



# Oregon Tobacco Quit Line

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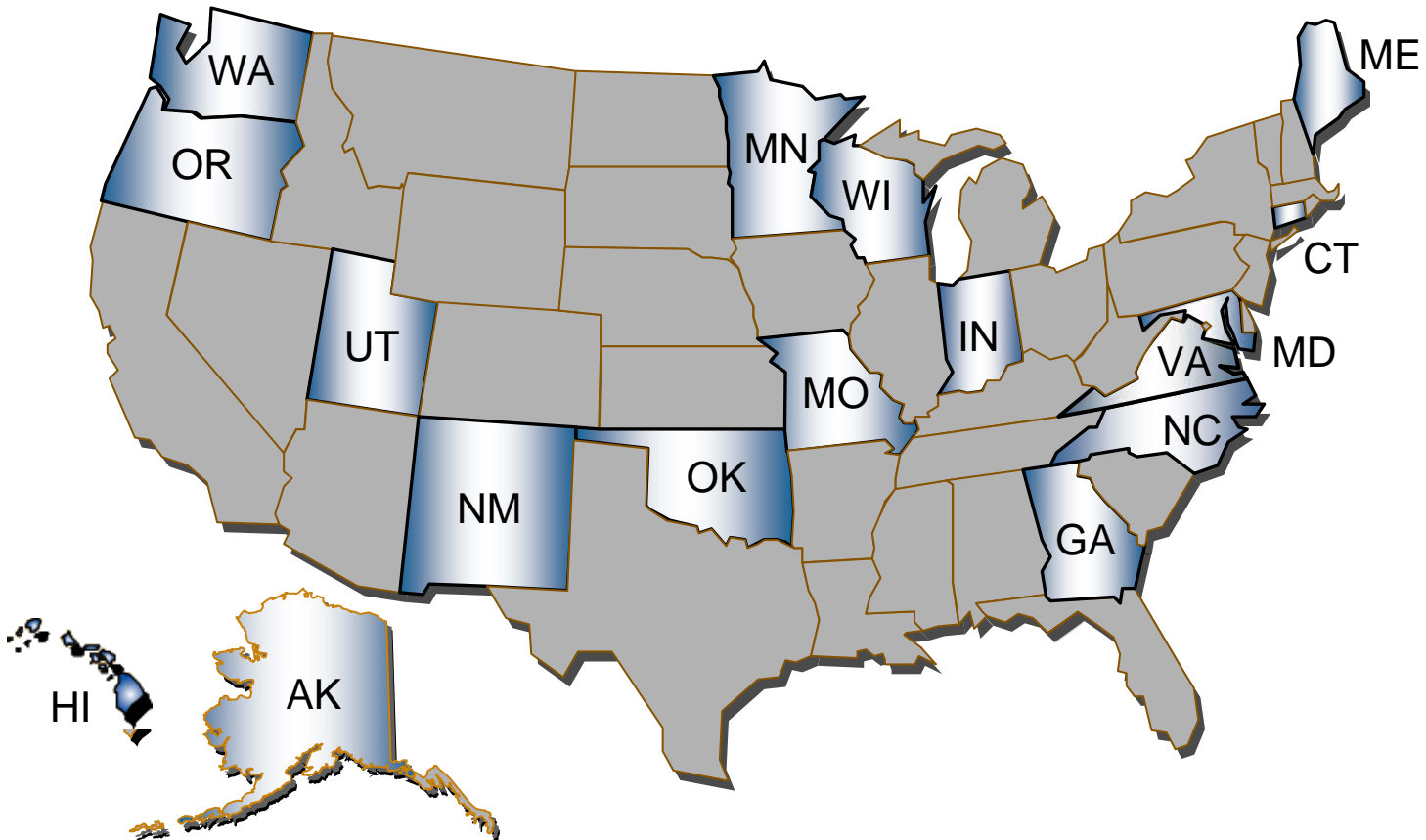
# WHY A TOBACCO QUIT LINE?

