



# Quit Line 101

Oregon Self-Management Forum

May 8, 2013



Maria Martin, MPH  
Client Services Manager at Alere Wellbeing  
[maria.martin@alere.com](mailto:maria.martin@alere.com)



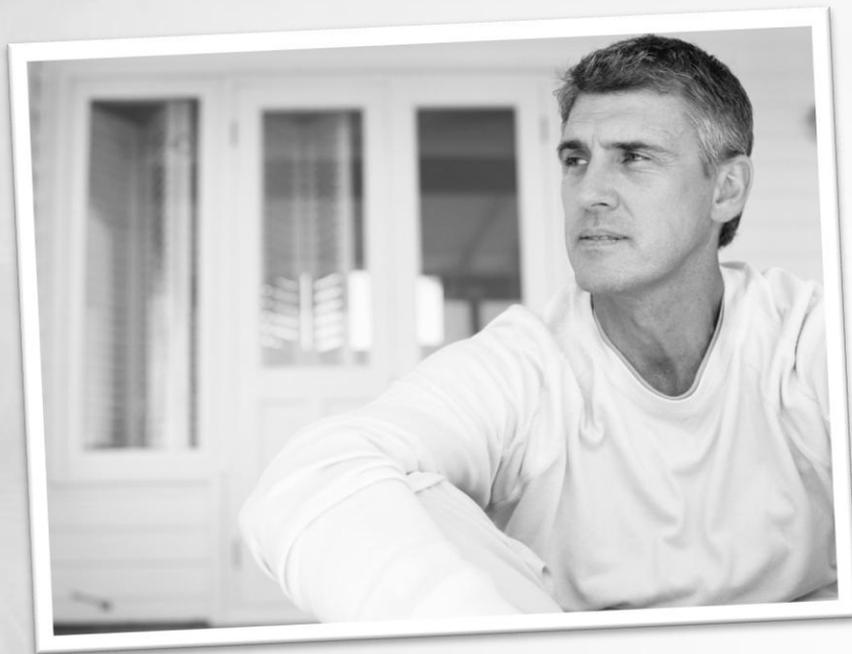
# Today's Agenda:

- ✓ What is the Oregon Tobacco Quit Line?
- ✓ What services does the Oregon Tobacco Quit Line offer?
- ✓ How do residents access services?

# Oregon Tobacco Quit Line

- ✓ Founded in 1998
- ✓ Coordinated by the Tobacco Prevention and Education Program (TPEP) in Public Health Division of the Oregon Health Authority (OHA)
- ✓ Operated by Alere Wellbeing, Inc.





- ✓ Nicotine addiction often requires repeated attempts to overcome.
- ✓ Only 3% to 5% of smokers are able to quit on their own.
- ✓ Addiction to tobacco use is physical, behavioral, and psychological.

Did you know?



Nicotine is as addictive as heroin, **1,000 times** more potent than alcohol, and 5-10 times more potent than cocaine.



The leading evidence-based tobacco cessation program. Combines phone-based behavioral coaching and medication support with web-based learning, tracking, and social support.

Oregon Tobacco Quit Line provides this program at **no cost** to Oregon residents.

This program includes:

- ✓ Coaching
- ✓ Quit Guide
- ✓ Youth Program
- ✓ Nicotine replacement therapy (NRT)
- ✓ Web Coach®
- ✓ Referral to community resources
- ✓ Integration with Living Well program



