Online Counseling

An expanded Oregon Tobacco Quit Line Service

August 31st and September 1st 2011

Agenda

- Quit Line 101
- Online Counseling
- Media & Promotion

Quit Line 101

The Oregon Tobacco Quit Line

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.
- Coaching is available in 170+ languages including Spanish, Russian, Chinese, Korean, and Vietnamese.

Reaching the Quit Line

Telephone

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

Or Register Online at www.quitnow.net/oregon/

How the Quit Line Works

- Registration
- Counseling Calls 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

Current Quit Line Service Levels

- **All** callers receive:
  - Printed Quit Guide and other materials
  - Access to Web Coach
  - At least one counseling call
- Callers **may** be eligible for 2 weeks of NRT (patch or gum)
- Callers **may** be eligible for additional counseling calls, depending on insurance status.

Online Counseling

SMOKEFREE oregon

In a Nutshell:

- Oregon is launching Online Counseling for tobacco cessation on August 31, 2011.
- Oregon Tobacco Quit Line participants can now choose to receive counseling with a Quit Coach over the phone, **or** through the self-directed program online.
- This expanded service builds on the existing Web Coach website and uses proven techniques to help tobacco users quit and stay quit.
- Spanish-only Web Coach coming soon!

What IS Online Counseling?

Participants who enroll in online counseling will:

- **Build their own quitting plan** and receive personalized recommendations.
- Learn about medications and how to use them. Eligible participants may also **order NRT online**.
- **Talk to Quit Coaches** via email and chat windows.
- Join online support groups and discussion forums **to talk to other quitters.**

Available Services

All Oregonians, regardless of insurance status, have access to online counseling.

Once a participant registers for online counseling, they have:

- **Unlimited access** to Web Coach, content and video library, interactive tools, discussion forums, and emailing and chatting with Quit Coaches.

- Participants **may** be eligible for 2 weeks of free NRT*

** Eligible participants must live in Oregon, be at least 18 years old, and not have any medical contraindications.*

How to Access Online Counseling

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- **Online Registration**.
  Sign up for online counseling at www.quitnow.net/oregon/

  ✓ Participants will receive a welcome email with login information and instructions for accessing services online through Web Coach.

- **Over the Phone**.

  Call 1.800.QUIT.NOW.

  ✓ Select the “if you would like to chat online” option to access the website login information.

Web Coach Tour

Login Page

Login
Email Address
Password
I forgot my password
Login »
Technical Support
© 2011 Alere. All rights reserved.
Alere

Homepage

Home
Quitting Plan
Practices
Progress
Community
DOUG EDWARDS
Profile
Log Off
Congratulations! Please confirm your Quit Date in Web Coach or reset it if still using tobacco.
Remind me later
My Quit Status:
I'm Using Tobacco
How to Say No to a Spouse
It can be challenging to quit when you live with a smoker. See how Zoey handles it.
Watch Video »
Your Quitting Plan
Quit Date
August 22nd, 2011
Share Quit Date on Facebook »
Medication
Urges
Not Started
Environment
Not Started
Support
Not Started

Recommended Content

E-Lesson: 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 »

Article: Quitting Plan versus Cold Turkey

Which of these two approaches to quitting works best?

View all Articles »

Additional Resources

Your Referral Program

Materials and resources recommended by your sponsor organization.

Learn More about Referrals »

Your Community

I WANT ONE!---VIDEO
Last Post: Fri Aug 26 2011 09:33:40 GMT-0700 (Pacific Daylight Time) by MamaNancy

Fridays Pledge-- N.O.P.E.
Last Post: Fri Aug 26 2011 01:23:47 GMT-0700 (Pacific Daylight Time) by soonerbob

Hardest Day Yet
Last Post: Fri Aug 26 2011 00:00:00 GMT-0700 (Pacific Daylight Time) by dreamer27

Cigarettes and Drugs
Last Post: Thu Aug 25 2011 20:22:22 GMT-0700 (Pacific Daylight Time) by pjayyx

More From Community »

Success Stories

Dana Marcero

"I was ready to quit but... "

Read More »

Want to tell others about your success? Send us your story »

