www.lungoregon.org/quit/index.html)

### Nicotine Anonymous

- Non-profit, 12-step based program
- [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)

### Health Plan Programs

## Online Cessation Resources

- Become an Ex (American Legacy Foundation)  
<http://becomeanex.org>
- You Can Quit Smoking Now (DHHS)  
[www.smokefree.gov/](http://www.smokefree.gov/)
- Freedom From Smoking (American Lung Association)  
[www.ffsonline.org](http://www.ffsonline.org)
- Live Chat with a Quit Counselor (National Cancer Institute)  
<https://cissecure.nci.nih.gov/livehelp/welcome.asp>

## Specific Populations

- TeenQuit and The Truth® -- teen tobacco users  
[www.teenquit.com](http://www.teenquit.com) and [www.truth.org](http://www.truth.org)
- My Last Dip – smokeless tobacco users  
[www.mylastdip.com](http://www.mylastdip.com)
- Ucanquit2 – military members, families and veterans  
[www.ucanquit2.org](http://www.ucanquit2.org)

## Questions?

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