



Quit Now Kentucky Evidence-based Tobacco Cessation

Bobbie Gray, RN, TTS

June 19, 2017

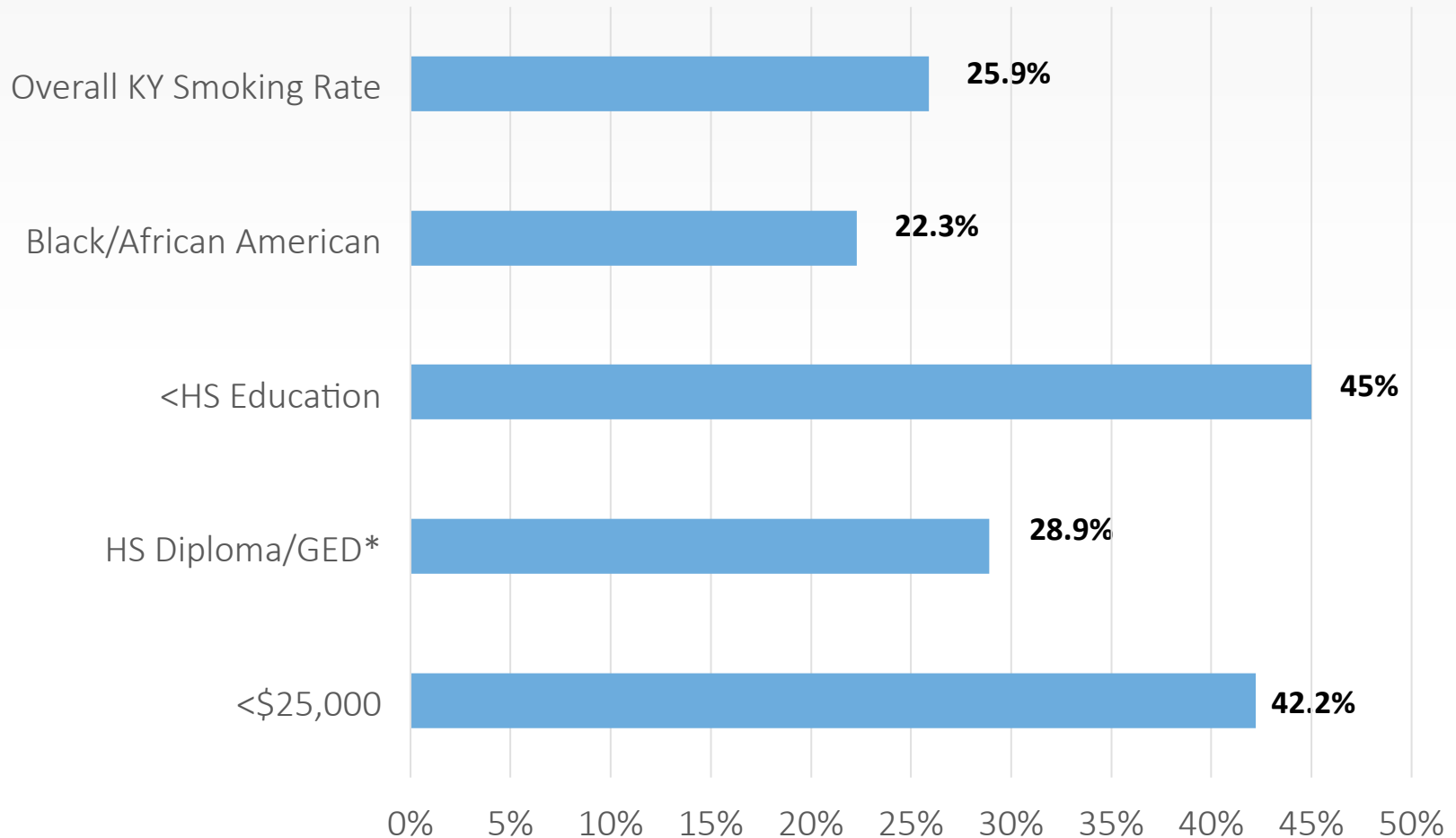


Kentucky Public Health

Prevent. Promote. Protect.



KY Smoking Rates in Disparate Populations



What does smoking cost KY?

- **\$1.9 billion per year** in excess medical care costs
 - Of that, almost **\$590 million per year** in excess health care costs for Medicaid.
- **\$2.79 billion per year** in productivity costs

Kentucky Tobacco Users Want to Quit

56.3% of KY tobacco users made a serious but failed attempt to quit smoking in 2014.

They need our help





QuitNow Kentucky

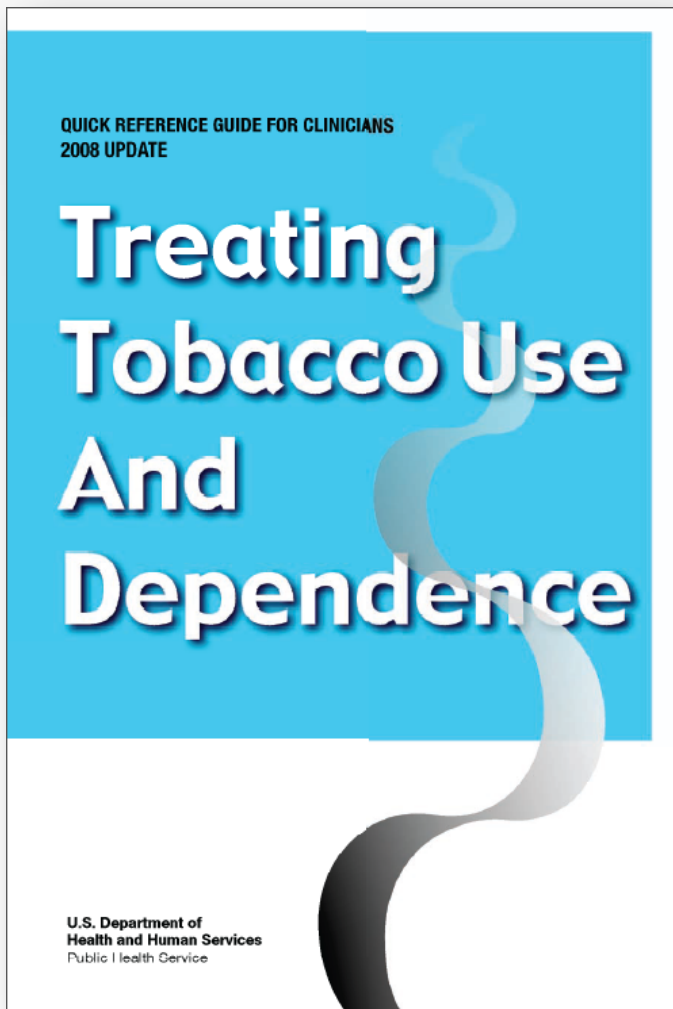


1-800-QuitNow

1-855-DéJeloYa

www.QuitNowKentucky.org

Quitline: Evidence-based



USDHHS PHS Guidelines (2008) Recommendations:

- Telephone counseling including the use of problem solving/skills training and social support is effective.
- Counseling and medication are effective when used alone, but the combination of counseling and medication is more effective than either treatment alone.