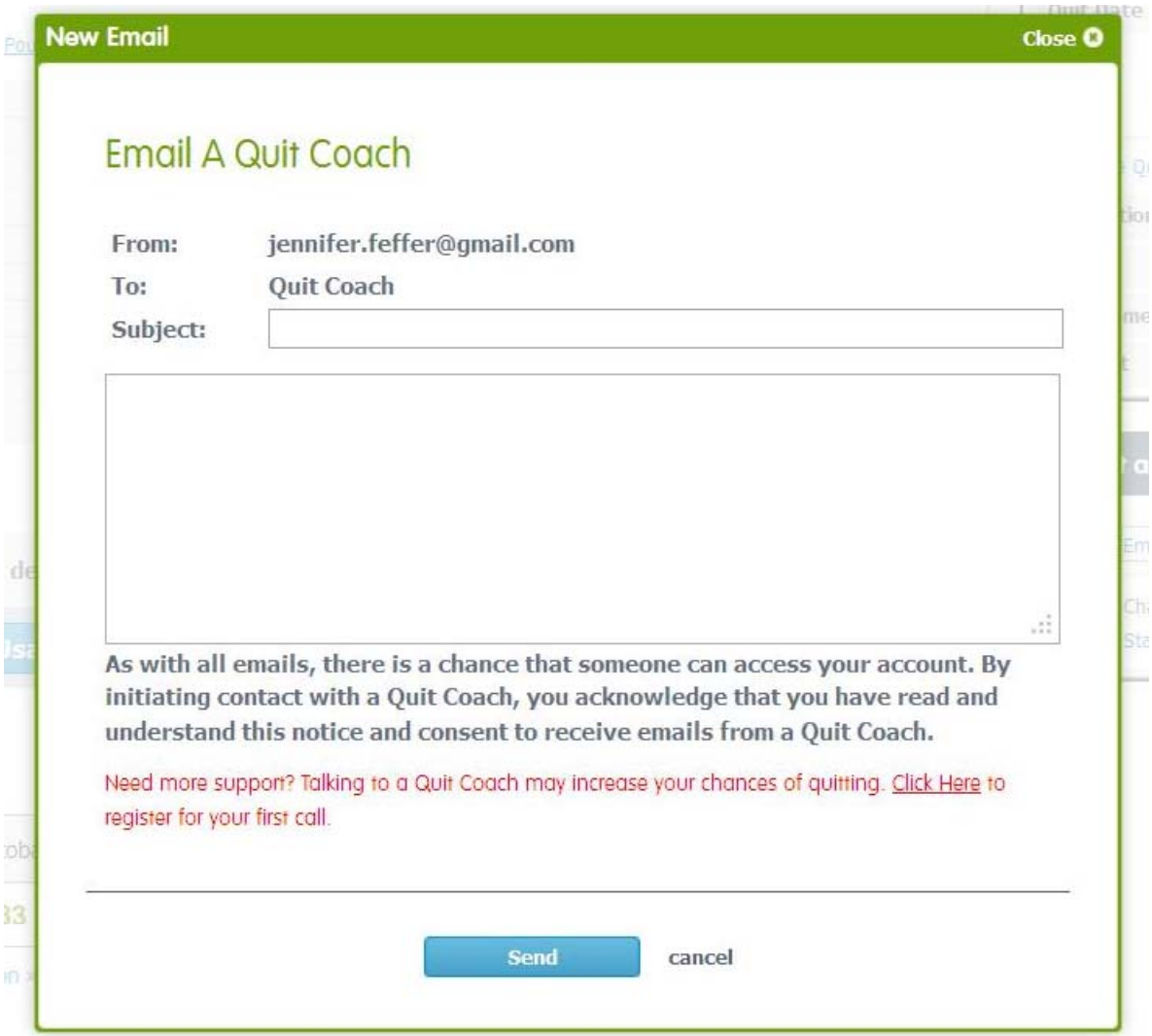
Join the Florida Quitline Facebook Community. Become a fan »

Contact a Quit Coach

There are two ways to contact a Quit Coach: Email or Chat.

Links to both are available on toolbars throughout the site.

Contact a Quit Coach: Email



Quitting Plan Home

I will quit using tobacco on August 22nd, 2011

My Quit Status: I'm Using Tobacco

Your Quitting Plan

Print

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

Setting My Quit Date

I will quit using tobacco on August 22nd, 2011

Edit my Quit Date

Choosing My Medication

The suggestions below will help you learn more about quit medications.

Your choice of quit medication is an important one. Please take some time to complete the activities.

When you are ready to pick a quit medication, click on the button below.

