
Oregon Tobacco Quit Line Services and Benefits

August 8-9, 2012



CENTER FOR PREVENTION & HEALTH PROMOTION
Public Health Division

Agenda

- Current Quit Line Services
- Quit Line Eligibility
- Quit Line Benefits
- Mobile Options
- Chronic Disease Resources

Quit Line Services

- The Oregon Tobacco Quit Line provides free counseling and medication to help people quit.
 - Telephone counseling
 - Online counseling
 - Nicotine Replacement Therapy (NRT)
 - Materials
- Call 1.800.QUIT.NOW or 1.877.2NO.FUME
- www.quitnow.net/oregon/ or www.quitnow.net/oregonsp/

Telephone Counseling

- 20-30 minute calls with a Quit Coach
- Problem-solving and coping skills
- Personalized Quit Plans
- Counseling available in English, Spanish, TTY, and in 170+ languages via translation services



September 2011 demonstration call recording available online

https://partners.health.oregon.gov/Partners/HPCDPCConnection/Training_Events/Pages/TrainingMaterials.aspx#2011

Online Counseling

- 24-hour access to website, tools, library
- Self-directed learning and quit planning
- Email or instant messaging with a Quit Coach
- Counseling available in English and Spanish



August 2011 online counseling webinar available online

https://partners.health.oregon.gov/Partners/HPCDPConnection/Training_Events/Pages/TrainingMaterials.aspx#2011

Nicotine Replacement Therapy

- 2 week “starter kit”
- Nicotine patches or gum
- Mailed directly to participant



The Quit Line does NOT provide nicotine lozenges, inhaler, nasal spray, wellbutrin, or chantix.

Materials

- All callers receive a Quit Guide
- Specialized materials for:
 - ✓ Smokeless tobacco users
 - ✓ Youth
 - ✓ Pregnant women
 - ✓ People with chronic conditions
 - ✓ Friends and family