The American College of Obstetricians and Gynecologists

- ACOG reaffirmed the USPHS recommendation and recommends referral to the state's quitline as an adjunct to in person counseling.
- Because safety and efficacy of nicotine replacement therapies have not been established for prenatal smoking cessation, ACOG recommends that nicotine replacement therapies be considered only under the close supervision of a health professional.

Quit Now Kentucky Service Provider



Founded in 1899, National Jewish Health is among the most influential academic and medical research centers in the world.

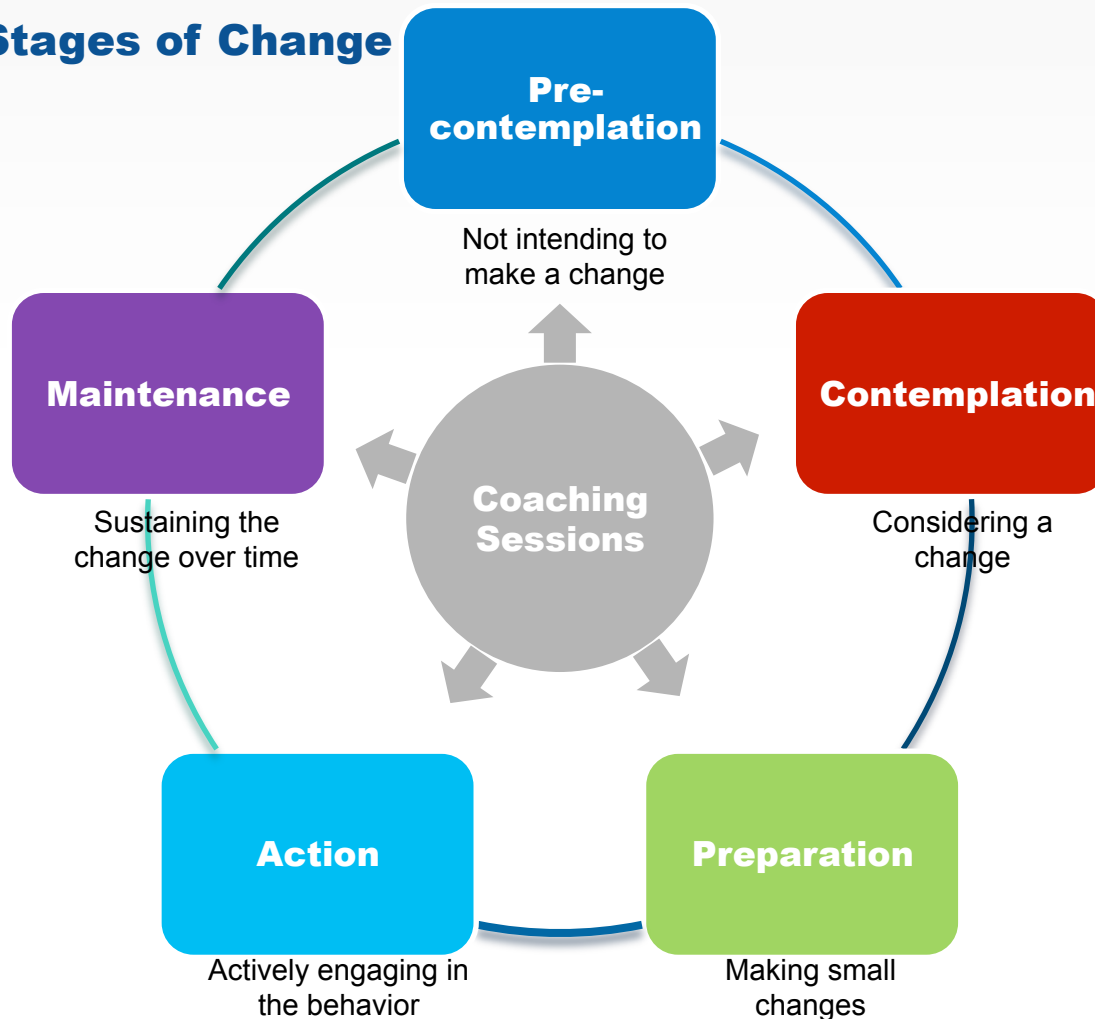
Ranked the #1 Respiratory Hospital in America since 1998 by *U.S. News & World Report*, our focus today is on delivering preventive, personalized medicine.



70% of the institution is dedicated to research. NJH leverages this in their wellness programs that focus on healthy lifestyle.

How We Help

Stages of Change



Coaching Protocol

Interview

Assess the level of addiction, tobacco history, medical conditions and lifestyle issues that might affect the quitting process.

Prepare

Identify difficult situations and problem solve coping strategies. Provide information on medication options and symptoms of withdrawal.

Support

Review strategies and successes, celebrate accomplishments, and problem solve obstacles.

Prevent Relapse

Normalize relapsing nature of tobacco dependence, encourage next quit attempt.

