

# Tobacco Cessation in Your Community

## WHAT YOU SHOULD KNOW

**BRIANNA LONGEWAY, MPH**

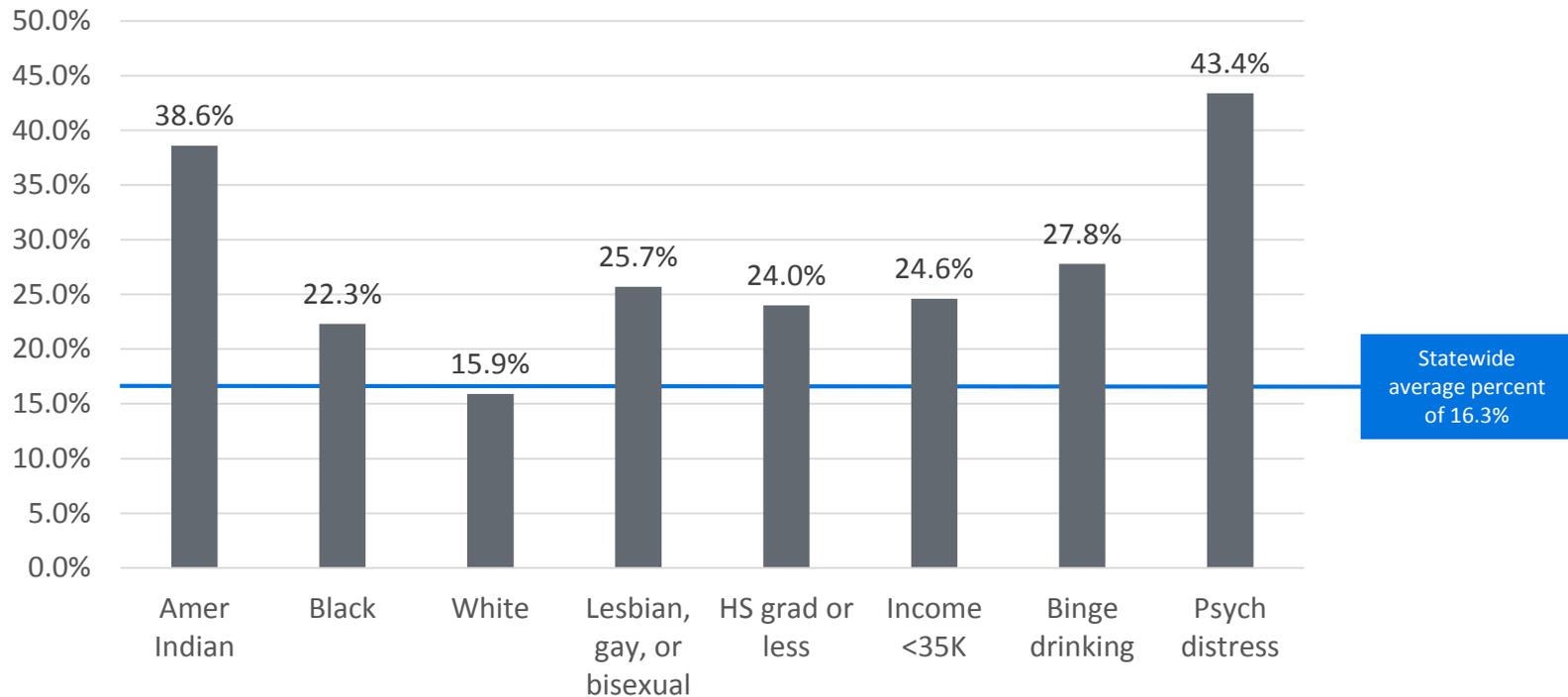
Tobacco Treatment Coordinator  
Minnesota Department of Health