- We know it works:
  - Evidence-based practice recommended by US Public Health Services *Clinical Practice Guideline: Treating Tobacco Use & Dependence*
- Best population-level approach to cessation
  - Dramatically increases a caller's chances of quitting
  - Cost-effective intervention
  - Triage services according to individual need
    - Individually tailored coaching to callers who are considering quitting, actively quitting, trying to stay quit, or supporting a friend or loved one
- Makes free cessation services and information available to anyone with a phone
  - 1-800-QUIT-NOW is the US national access number
  - Coverage for 50 states, 5 territories, Canadian provinces and Mexico



# WHO FREE & CLEAR SERVES

Oregon's Quit Line vendor, Free & Clear, provides tobacco treatment services for over 160 health plans and employers and other U.S. State Quit Lines





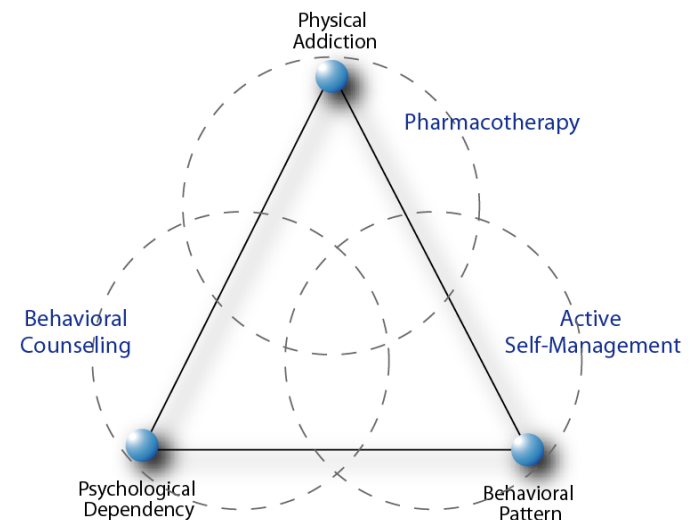
# HOW DOES IT WORK IN OREGON?

- All begins with a phone call: **1-800-QUIT-NOW**
  - 1-877-270-STOP (old Oregon-specific number – still works)
  - Spanish: 1-877-2NO-FUME
  - TTY: 1-877-777-6534
  - Interpretive services available for other languages
- Hours of operation: 5am – 9pm PST
- Tobacco Users, Family/Friends and Providers can call
- 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
  - Triage according to needs
  - Tobacco users immediately transferred to a Quit Coach



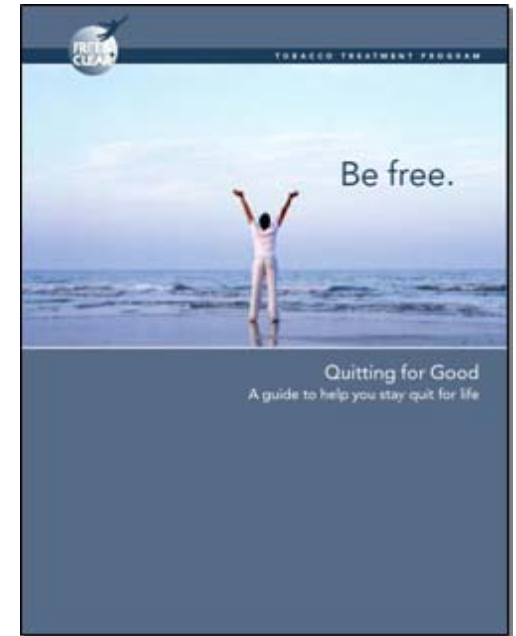
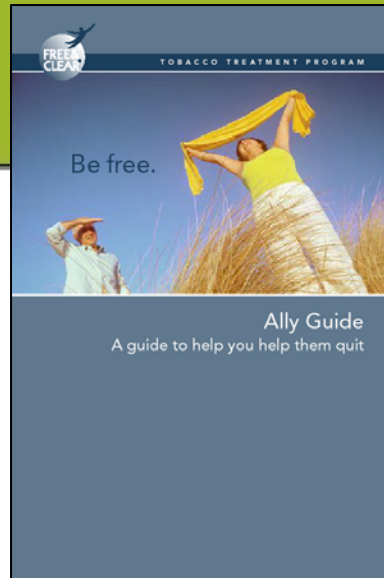
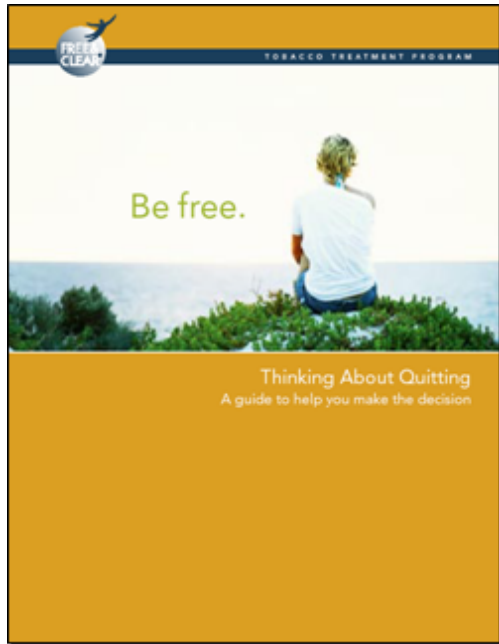
# QUIT LINE COACHING SERVICES