Motivational Interviewing

environment



strategy

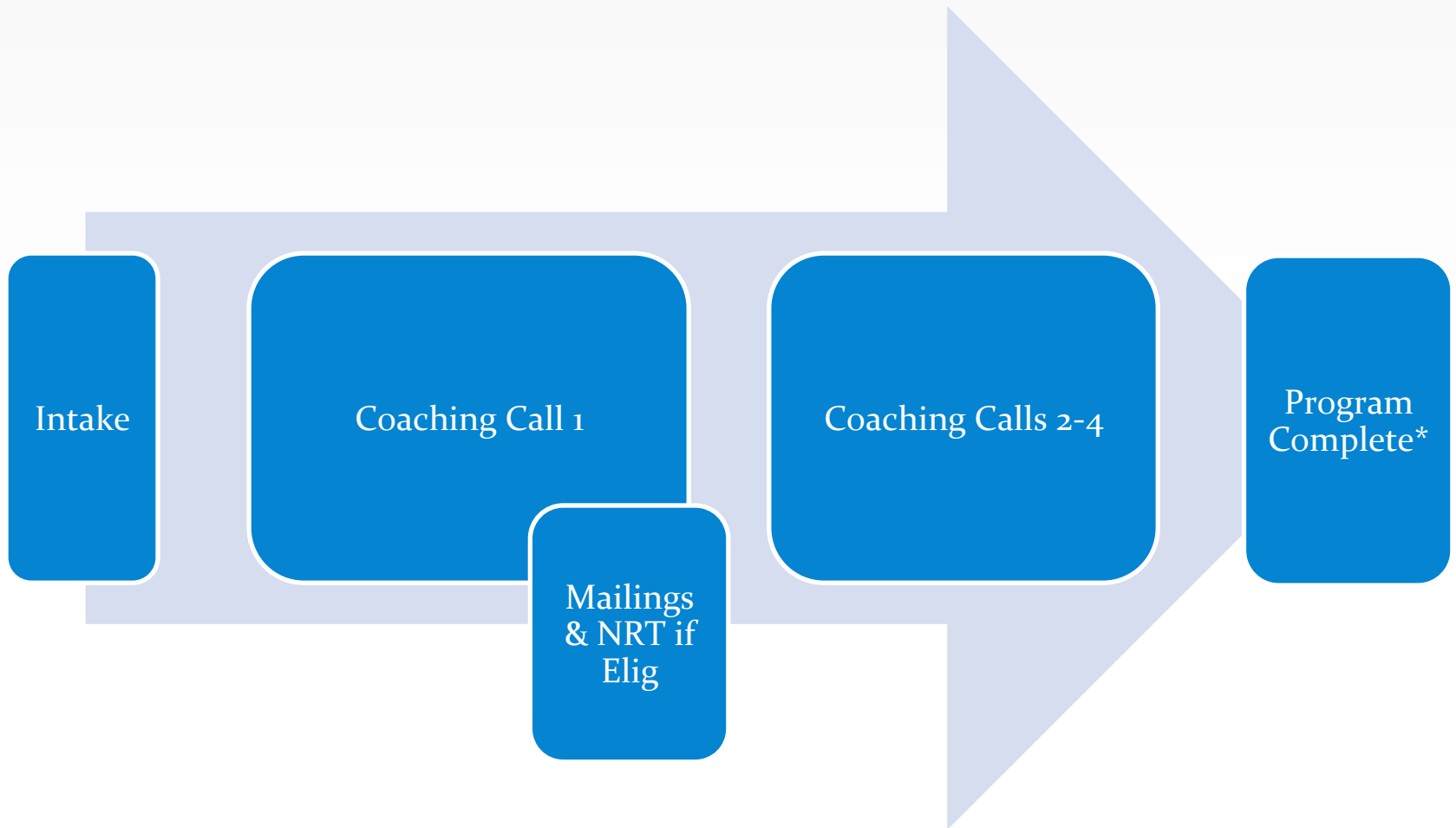
- 
- O** Open questions
never a "yes/no" response
 - A** Affirmations
tie to a characteristic
 - R** Reflections
note the emotion behind words
 - S** Summarize
focus on change talk



Quitline Details

- Every participant is viewed as unique
- Coaches assess motivation and work with callers according to where they are in the Stages of Change
- All calls are scheduled by the participant in order to accommodate their schedule
 - All participants can call into to the quitline 7 days/week to discuss any issue
 - Confidential and anonymous
 - Easy access and convenient
 - Broad reach
- 7 days a week, Trilingual call center
- Nicotine Replacement Therapy (NRT)
 - Free NRT (8weeks) for the uninsured or priority populations who enroll in coaching as funding permits

Quitline Process



Pregnancy/Postpartum Protocols

Inclusion

- Resident of Kentucky
- 15 years of age or older
- Currently pregnant (can not enroll in program if Postpartum)
- Designated female coach
- Rewards
 - Receives \$5 per completed call during pregnancy (up to \$25)
 - Receives \$10 per completed post-partum call (up to \$40)





Technology: Text and E/messaging


- Messages related to support and relapse prevention
- Tips, motivation, and encouragement
- Messages customized by tobacco type and stage of change
- Messages assessing mood, craving, and tobacco status
- Appointment reminders (day prior to appointment)
- Congratulatory messages

QuitNowKentucky.org


[Home](#) | [Just Looking](#) | [Enroll Now](#)Hello. Sign In or Enroll today.

[Home](#) / [Just Looking](#)


Just Looking




[Tobacco User](#)



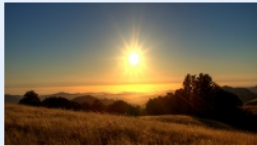
[Family Member or Friend](#)



[Health Care Provider](#)



[FAQ](#)



[Resources](#)

[Connect with your personal quitting coach today. Call 1-800-QUIT-NOW or Enroll today.](#)

Technology

Our online content is tightly coupled to the clinical quit process that forms the foundation of our telephone quitline program.

The screenshot shows the top navigation bar with links for Home, Just Looking, and Enroll Now. A user greeting 'Hello. Sign In or Enroll today.' is on the right. The main banner features a background image of a person's foot stepping on leaves, with the text 'Taking your first steps toward becoming tobacco free.' and a 'Help me decide' overlay. The overlay includes a question 'How do you feel about quitting?' with a dropdown menu set to 'Choose', a 'Get Started' button, and a link 'Skip, I want to explore on my own'. Below the banner, there is a paragraph about the quitting process, a box asking 'Need help quitting for good?', and a section for 'Are you a...' with options for 'Health Care Provider' and 'Family Member or Friend'. A Facebook follow button is at the bottom right.

Home | Just Looking | Enroll Now

Hello. Sign In or Enroll today.

Taking your first steps toward becoming tobacco free.

Help me decide

How do you feel about quitting?

Choose

Get Started

Skip, I want to explore on my own

Quitting tobacco is a process. Whether you are thinking about quitting, are not yet ready to quit, or have already quit, Quit Now Kentucky can help you with each step of the way.

Free, Convenient, Safe & Secure

Need help quitting for good?

Are you a...

Health Care Provider
looking for information?

OR

Family Member or Friend
looking to help a loved one?

Follow Quit Now

Technology

- Online Registration
- Quit Dashboard
- NRT Tracking
- Calendar/Appointment Reminders
- Usage Tracking
- Social Support
- Resources

[Home](#) | [Just Looking](#) | [Enroll Now](#) Hello. [Sign In](#) or [Enroll today](#).

[Home](#) / [Just Looking](#) / [Tobacco User](#) / [Why Quit?](#)

[Why Get Help?](#)

[Explore How to Quit With the Quitline](#)

[Am I Ready?](#)

[Why Quit?](#)

Why Quit?

Many people enjoy tobacco. And most people also know its dangers. Reasons for quitting can be personal. Here are different ways of looking at your reasons for quitting tobacco.

Pros & Cons

Use this tool to look at the benefits and drawbacks of quitting tobacco. This can help you choose the best decisions for you.

Smoking Calculator

Find out how much tobacco costs you both in dollars spent, and days of life that can be lost from tobacco use.

Impact of Quitting

[Follow Quit Now Kentucky on Facebook](#)

[Follow Quit Now Kentucky on Twitter](#)

[Why Get Help?](#)

[Explore How to Quit With the Quitline](#)

[Am I Ready?](#)

[Why Quit?](#)

[Pros & Cons](#)

[Smoking Calculator](#)

[Impact of Quitting](#)

[Tobacco's Health Effects](#)

[Facebook](#)

[Twitter](#)

[Pinterest](#)

[Email](#)

Smoking Calculator

Have you ever wondered how much you spend on tobacco? Finding out how much tobacco costs you both in dollars and days of life lost is one way to motivate yourself to quit! Use this information to help you make the best decision for you.