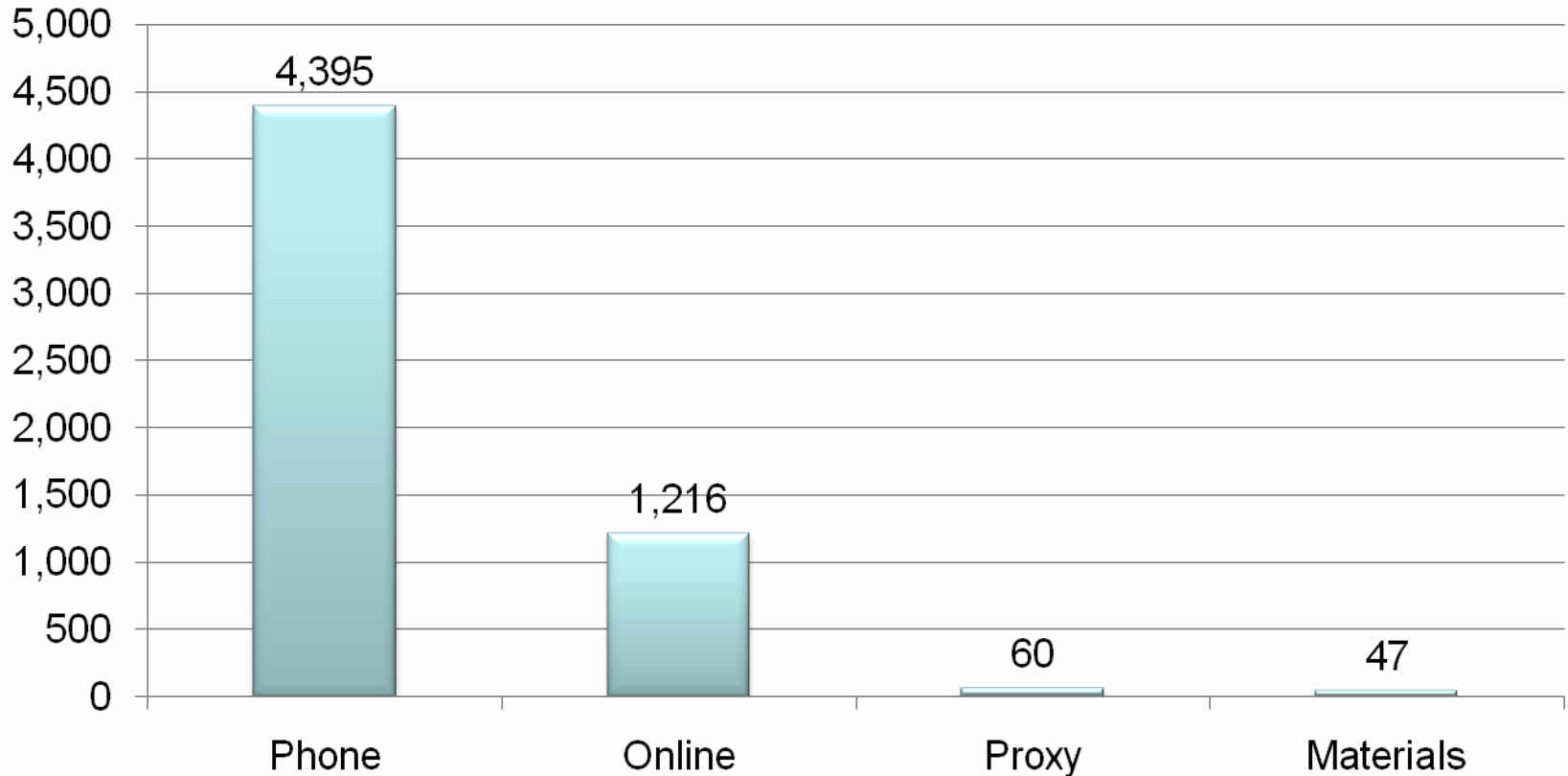


Ally Guide
A guide to help you help them quit



Some callers register for “materials only” – no counseling or NRT.

Quit Line Enrollment, January – June 2012



Quit Line Eligibility

Telephone and Online Program

- ✓ Age 13+
- ✓ Must live in Oregon (physical residency, not legal)
- ✓ Ready to quit within 30 days

Nicotine Replacement Therapy

- ✓ Age 18+
- ✓ No medical contraindications

Quit Line Benefits

All participants receive some level of service!

Benefits vary depending on insurance status:

- Online counseling
- Uninsured
- Insured
- Medicaid

Online Counseling

The online counseling program is available to everyone – regardless of insurance.

- 12 months of unlimited access to the online program.
- 24 hour access to Quit Coaches via email and IM
- 2 weeks of NRT (if 18+)

Uninsured Callers

Most robust benefit – state’s responsibility.

- 4 counseling calls with Quit Coaches
- 2 weeks of NRT (if 18+)

Can re-enroll every 6 months.

4
+
2

Insured Callers

With Quit Line benefits –

- Varies by health plan
- 1.866.QUIT.4.LIFE

Without Quit Line benefits –
“under-insured”

- 1 counseling call
- 2 weeks of NRT

Can re-enroll every 12 months.

Medicaid

Depends on the specific plan.

Fee For Service

With QL benefit

Without QL benefit

- 4 counseling calls
- 8 weeks of NRT
- Re-enroll every 3 mos.

- Depends on plan.

- 1 counseling call
- 2 weeks of NRT
- Re-enroll every 12 mos.

Medicaid cessation benefit details by plan available in online:

http://cms.oregon.egov.com/oha/healthplan/data_pubs/reports/mco-cessation2011.pdf

Mobile Programs

The Oregon Tobacco Quit Line does NOT have a mobile program yet.