**RANDI LACHTER, MPH**

Senior Cessation Manager  
ClearWay Minnesota<sup>SM</sup>

# Disparities in Tobacco Use

Percent of adults who are current cigarette smokers,  
by subgroup, 2014



# MN Community Voices



# A Five-Year Framework



MINNESOTA COMPREHENSIVE

**TOBACCO CONTROL  
FRAMEWORK** 2016-2021

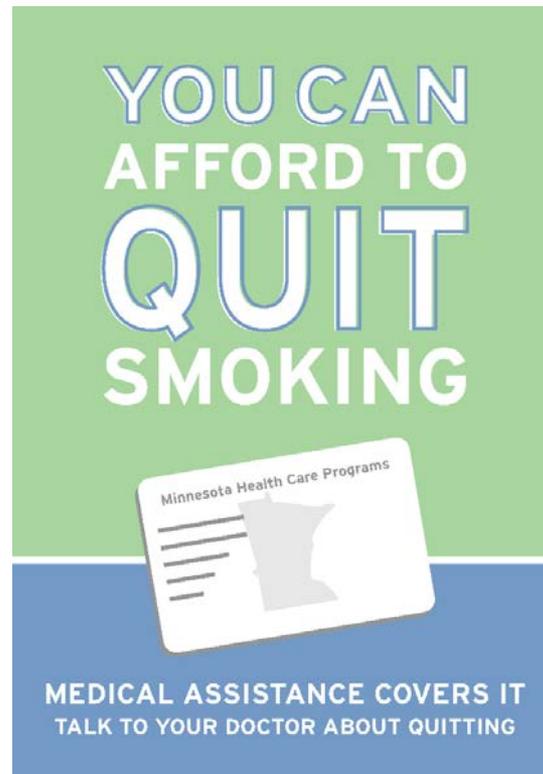
Striving for a Minnesota where all people are free from the harms of tobacco.

# Policy Change: Barrier-Free Medicaid Cessation Benefits

## All FDA Approved Cessation Medications Covered for Free in Medicaid with a Prescription

Nicotine Gum	Nicotine Nasal Spray
Nicotine Patch	Varenicline (Chantix®)
Nicotine Lozenge	Bupropion (Zyban®)
Nicotine Inhaler	Individual and Group Counseling

# Reaching MA Beneficiaries



# Policy Change: Reimbursable Physician Extenders

## Physician Extenders

- PAs
- Genetic counselors
- Registered nurses
- Licensed acupuncturists
- Pharmacists
- Certified Tobacco Treatment Specialists (CTTS)