What does a pack of 20 cigarettes cost you?

How many cigarettes do you smoke per day?

How many years have you smoked?

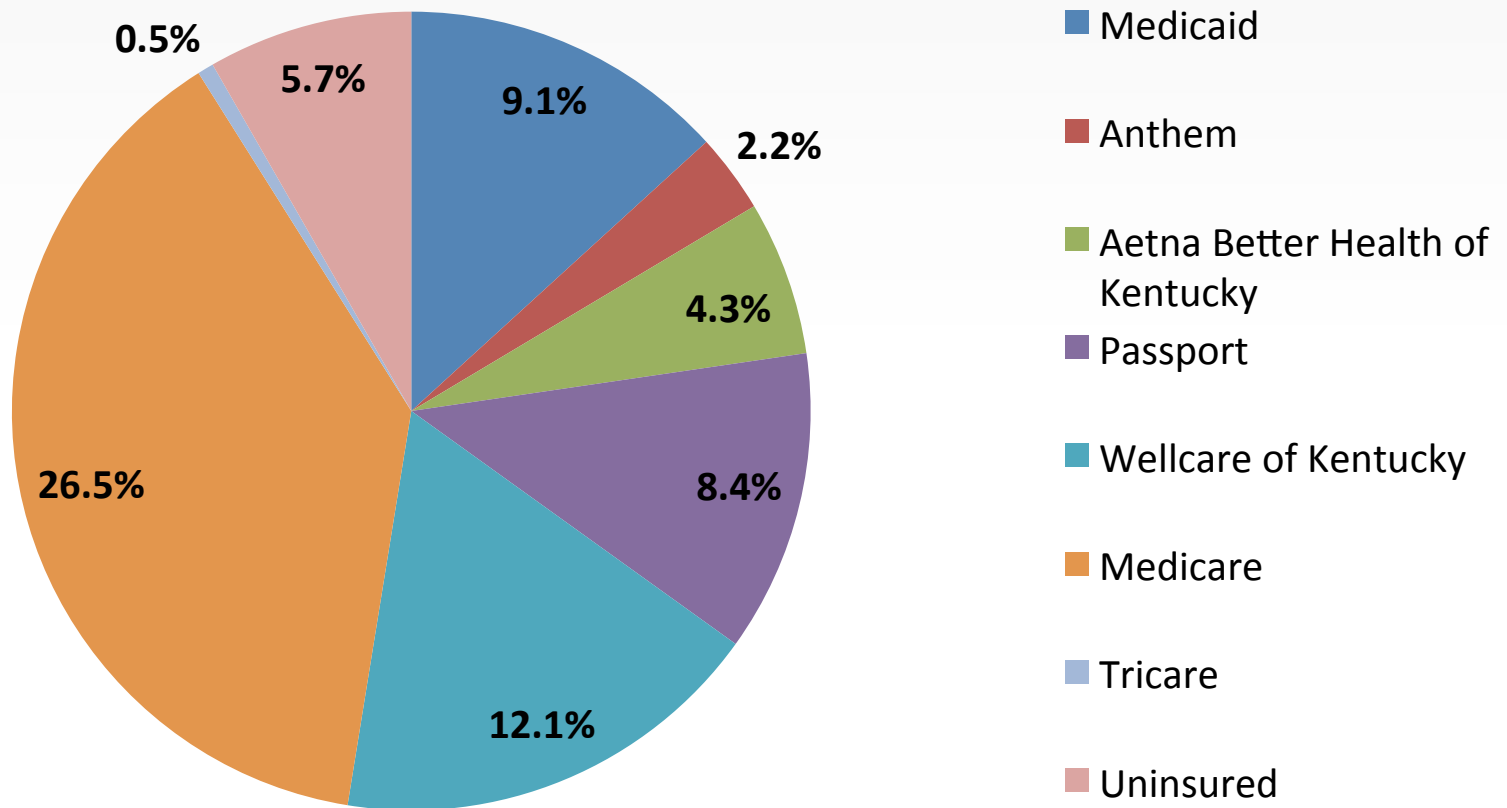
[Show Cost](#)

Results

Please enter the information on the left to learn about your smoking.