What you might have seen:

- Mobile Tagging
- SmokefreeTXT
- Text2Quit

Mobile Tagging

- Through June 2012
- Keywords
- Redirected to “launch page”

1 YEAR
after you quit smoking,
your risk of heart disease
is cut in half.

QUIT SMOKING TODAY.
CALL: 1.800.QUIT.NOW
TEXT: FREE TO 51684

You may be eligible for nicotine patches or gum. You will only receive 1 response message. Text **STOP** to stop, **HELP** for help to 51684 at any time. Message and data rates may apply. Your contact information will not be sold or used for any other purpose.

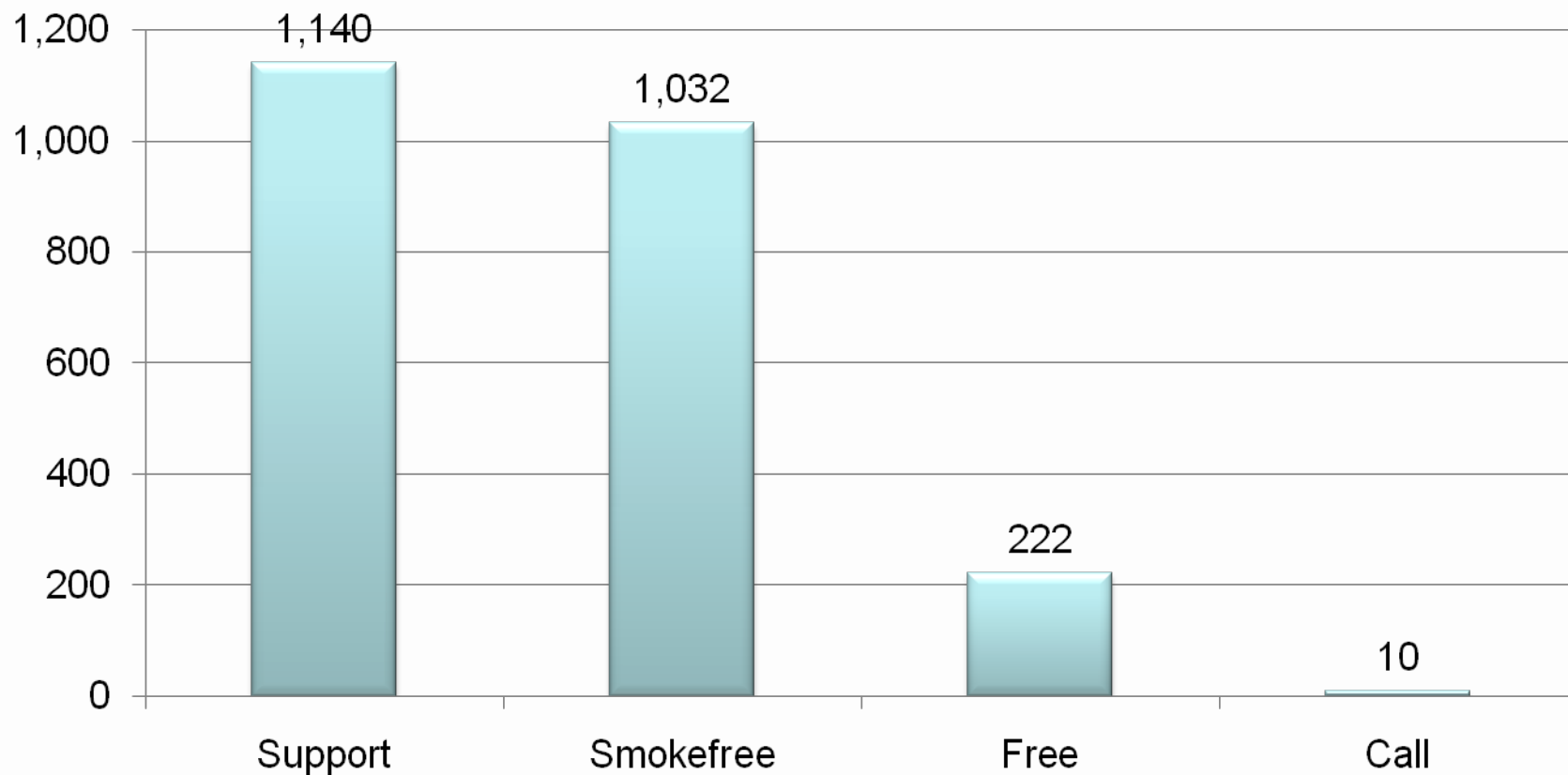
Oregon Health Authority SMOKEFREE oregon
quitnow.net/oregon