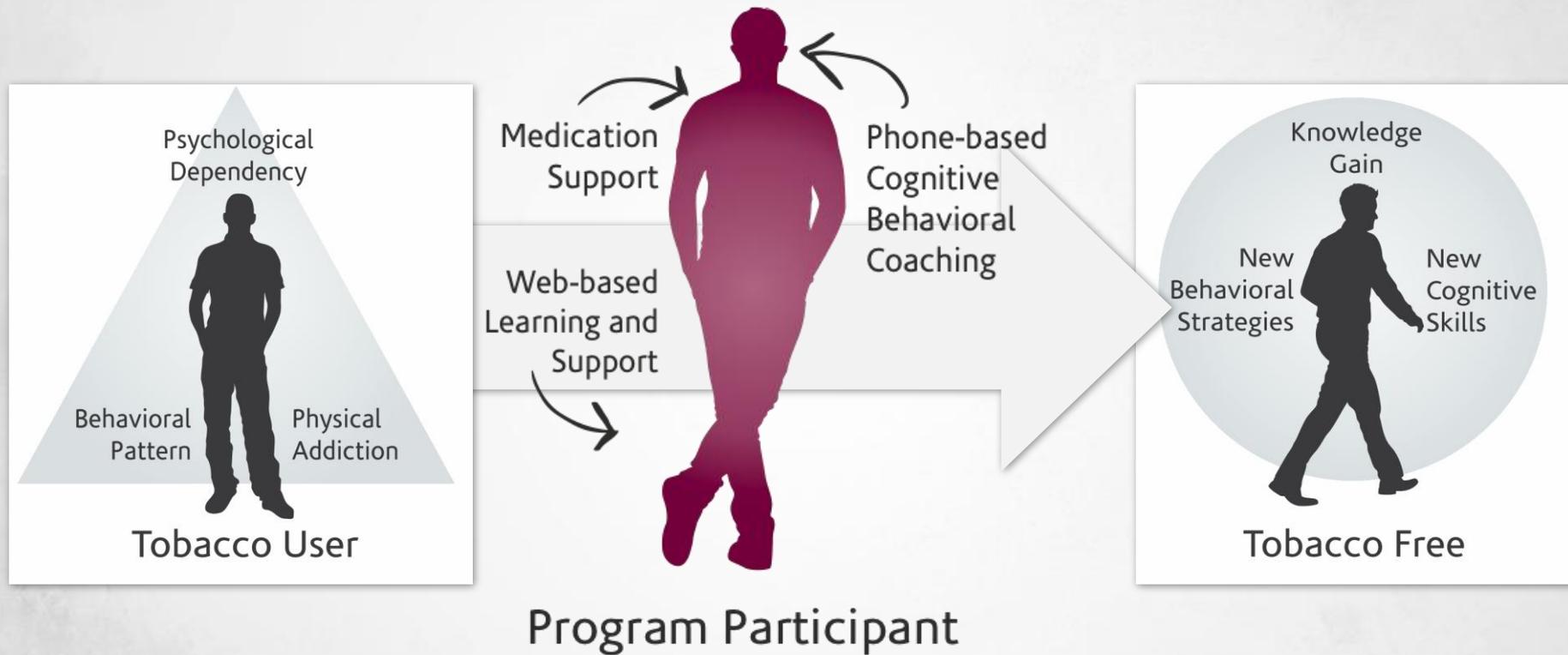
- ✓ Highly trained in cognitive behavioral coaching
- ✓ Over 50% have 3+ years of prior counseling experience
- ✓ Receive more than 240 hours of training and evaluation

Did you know?



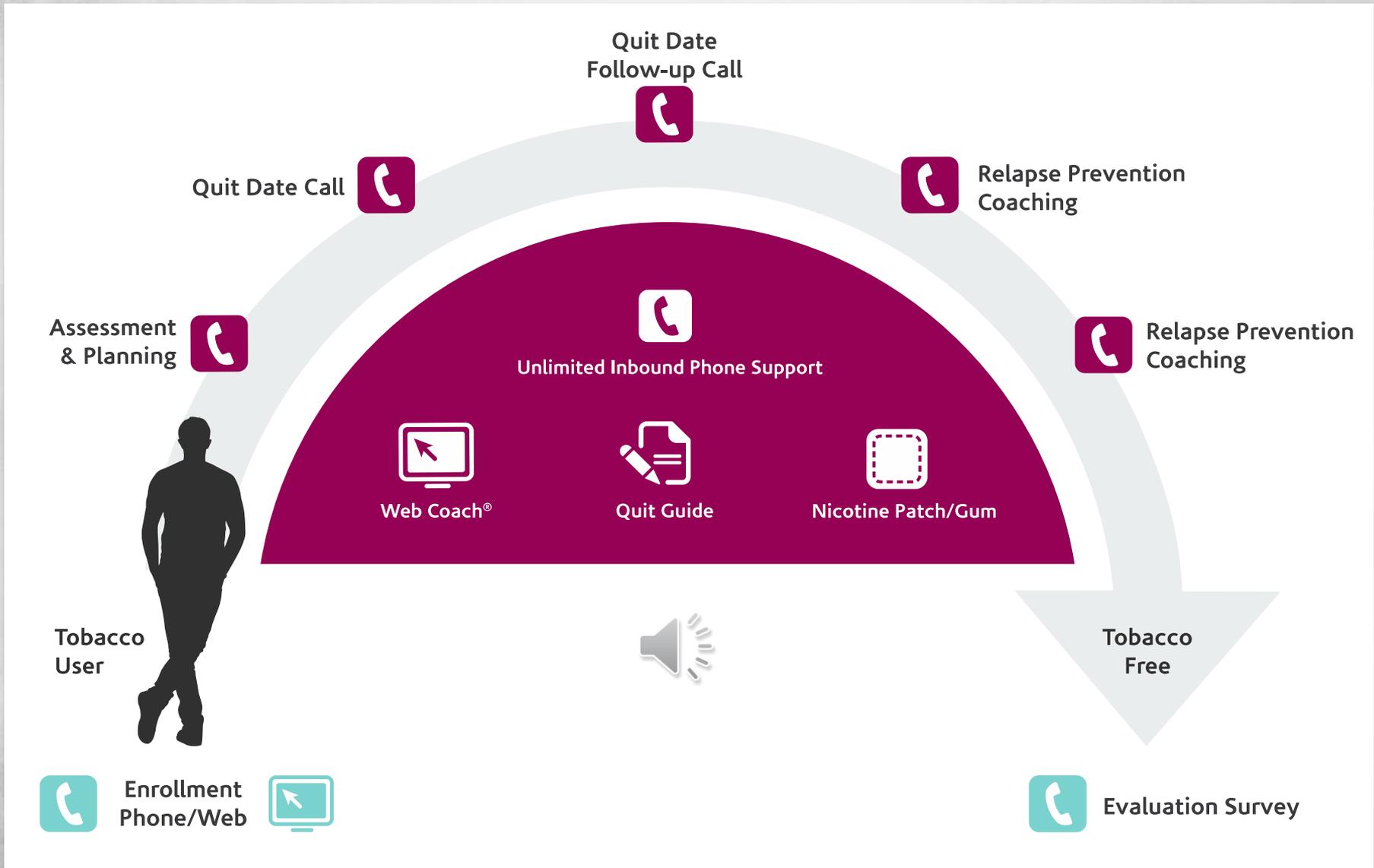
Our team of Quit Coaches represent multiple ethnicities, speak 10 different languages, and range in age by **several decades**.