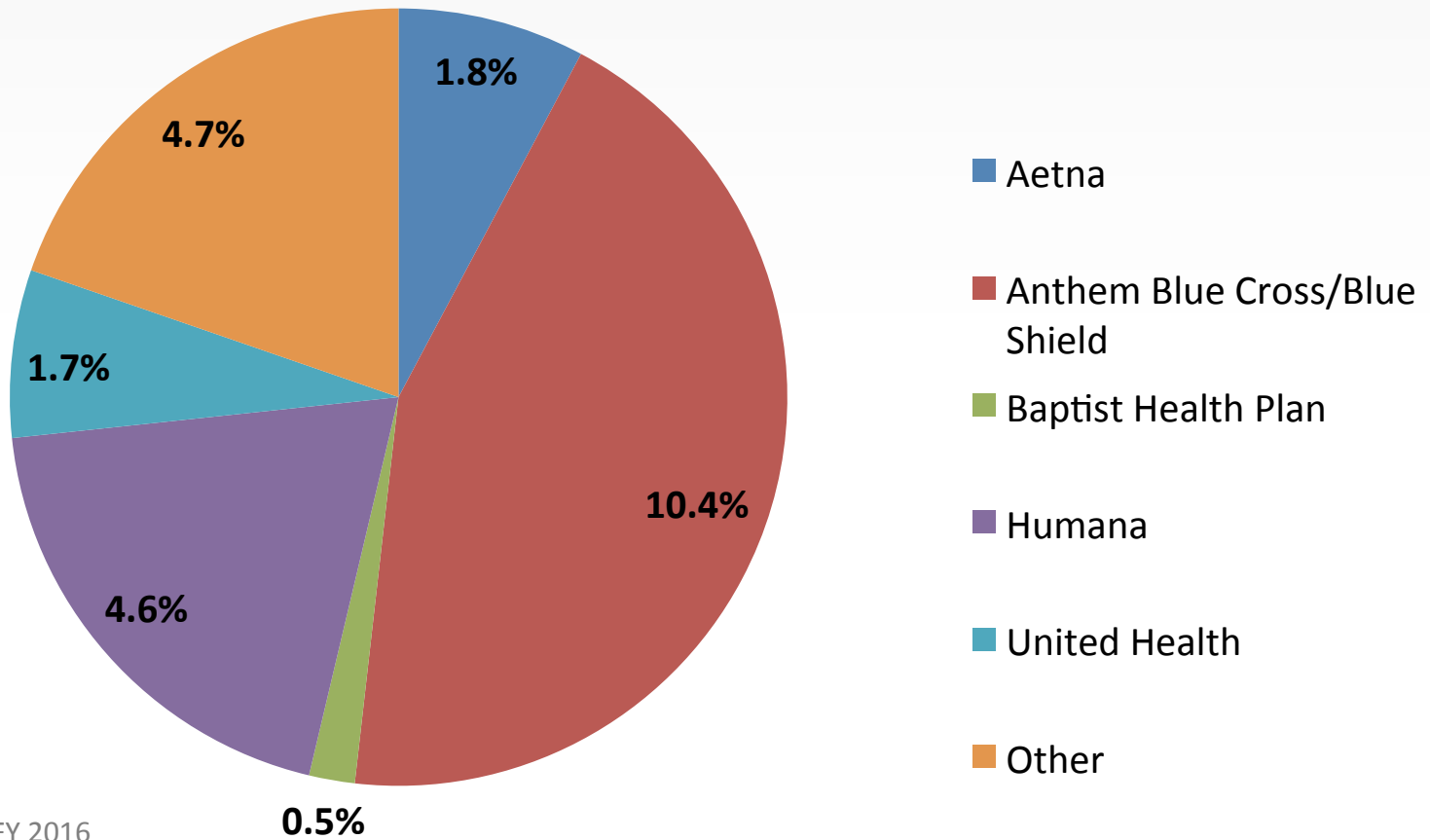
17

Insurance Coverage of Quit Now Kentucky Enrollees by Public Health Plans and Uninsured



Quit Now KY FY 2016

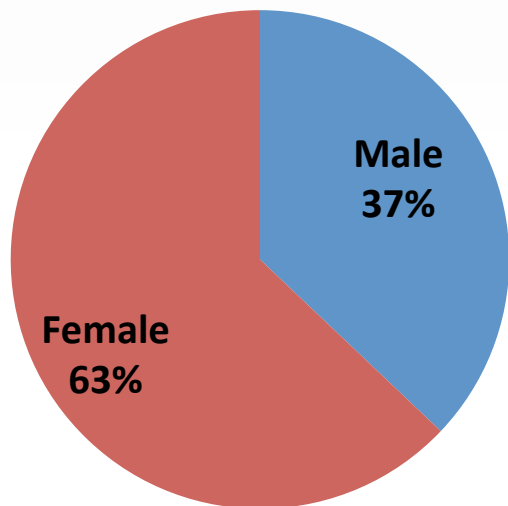
Insurance Coverage of Quit Now Kentucky Enrollees by Commercial Health Plans