I want to set my Medication now »

Quitting Plan: Set a Quit Date

Your Quitting Plan

Print

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

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 8/22/2011

Clear my Quit Date

*You can edit this date later if needed

Save

cancel

Quitting Plan: Choose a Medication

Set a Quit Date

Choose a Medication

Conquer My Urges

Control My Environment

Get Social Support

View my whole plan »

Choosing My Medication

The suggestions below will help you learn more about quit medications.

Your choice of quit medication is an important one. Please take some time to complete the activities.

When you are ready to pick a quit medication, click on the button below.

We Recommend:

I need more recommendations

- Read "Nicotine: Fact or Fiction" article.
- Read "Double Your Chances of Quitting with Quit Medications" article.
- Read "Will Quit Medications Be Enough?" article.
- Contact a Quit Coach for help learning about and selecting quit medications.

I want to add my medication choice to my Quitting Plan now

Quitting Plan: Conquer My Urges

Set a Quit Date

Choose a Medication

Conquer My Urges

Control My Environment

Get Social Support

Conquering My Urges

If you already know your "triggers", go ahead and create your plan now for coping with urges.

You may, however, want to learn more about how to identify your triggers and the types of things you can do to cope with urges. What does a typical day look like for you? When are you most likely to use tobacco without thinking? What kinds of coping skills work for other people and what might work for you?

We can help you with this information so you can create a plan that sets you up for the best chance of success.

- I want to work on conquering my urges now
- I want to learn more about identifying my urges

Next »

cancel

Quitting Plan: Control My Environment

Your Quitting Plan

Print

- Set a Quit Date ✔
- Choose a Medication
- Conquer My Urges
- **Control My Environment**
- Get Social Support

Controlling My Environment

One of the keys to a successful quit is an environment that helps rather than hinders your progress.

In this part of your Quitting Plan you will think about the places where you spend the most time -- your home, work, and car for example -- and make a plan for those places to support your quit.

Get Started »

Quitting Plan: Get Social Support

Your Quitting Plan

Print

- Set a Quit Date ✔
- Choose a Medication
- Conquer My Urges
- Control My Environment
- **Get Social Support**

Getting Social Support

Getting support from your circle of friends and family can help you succeed in quitting for the long term.

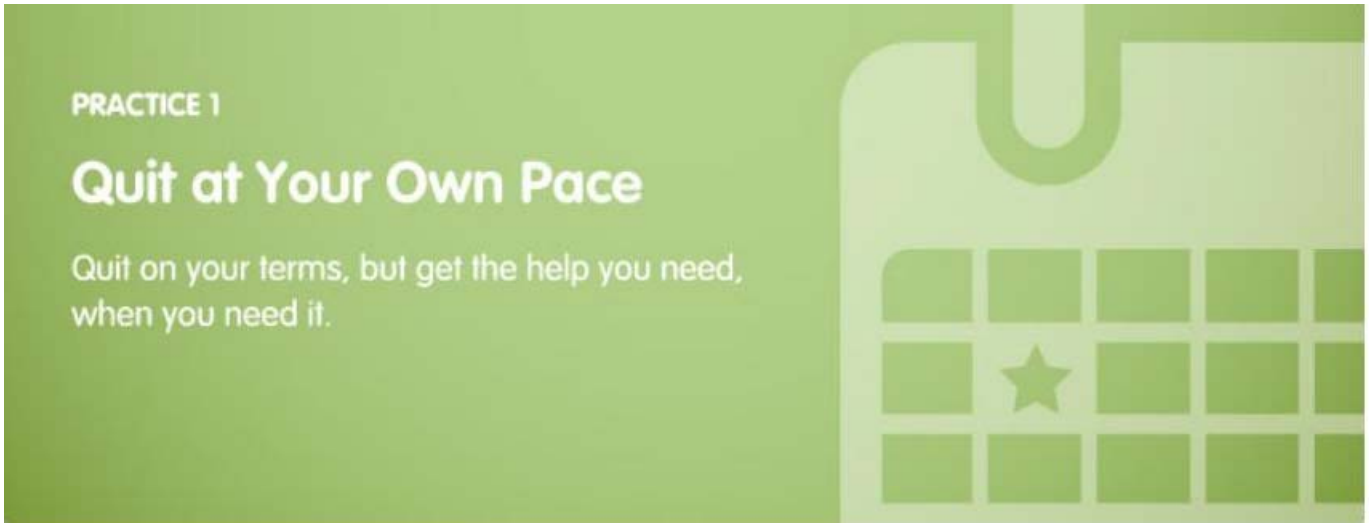
Your friends and family can give you emotional support and practical help by keeping you busy and distracted. Former tobacco users can also offer you valuable advice about quitting. Their support can build your motivation, reduce your stress, and ease the quitting process overall.