Mobile Tagging

- Smartphones
- Legacy phones

The image shows a mobile application interface for "SMOKEFREE Oregon". At the top, the text "SMOKEFREE Oregon" is displayed in white on a dark background. Below this, there are several orange buttons with white text and icons: "SIGN UP TO TALK" with a mobile phone icon, "SIGN UP TO CHAT" with a laptop icon, "VIDEO", "INSTANT POLL", a Facebook "f" icon, a green "share via text" icon, and "FIND OUT MORE". At the bottom, there is a navigation bar with links: "home | sign up by phone | sign up online | video | interactive poll" and "facebook | share via text | find out more".

Count of mobile numbers that texted in



SmokefreeTXT

- Free phone text-based cessation program
- For teens and young adults (age 13 and up)
- Offered by the DHHS

Sample Message:

*Having a rough day & need a positive message sent your way? We could all use a little boost sometimes. Text **BOOST** to: (202) 618-4419*

Learn more and sign up at:

<http://smokefree.gov/smokefreetxt>



Text2Quit

- Developed at George Washington University
- Licensed through Alere Wellbeing, Inc (our QL vendor)
- Tailored text messages + prompts to connect with Quit Coaches



Advice on Quitting

Peer Ex-Smoker Msg

Medication Msg

On Demand Games & Tips

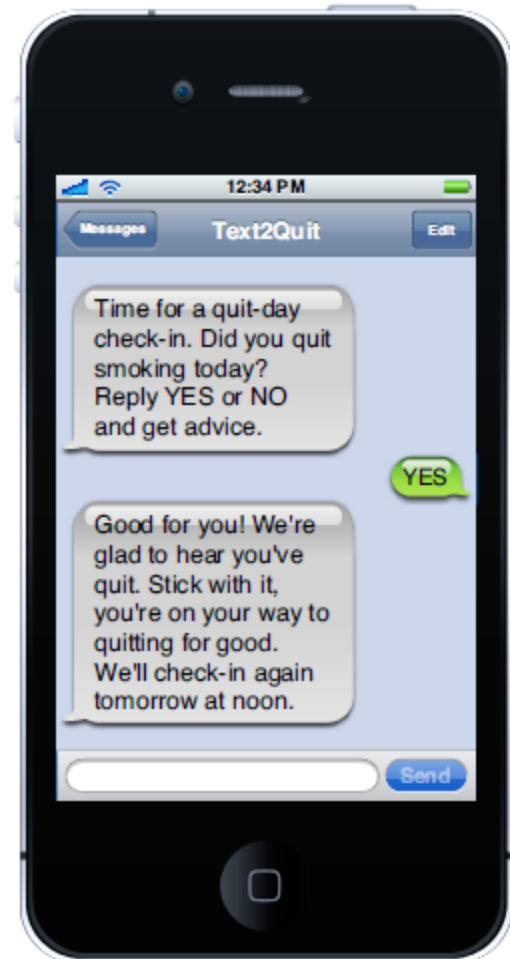
Check-Ins

Text2Quit

Only available for Quit Line participants who have enrolled in the phone or online program.

Not a stand-alone program.

Text2Quit is NOT currently available in Oregon.



