



# Oregon Tobacco Quit Line

Sarah Bartelmann, MPH

Oregon Tobacco Prevention & Education Program

October 2009



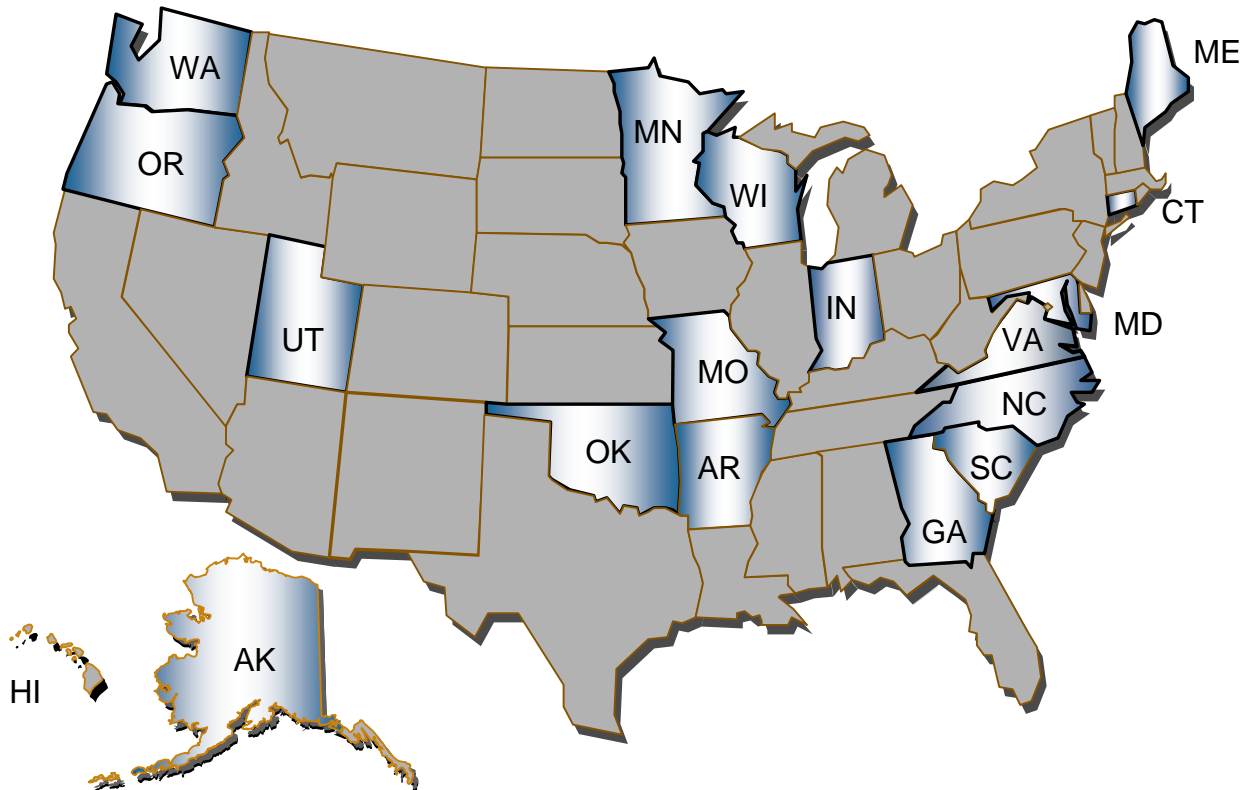
# WHY A TOBACCO QUIT LINE?

- We know it works
  - Recommended by US Public Health Services *Clinical Practice Guideline: Treating Tobacco Use & Dependence* (2008)
- It fits the need
  - Dramatically increases a caller's chances of quitting
  - Cost-effective intervention
  - Triage services according to individual need
    - Individually tailored coaching for callers who are considering quitting, actively quitting, trying to stay quit, or supporting a friend or loved one
- It's easy to access
  - 1-800-QUIT-NOW is the US national access number
  - Coverage for 50 states, 5 territories, Canadian provinces and Mexico



# State Quit Line Clients

Seattle-based Free & Clear, Inc. provides tobacco cessation services for Oregon and 17 other states, plus more than 280 commercial organizations nationwide.