Tobacco use is an  
**addiction**, not a habit.





- ✓ 1.800.QUIT.NOW  
(1.800.784.8669) for English
- ✓ 1.855.DEJELO.YA  
(1.855.335356.92) for Spanish
- ✓ 1-877-777-6534 (TTY)
- ✓ [www.quitnow.net/oregon](http://www.quitnow.net/oregon)
- ✓ Fax referral
- ✓ E-referrals



## 5 Elements of Quit Plan

- ✓ Set a Quit Date
- ✓ Use medications effectively
- ✓ Manage your urges
- ✓ Tobacco proof your environment
- ✓ Get social support



**Oregon Health Authority** **SMOKEFREE oregon** En Español

[Enroll Now](#) [About the Program](#) [Common Questions](#)

**Smokers spend an average of \$1,500 a year on cigarettes. Quit today and start saving money.**

[ENROLL ONLINE NOW ▶](#)

**Participant Testimonials**

**Steven Drier**  
 "If you're thinking about quitting it's not impossible to do it, but you MUST do it for yourself and be ready to make some serious changes to get there. If you don't give it your full effort to quit then you won't. It doesn't matter how many patches you put on, or how many pieces of gum you use it won't work if you don't want it too."  
[Read More »](#)

**Alberta Faye**  
 "Yes I am still absolutely smoke free and absolutely loving it...I can't say thanks enough for your program."  
[Read More »](#)

**Thinking About Quitting?**  
 Download our free e-book and learn how to make quitting manageable.  
[Download e-book »](#)

**Refer A Friend**  
 Refer a friend to this program.  
[Send to a Friend »](#)

[facebook](#) BECOME A FAN [twitter](#) FOLLOW US

✓ [www.quitnow.net/oregon](http://www.quitnow.net/oregon)  
 (English)

✓ [www.quitnow.net/oregonsp](http://www.quitnow.net/oregonsp)  
 (Spanish)

The screenshot shows the Web Coach home page with the following elements:

- Navigation:** Home, Quitting Plan, Practices, Progress, Community. User: XCLFAHYZ SVARWJFI, Profile, Log Off.
- Alerts:** "Your Quit Date has passed. If you have quit, please choose 'I'm Quit' in the My Quit Status box on the right. If not, please set a new Quit Date. Remind me later"
- My Quit Status:** I'm Using Tobacco
- Your Quitting Plan:**
  - Quit Date: December 30<sup>th</sup>, 2011
  - Share Quit Date on Facebook
  - Medication: Not Started
  - Urges: Not Started
  - Environment: Not Started
  - Support: Not Started
- Tobacco Tracker:** A powerful tool for recording your tobacco use. Includes a "Record Your Tobacco Usage" button and a bar chart showing usage over time.
- Recommended Content:**
  - E-Lessons:** How to Do a Mini-Quit. A mini-quit is a great way to practice quitting before your big day. Learn how in this lesson. View all E-Lessons >>
  - Articles:** Double Your Chances of Quitting with Quit Medications. Learn to use quit medications correctly so they'll improve your chances of success. View all Article >>
  - Additional Resources:** Your Referral Program. Materials and resources recommended by your sponsor organization. Learn More about Referrals >>
- Your Progress:**
  - Total money I have spent on tobacco: \$0
  - Compare to the cost of Quit medication >>
  - How many cigarettes have you smoked today? 0. Submit
- Contact a Coach:**
  - Email A Quit Coach >>
  - Chat with a Coach now Start Chat >>
- Your Community:**
  - rwerwe: Last Post: Wed Feb 8 05:08:30 PST 2012 by admin
  - wertrewt: Last Post: Fri Jan 20 08:50:42 PST 2012 by spanish3
  - sdfsd asdf: Last Post: Mon Nov 28 15:40:47 PST 2011 by spanish3
  - fasdf sda: Last Post: Mon Nov 21 15:46:48 PST 2011 by spanish3
- Success Stories:**
  - BRENDA GLUCK: "My health is at risk. I need to stop smoking. I love my family, I want to stay around to see all my..." Read More >>

## Home Page:

- ✓ Personalized home page
- ✓ Quit Status—quit or not quit
- ✓ Recommendation banner—content targeted towards the user
- ✓ Alerts section—program or participant specific alerts
- ✓ Tobacco Tracker
- ✓ Click-to-email and chat for quick access to coaches

 I will quit using tobacco on June 30<sup>th</sup>, 2012

**My Quit Status:**  
I'm Using Tobacco

### Your Quitting Plan

[Print](#) [Email](#)

- Set a Quit Date** ✓  
Congratulations on being ready to set your Quit Date. Setting a date will make quitting feel more like a reality to you. It will also motivate you to start preparing for the big day.  
Enter your Quit Date below or select it on the calendar.  
I will quit using tobacco on  [Clear my Quit Date](#)  
\*You can edit this date later if needed  
[Save](#) [Cancel](#)
- Choose a Medication ✓
- Conquer My Urges ✓
- Control My Environment ✓
- Get Social Support

[View my whole plan »](#)

## Quitting Plan:

Interactive Plan with  
5 Elements (shows tailored  
recommendations):

- ✓ Quit Date
- ✓ Choose a Medication
- ✓ Conquer My Urges
- ✓ Control My Environment
- ✓ Get Social Support

## Choosing My Medication

Please select the medication you want to use.

*These medications are covered in your program and available.*

Nicotine Patch

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*These medications are not covered in your program or your medication benefit has been used up.*

Nicotine Gum

Nicotine Lozenge

Nicotine Inhaler

Nicotine Nasal Spray

Bupropion SR (Brand name: Zyban or Wellbutrin)

Varenicline (Brand name: Chantix)

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[Cancel](#)

## Quitting Plan – Medication:

Web-only participants  
can order medication via  
Web Coach from the  
Oregon Tobacco Quit Line



**Quit Stats** [Edit Values](#)

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I've spent a total **\$3.00** on tobacco since 4/19/2012.

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Daily Spending on Tobacco: **\$2.75**

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[Compare to the cost of Quit Medication >>](#)

## Trackers

- ✓ **Tobacco Tracker:**  
Tracks cigarettes and tin/pouches usage
  
- ✓ **Quit Stats:**  
Keeps a running count of how much money user has spent on tobacco so far

**FORUMS**

Forums List    Recent Posts    Popular Discussions

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**¿Hablas Español?**

 admin posted test - ¿Hablas Español? » El embarazo y los niños to El embarazo y los niños.

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**Finally, the First Step**

 admin replied to Test Thread #5 in Helping others.

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**Thinking About Quitting**

 osekysz respondió a Testing post 1 en Benefits of Quitting.

BLOG ▲	POSTS ▼	LAST POST ▼
<a href="#">Addiction</a>	9	06-01-2012
<a href="#">Big Tobacco</a>	5	03-19-2012
<a href="#">Chronic Disease</a>	2	07-18-2011
<a href="#">Secondhand Smoke</a>	2	07-18-2011
<a href="#">Smoke-free Policies</a>	5	04-11-2012

## Community

- ✓ **Forums:**  
Coach moderated forums. Various forums with multiple topics and discussions.
  
- ✓ **Blogs:**  
Blogs by clinical experts

Oregon Tobacco Quit Line  
makes it easier to quit  
tobacco **for good.**