Mobile Programs – More Information

- *Mobile Apps, Text Messages, & Social Media: Can They Really Help Smokers Quit? - Lorien Abrams*
www.alerewellbeing.com/clearinsights/webinars/
- *Mobile Health Apps – Pew Research 2010*
www.pewinternet.org/Reports/2010/Mobile-Health-2010.aspx



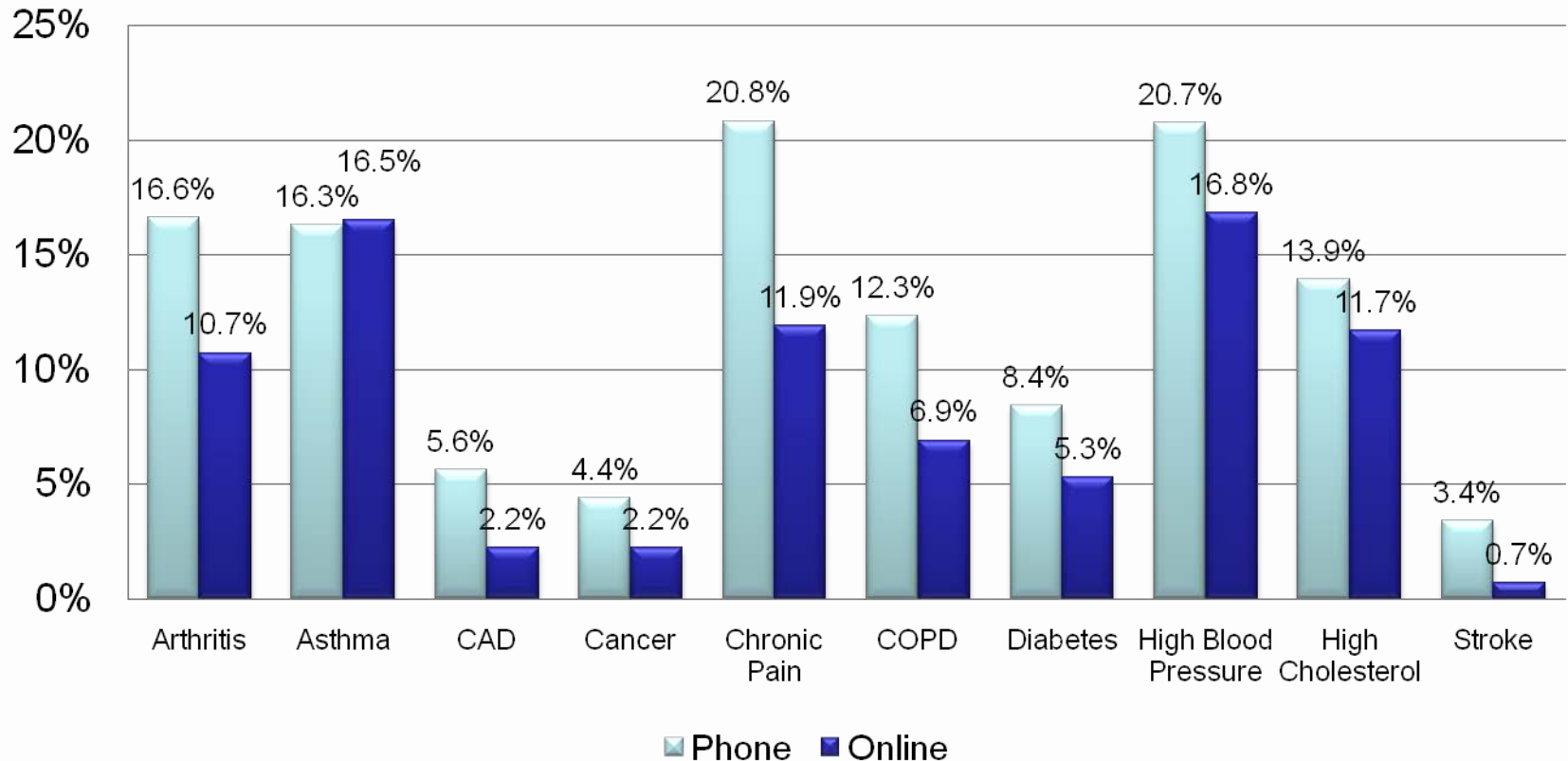
Chronic Disease Resources

Registration Question about Chronic Conditions:

“Have you been diagnosed or received treatment for any of the following conditions? Please stop me if I mention a condition that you have.”