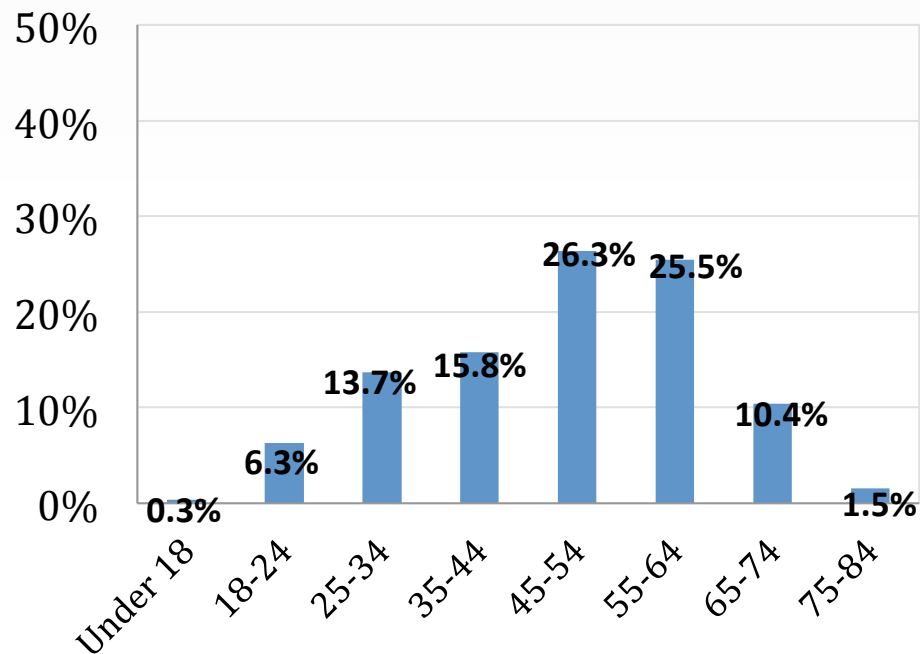
Quit Now KY FY 2016

Demographics

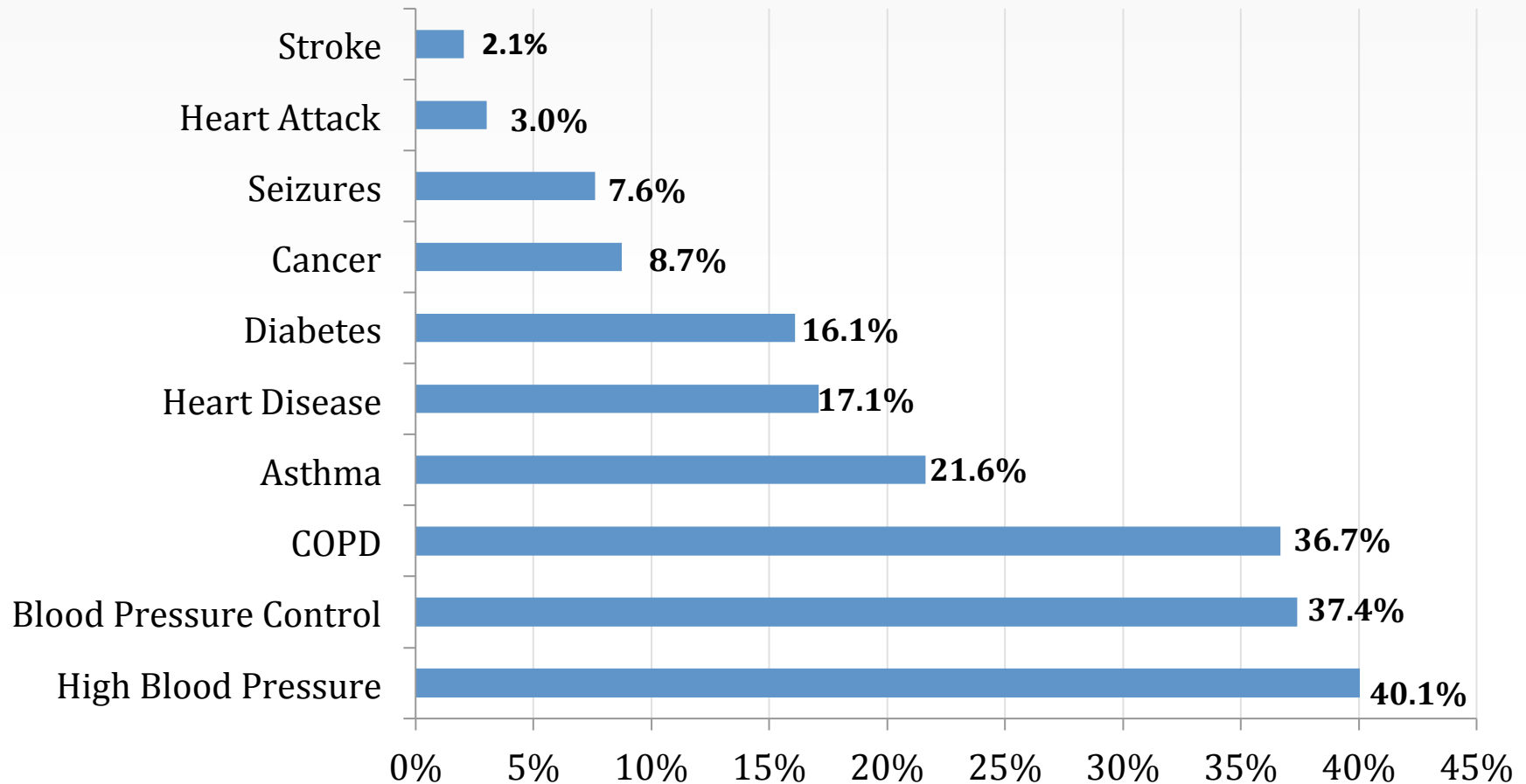
Gender