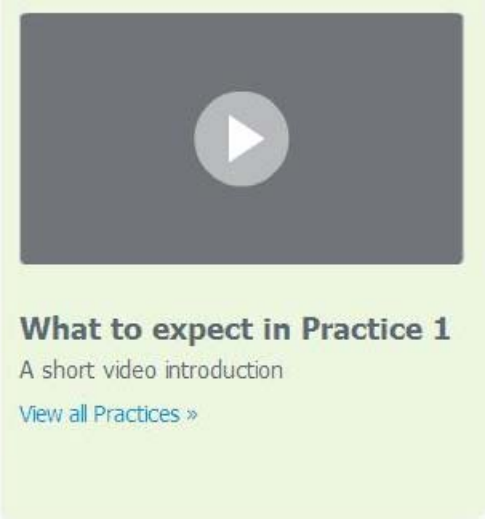
Get Started »

Practices

Resources are organized by “the 4 Essential Practices to Quit for Life”

1. Quit at Your Own Pace
2. Conquer Your Urges to Smoke
3. Use Medications So They Really Work
4. Don’t Just Quit, Become a Non-Smoker





Each practice area contains original articles, videos, e-lessons, and interactive worksheets. Content is frequently updated, and materials designed for special populations can be found in this section.

E-Lessons | Videos | Articles

Setting A Quit Date

What date will you quit? Don't leave it to chance. Learn how to pick a quit date that sets you up for success.

E-Lessons | Videos | Articles

Get Social Support

People who get help are more likely to succeed at quitting. Who will be in your circle of support?

Everyone Quits Differently

Let's look at some examples. Click on a person to find out the strategies they used to overcome their challenges.

Joe's had a hard time getting started »

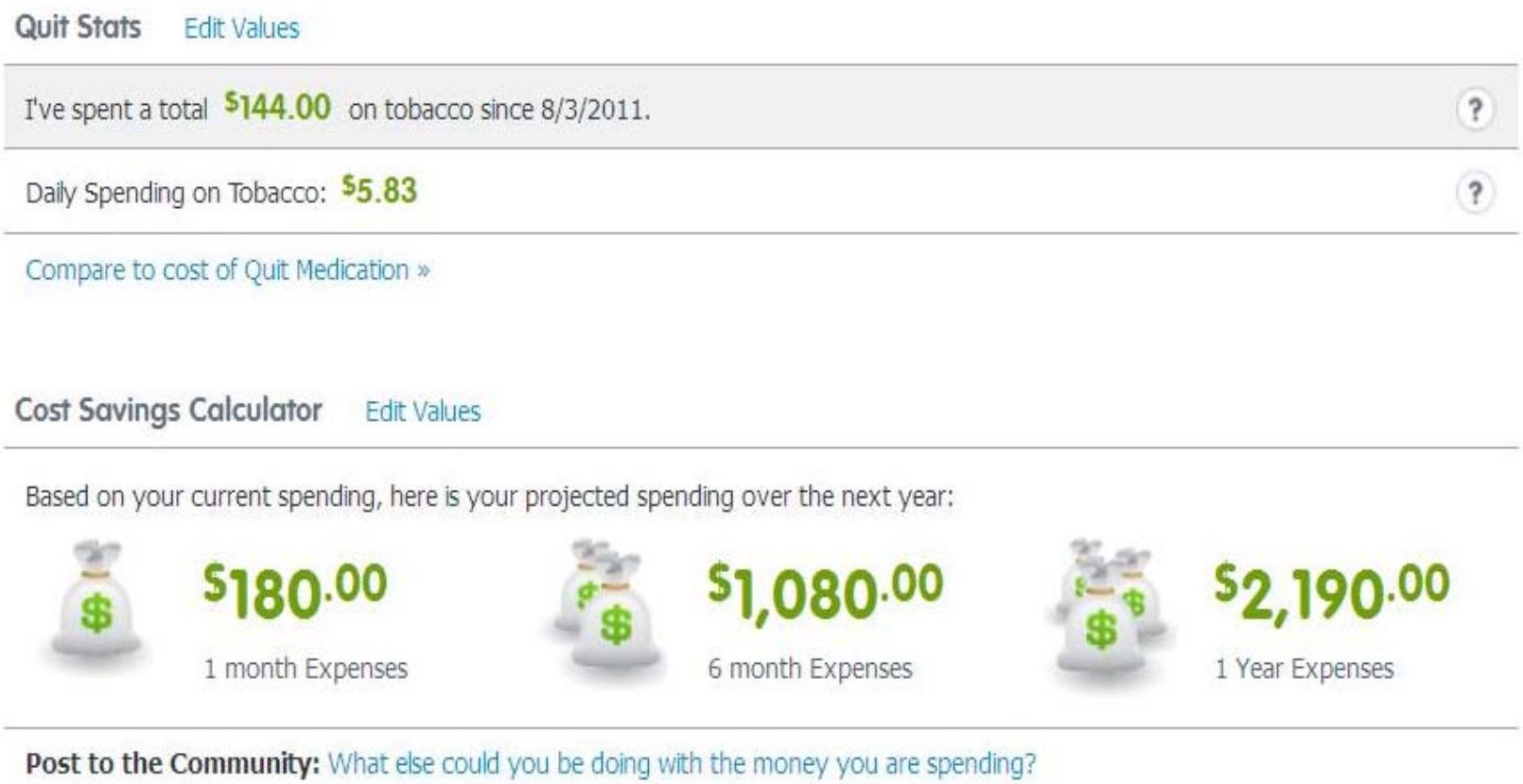
Melissa couldn't see herself not smoking »