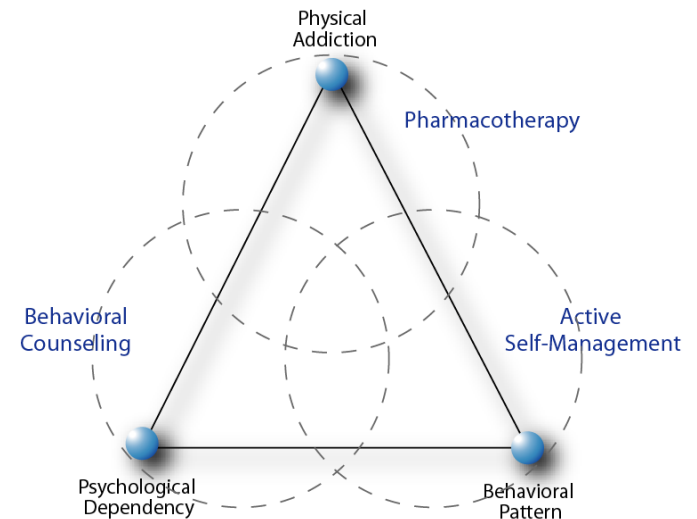
# HOW DOES IT WORK IN OREGON?

- It starts with a phone call: **1-800-QUIT-NOW** (national number)
  - Spanish: 1-877-2NO-FUME
  - TTY: 1-877-777-6534
  - Interpretive Services available in 170+ languages
  - Counseling is also available in American Sign Language
- Web Registration is now available: [www.quitnow.net/oregon/](http://www.quitnow.net/oregon/)
- Hours of operation: 5am – midnight PST
- First point of contact is with a Registration Intake Specialist
  - Focus on customer service and warm welcoming
  - Description of services
  - Collect contact and demographic information
  - Route to services according to needs
  - Immediate transfer to a Quit Coach



# QUIT LINE COACHING SERVICES

- Uses motivational interviewing and cognitive-behavioral therapy techniques to teach tobacco users problem solving, coping skills and behavioral strategies to quit
- How it works:
  - Client talks with a professional tobacco treatment specialist
  - Together they create a personalized quit plan tailored to their specific tobacco-use behaviors, culture and social environment
  - Client also receives decision support and individual dosing info for medications including nicotine replacement therapy (NRT - patch or gum), Chantix (varenicline) or Zyban (bupropion SR)
  - Counselor mails client the “Be Free” series of stage-appropriate Quit Guides designed to help callers stay on track with their quit plan between calls





# CURRENT SERVICES AVAILABLE\*

- **All registered callers receive:**
  - In-depth coaching call, plus unlimited inbound calls
  - Stage-appropriate Quit Guide - specialized materials for Latinos, pregnant women, smokeless tobacco users, youth, and proxies
  - Access to Web Coach – online support tools and social forum
- **Uninsured callers<sup>+</sup>**
  - Up to three additional coaching calls
  - 2-week NRT (patch or gum) starter kits
- **Callers with private insurance:**
  - Help with insurance plan cessation benefits
- **Medicaid members**
  - Fee-For-Service members get three additional coaching calls
  - Managed Care Plan members get help to access plan benefits (about half the plans have contracts with Free & Clear that provide additional outbound calls)
  - NRT accessed through pharmacy benefit (need Rx from provider)

\* Subject to change without notice.

+As of October 1, 2009



# SERVING DIVERSE POPULATIONS

Quit Line tobacco treatment specialists are trained specifically to be sensitive toward and work successfully with diverse populations





# SERVICE DELIVERY RESOURCES

- 165 Quit Coaches
- 60 Registration Specialists
- Over 20 Bi-lingual Staff
- Dedicated training team, training lab
- Ongoing monitoring and coaching
- Test Unit
- Registration process compliant with North American Quitline Consortium Minimal Data Set



# FAX REFERRAL

- Closes the referral loop
  - Proactive: Quit Line calls the patient
  - Providers get fax-back reports about progress
    - HIPAA-covered entities only
- Easy process – Ask, Advise, Refer!
  - Fill out form (<http://oregon.gov/DHS/ph/tobacco/docs/qlfaxref.doc>)
    - English or Spanish forms
    - Patient designates best times to receive a call
    - Patient signs and initials consent
  - Fax to the Quit Line
  - Complete a HIPAA compliance letter (first time only)
  - Referring clinician receives a progress report back



# QUALITY ASSURANCE

- **Quarterly reporting on quality metrics**
  - Timeliness of service delivery
  - Staff clinical performance
    - Call content
    - Facilitation skill
    - Data capture & management
- **Staff training and continuing education**
  - New Hire training (120 hours)
  - Specific populations
    - Complex pharmacotherapy dosing & decision support
    - Callers in crisis
    - Youth
    - Pregnancy
    - Deaf/hard-of-hearing
    - Lesbian, Gay, Bisexual and Transgender populations
- **Randomized call monitoring**
  - Individual & group feedback



Sarah Bartelmann, MPH  
Oregon Tobacco Prevention & Education Program  
Oregon Public Health Division

971-673-0984  
sarah.e.bartelmann@state.or.us