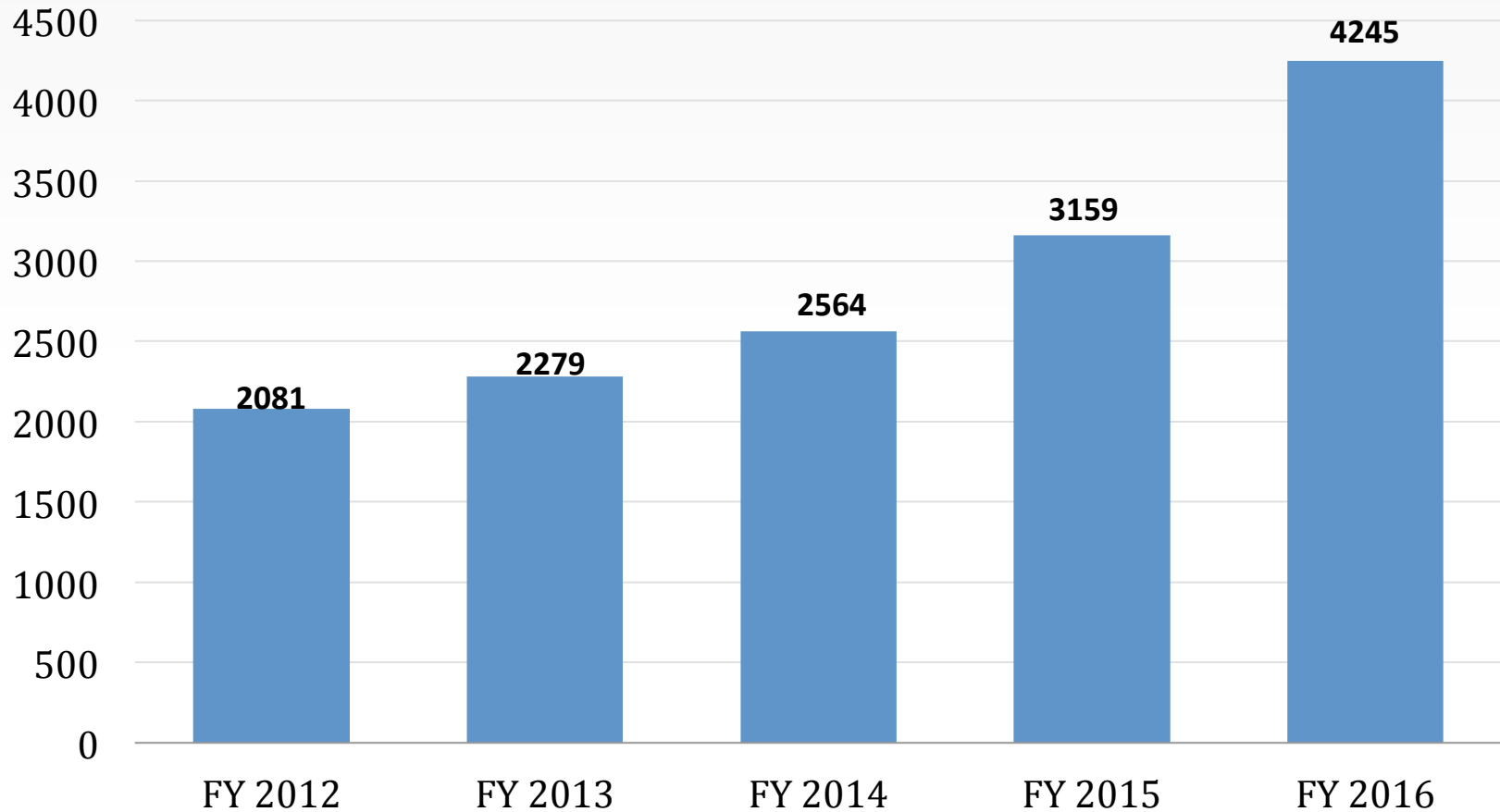
Age



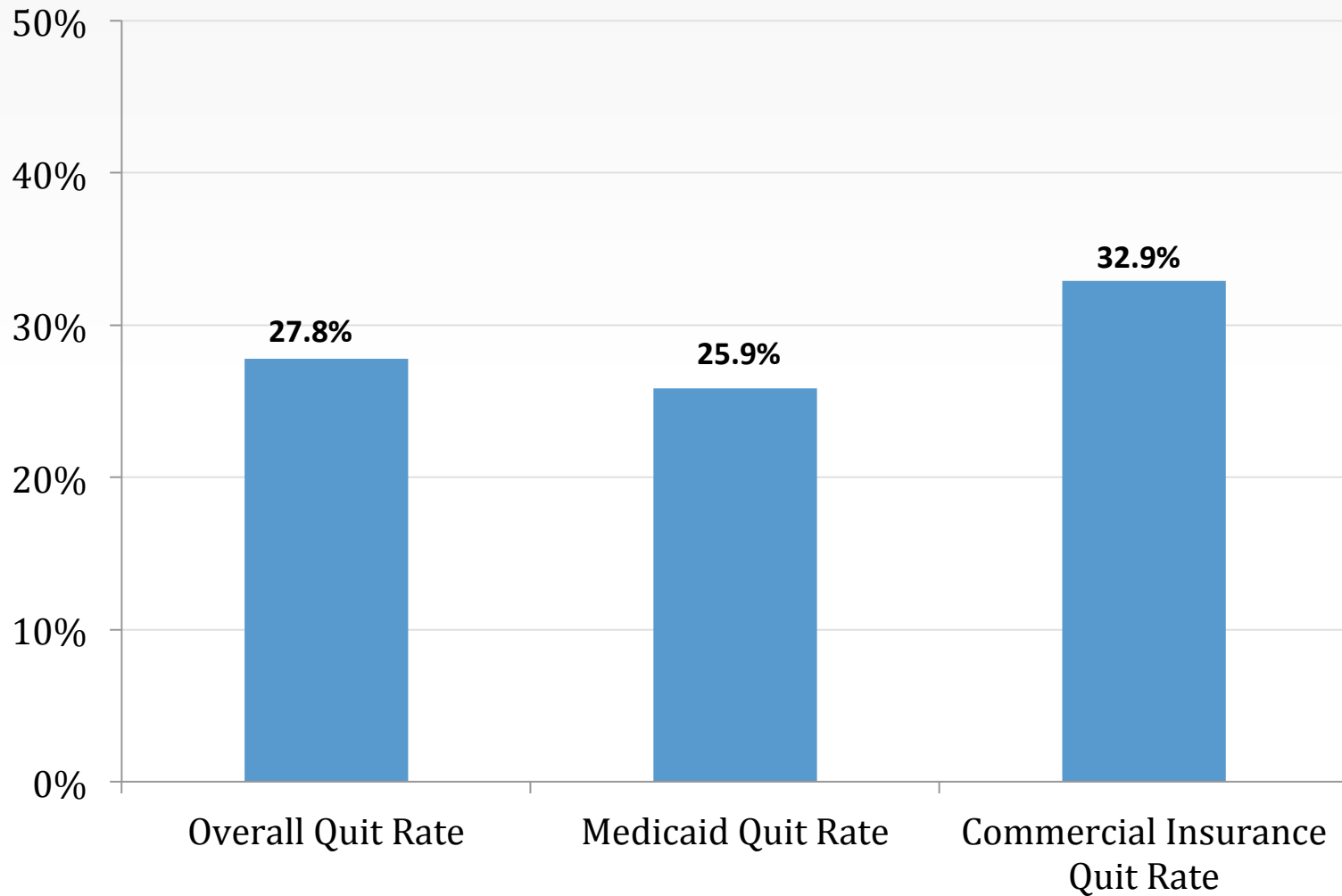
Enrollees Have One or More Chronic Health Conditions