- Asthma
- Arthritis
- COPD
- CAD
- Chronic Pain
- Cancer
- Diabetes
- Stroke
- High Blood Pressure
- High Cholesterol


Quit Line Participants with a Chronic Condition, January – June 2012



Quit Line Callers with Chronic Conditions

All Quit Line callers who have at least one chronic condition are referred to Living Well or Tomando Control.

Put Life Back In Your Life
Consider a Living Well with Chronic Conditions Workshop



Chronic conditions include, but are not limited to, diabetes, arthritis, asthma, HIV/AIDS, high blood pressure, depression, heart disease, chronic pain, cancer, anxiety, and fibromyalgia.

If you have any of these conditions, the **Living Well Workshop** can help you **take charge of your life**. You'll get the support you need, find practical ways to deal with pain and fatigue, discover **better nutrition** and **exercise choices**, understand new treatment choices, and learn better ways to talk to your doctor and family about your health.

Sign up for a Living Well workshop in order to:


- 1 Join a fun class that is interactive and meets each week for six weeks.
- 2 Learn how to manage symptoms and medication, work with your health care team, set weekly goals, problem solve effectively, and improve communication.
- 3 Learn about relaxation, handling difficult emotions, eating well, and exercising safely.
- 4 Set your own goals and make a step-by-step plan to improve your health – and your life.
- 5 Receive a book in this free, or low-cost series.

"After taking the class, my mindset changed. I feel so much freedom after accepting the fact that I have a chronic condition that I need to manage. This workshop was a life-changing event."
– Living Well Program Participant

For more information about a Living Well Workshop near you, please call 1-888-576-7414.

100-0273

Devuélvale la vida a su vida
Inscríbese a un taller de Tomando Control de su Salud.



Si usted sufre de enfermedades como diabetes, artritis, asma, VIH/SIDA, presión alta, depresión, enfermedades cardíacas, o dolor crónico, entonces las clases de Tomando Control de su Salud le puede ayudarle a tomar control de su vida.

En este taller:

- Encontrará maneras de manejar el dolor y la fatiga
- Descubrirá mejores opciones de nutrición y ejercicio
- Aprenderá mejores maneras de hablar con su médico y su familia acerca de su salud

Inscríbese ahora para:

- 1 Participar en estas clases divertidas que se reúnen un día cada por seis semanas.
- 2 Aprender a controlar sus síntomas y medicamentos, a colaborar con sus proveedores de salud, a establecer metas semanales y a mejorar la comunicación.
- 3 Obtener más información sobre la relajación, la alimentación sana y ejercicios seguros y divertidos.
- 4 Establecer sus propios objetivos y hacer un plan paso a paso para mejorar su salud.
- 5 Recibir un libro de este taller gratuito.

"Ahora tengo más energía de la que he tenido en años. Estoy más tranquilo y tengo más confianza en mi salud."
– Participante de Tomando Control de su Salud

Para inscribirse u obtener más información de talleres disponibles en su área, llame al 1-888-576-7414.

Community Resources Database

- Locally available programs for a variety of chronic conditions
- Referral made at participant's request

Cancer	
	Current Month
American Cancer Society Community Education PORTLAND, OR 97201	1
Beyond Surviving to Thriving Corvallis, OR 97330	-
Cancer Information 334 SE 8th Ave Hillsboro, OR 97123	1
Total	2

Monthly Referrals to Chronic Conditions Community Resources Report

Questions?

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