Alex lacked the tools to stay quit »

Progress

Participants getting ready to quit will track progress using:

Spending Calculator



Community

In the Community section, participants can seek social support from other quitters across the country and Quit Coaches through the following tools:

Discussion forums in which participants can read and post on numerous topics relevant to quitting and staying tobacco-free

Expert blogs on quitting, staying tobacco-free, and general health.

Groups for participants with shared interests and characteristics.

Profile Page to allow Quit Date, Quit Status and other information to be made public within the community, if desired by the participant.

Struggling with cravings

Hardest Day Yet

Posted by **dreamer27** on **08-25-2011 11:34 PM**

Today is my 6th day and its really hard today. I started running or exercising since I quit, that way I took all my frustration and emotions out. Yesterday I got a little sprain in my leg, so I decided to take rest today. Now without any outlet, I am loosing my mind here, keep thinking of smoking. Just one smoke and I can get up and be alright. I have been sitting in my room just doing nothing staring at the TV. I even bought some beer. But no Cigarettes.

Each the confidence is rising, its 1130pm, almost done with another smoke free day, yay!

Post

Details

11 Replies

7 Subscribers

1 day old

Options

- Email subscribe to replies to this forum thread
- Subscribe via RSS
- Mark all read
- Favorite this thread
- Send to friend
- Follow this Question

Posted by **mamie3** on 08-26-2011 8:21 AM

One day at a time is the best advice. Stay busy, sitting around is not a good use of your time. You can do this. I am on day 28 myself and after 20+ yrs of smoking, I remind myself each morning, today I do not smoke. I have saved over $160 and bought myself a $165 purse, so I guess I will not smoke tomorow either. Keep it up.

Post

Posted by **marymk** on 08-26-2011 8:49 AM

Not even one. It will make you feel worse. I am only on my second day, but feel so determined to kick this thing. Watch the videos and don't let your mind convince you that you can have one. It will back fire. Trust me , I have done that many, many times and it's depressing. Breathe...you can be a non-smoker!!!!!!!!!!!!!!!!!!!!

Post

Ongoing Support

All participants will receive automated, tailored emails for 12 months after enrollment. These emails contain tips for cessation help and relapse prevention. Emails will also recommend content that is matched to where the participant is in the quit process.

Additional emails are sent to remind the participant to log in after various periods of inactivity.

Media & Promotion

Fall 2011 Media Campaign

Launching September 19, 2011!

- Will run through December 26th including during the Great American Smokeout.
- Television spots and print advertisements will promote cessation and the Quit Line.
- Online advertising and social media will drive people to www.quitnow.net/oregon/
- Press release announcing new ad campaign in early September.