- Uses motivational interviewing and cognitive-behavioral therapy techniques to teach tobacco users problem solving, coping skills and the use of behavioral strategies
- The program in practice
  - One or more telephone-based counseling sessions with a professional tobacco treatment specialist (“quit coach”)
  - A personalized quit plan tailored to their specific tobacco-use behaviors, culture and social environment
  - Decision support and individual dosing info for medications including nicotine replacement therapy (NRT - patch or gum), Chantix (varenicline) or Zyban (bupropion SR)
  - Direct mail order of patches or gum to their home, if appropriate
  - The “Be Free” series of stage-appropriate Quit Guides designed to help callers stay on track with their quit plan between calls





# OREGON QUIT GUIDES





# CURRENT SERVICES AVAILABLE

- **All registered callers**
  - In-depth coaching call, unlimited inbound calls
  - Stage-appropriate Quit Guide - specialized materials for Hispanic/Latino, pregnant women, smokeless tobacco users, youth, and proxies
- **Callers covered under Free & Clear commercial contracts** (through employer or private insurance)
  - Triaged to commercial contract benefits
- **Medicaid members**
  - Fee-For-Service members get three additional outbound coaching calls
  - Plan members triaged to plan benefits
  - NRT accessed through pharmacy benefit (need Rx from provider)
- **Youth**
  - Special youth protocol and materials



# ADDITIONAL SERVICES

- **Fax Referrals - Physicians can refer patients to the Quit Line**
  - Provider discusses with patient and sends form to Quit Line
  - Proactive: Quit Line calls the patient back
  - Providers get fax-back reports about patient's progress
- **Community Resources Database**
  - Quit Coaches refer callers as appropriate
  - Local Cessation Resources
  - Local Self-Management Resources (coming soon!)
- **Web Coach**
  - Interactive website combining evidence-based content with social forums (discussion forums, quit plans, track progress towards quitting)
  - Video demo online at [www.freeclear.com/webcoach/demo/](http://www.freeclear.com/webcoach/demo/)





# 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 is compliant with North American Quitline Consortium Minimal Data Set



# QUIT LINE REPORTS & DATA

## **Weekly Reports**

- How Heard About by County
- Caller type by day
- Service type by day (materials, coaching, transfer to health plan)

## **Monthly, Quarterly and Annual Reports**

- How Heard About (by county – adult/youth; by day)
- Registered callers by county (adult/youth)
- Referral to community resources (adult/youth)
- Fax referral (by provider/clinic, by services requested)
- Tobacco users by health plan
- Demographics, Service type, Telecommunications, Web activity

**Data reported in County Tobacco Facts**



# 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



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