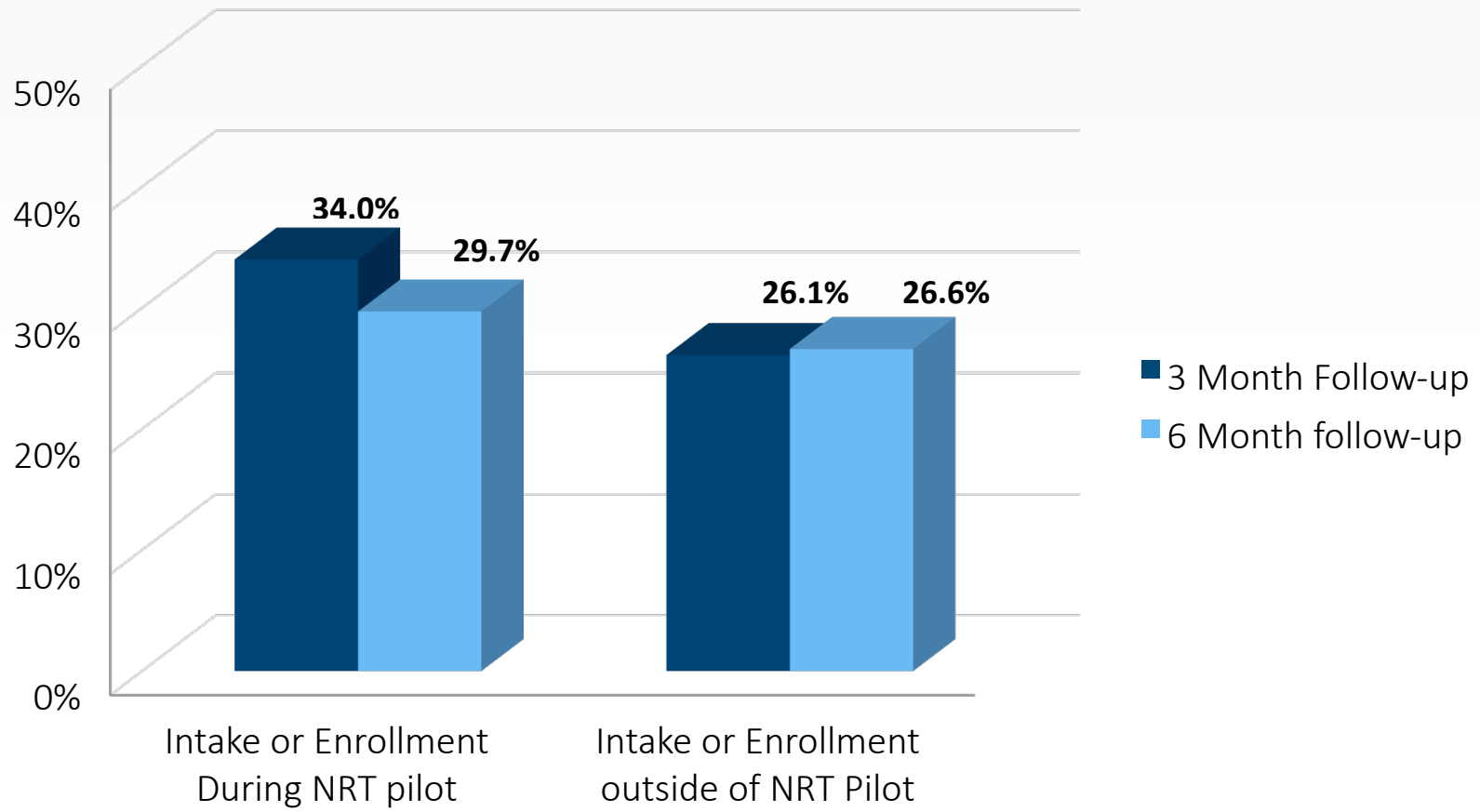
Quit Now Kentucky Annual Enrollments



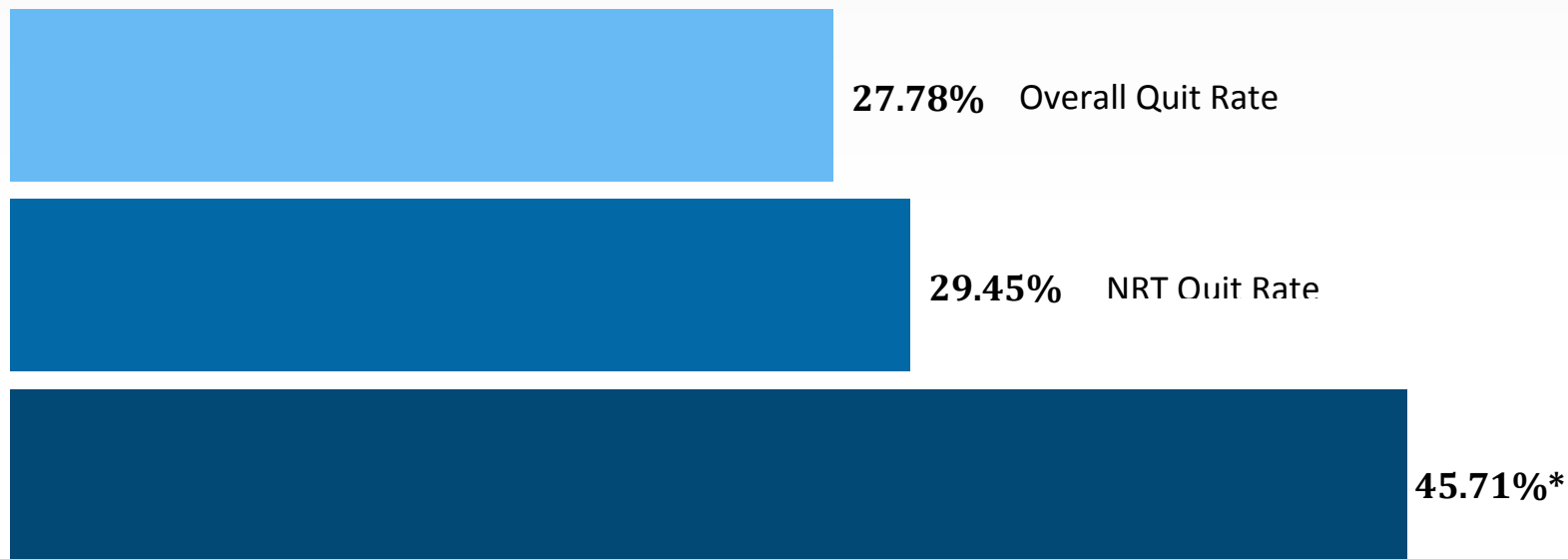
Six Month Quit Rates Comparison



Nicotine Replacement Therapy Pilot

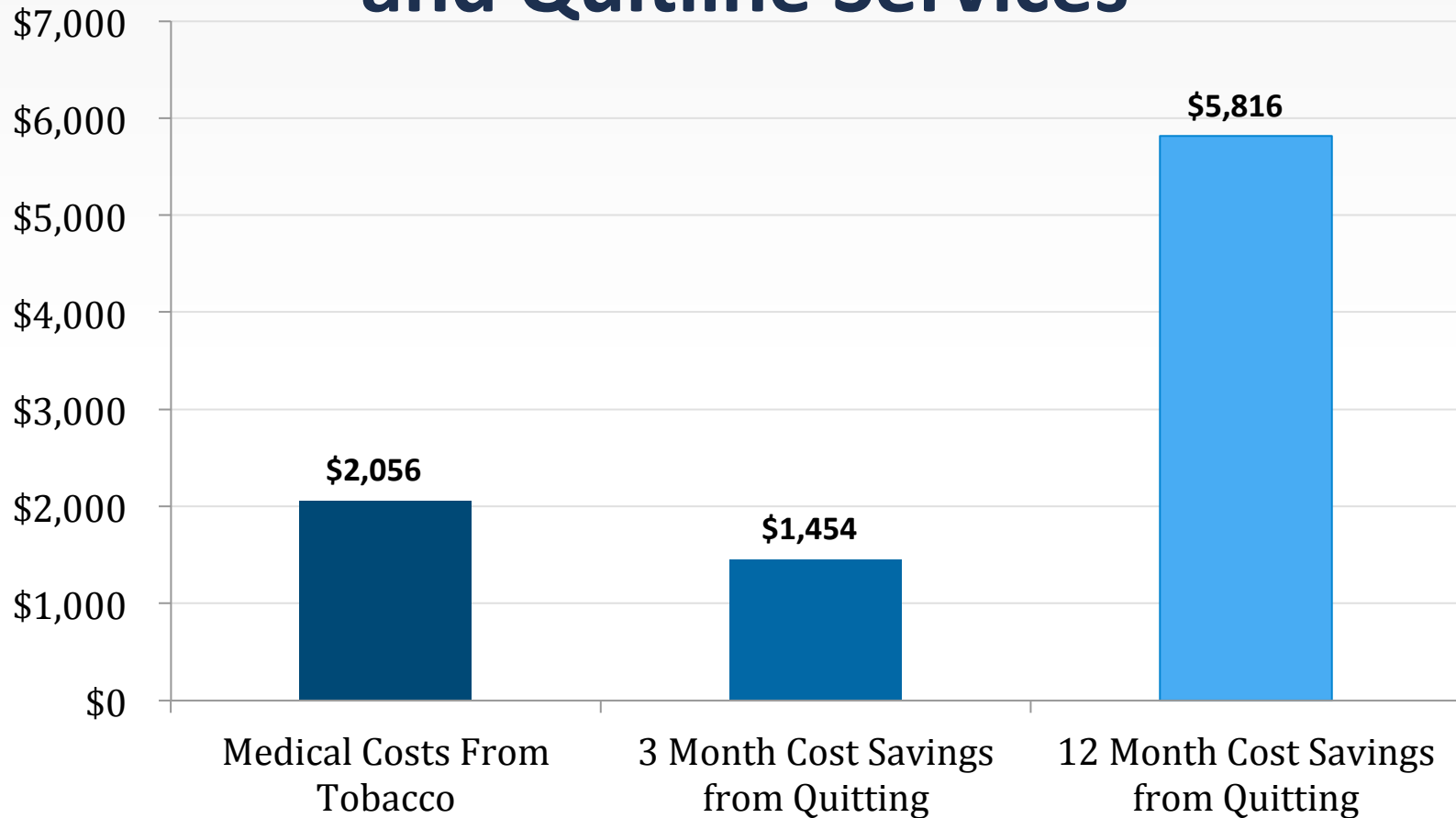


Six Month Quit Rates and Number of Successful Quits



*Quit rate for participants who completed 4 or more counseling calls

Annual Health Care Costs per Tobacco User and Quitline Services





Technical Assistance

**Bobbie Gray, RN, TTS
Tobacco Cessation Administrator
Tobacco Prevention and Cessation Program
Phone: 502-564-9358 ext. 4017
Bobbie.Gray@ky.gov**