CALL 1.800.QUIT.NOW

You may be able to get
free nicotine patches or gum.

Oregon Health Authority

SMOKEFREE oregon

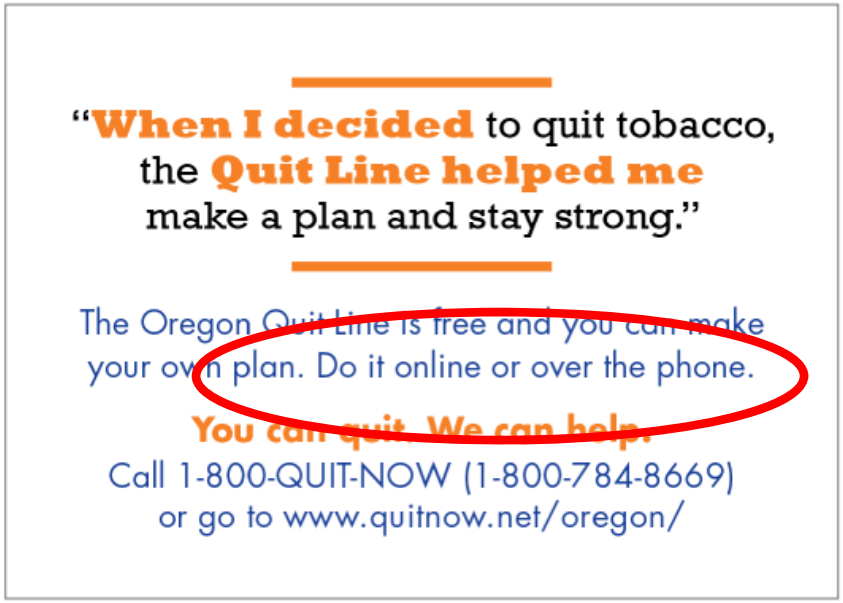
1.877.2NO.FUME

Quit Line Promotion

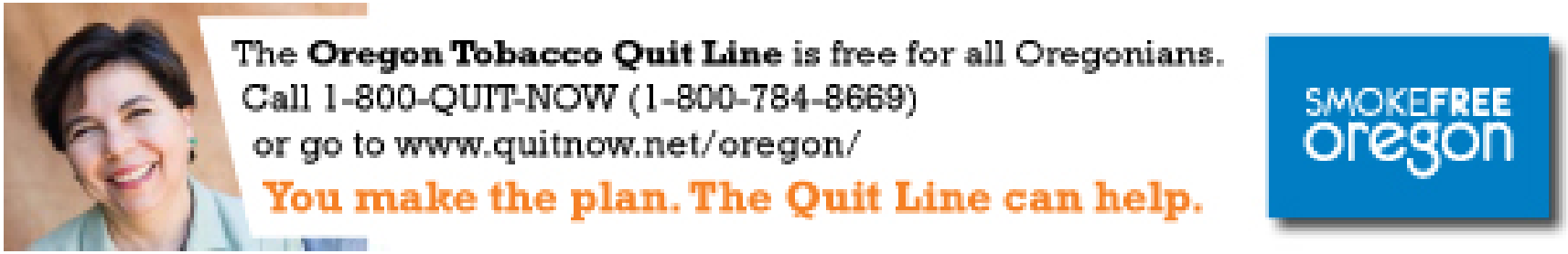
Quit Line Materials: Posters, Palm Cards, Counter Cards

Palm card – front

Palm card – back



Web Banners:


The Oregon Tobacco Quit Line is free for all Oregonians.
Call 1-800-QUIT-NOW (1-800-784-8669)
or go to www.quitnow.net/oregon/
You make the plan. The Quit Line can help.
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You make the plan. The Quit Line can help.
SMOKEFREE
oregon

Social Media:

Matthew Anthony Garcia
Is there a place to get free patches ?
March 22 at 11:33am · Like · Comment

Smokefree Oregon Matthew -- if you call the Oregon Tobacco Quit Line (1.800.784.8669 or www.quitnow.net/oregon/), you may be eligible for 2 weeks of free nicotine patches.
March 22 at 11:35am · 3 people

smokefreeoregon Smokefree Oregon
Congrats and keep it up! RT @mrsjillclu: Week 1 completed of quitting cigarettes :)
4 Aug

Questions?

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