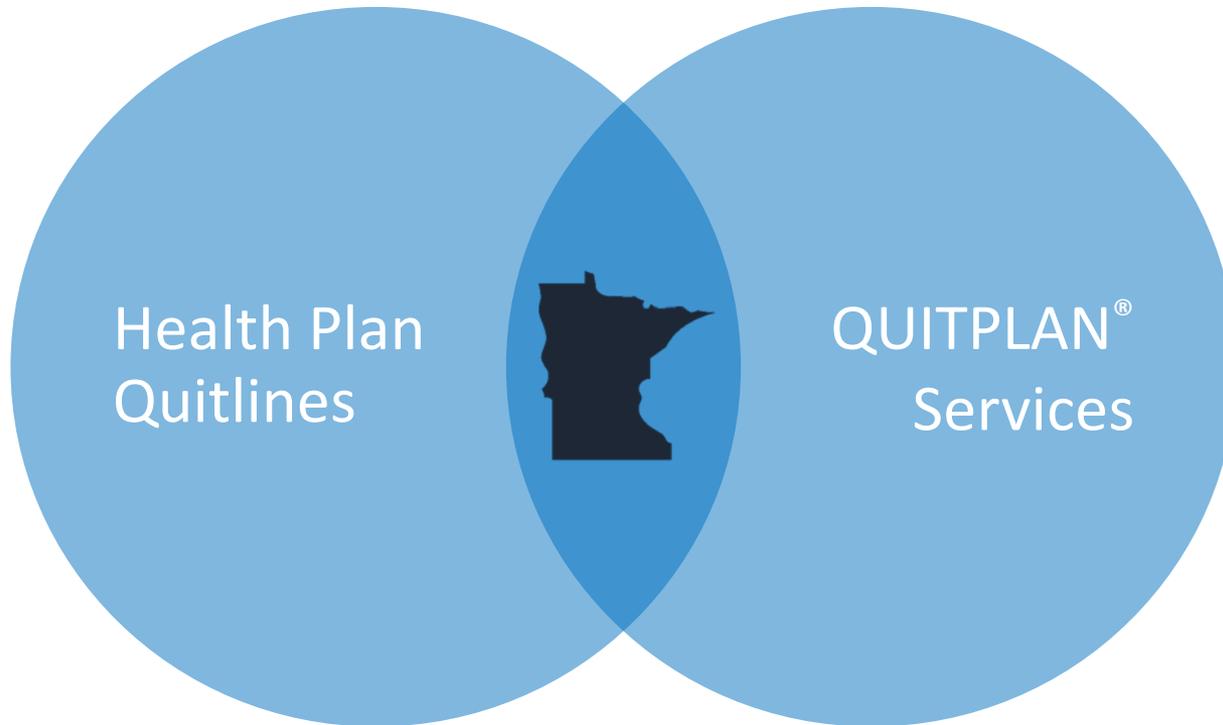
# Community Partnerships



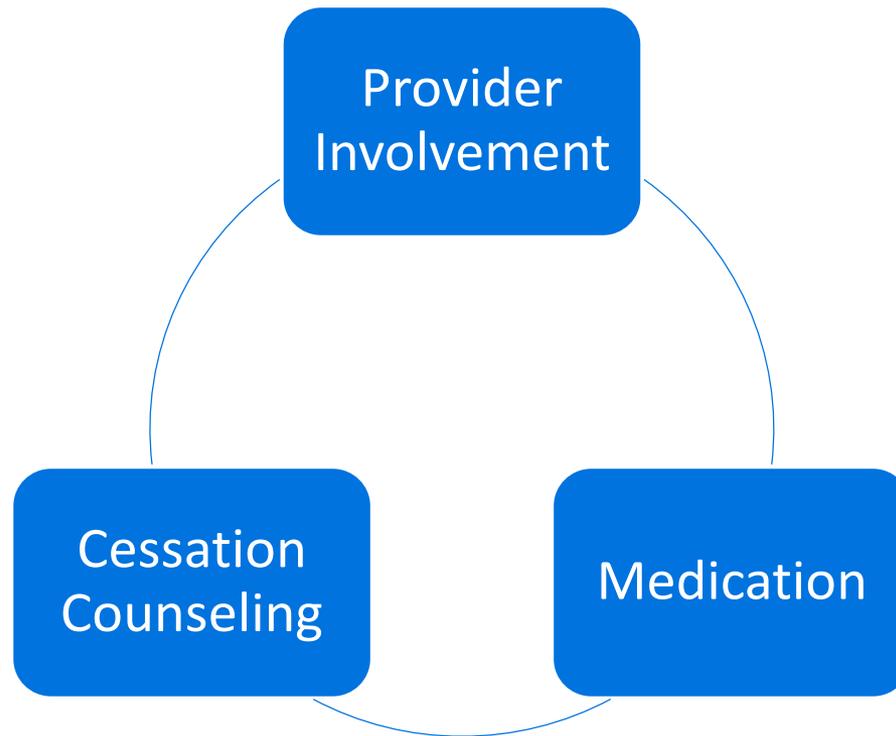
# Referral Made Easy



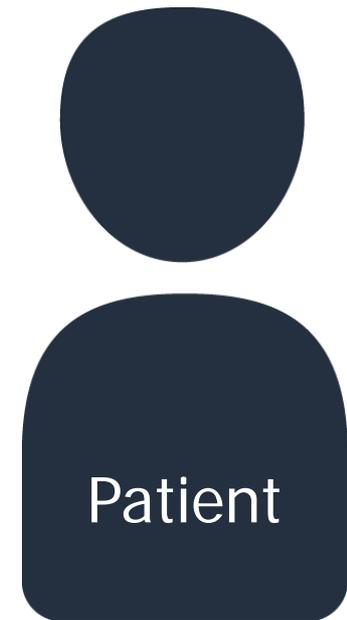
Everyone has access to cessation support.



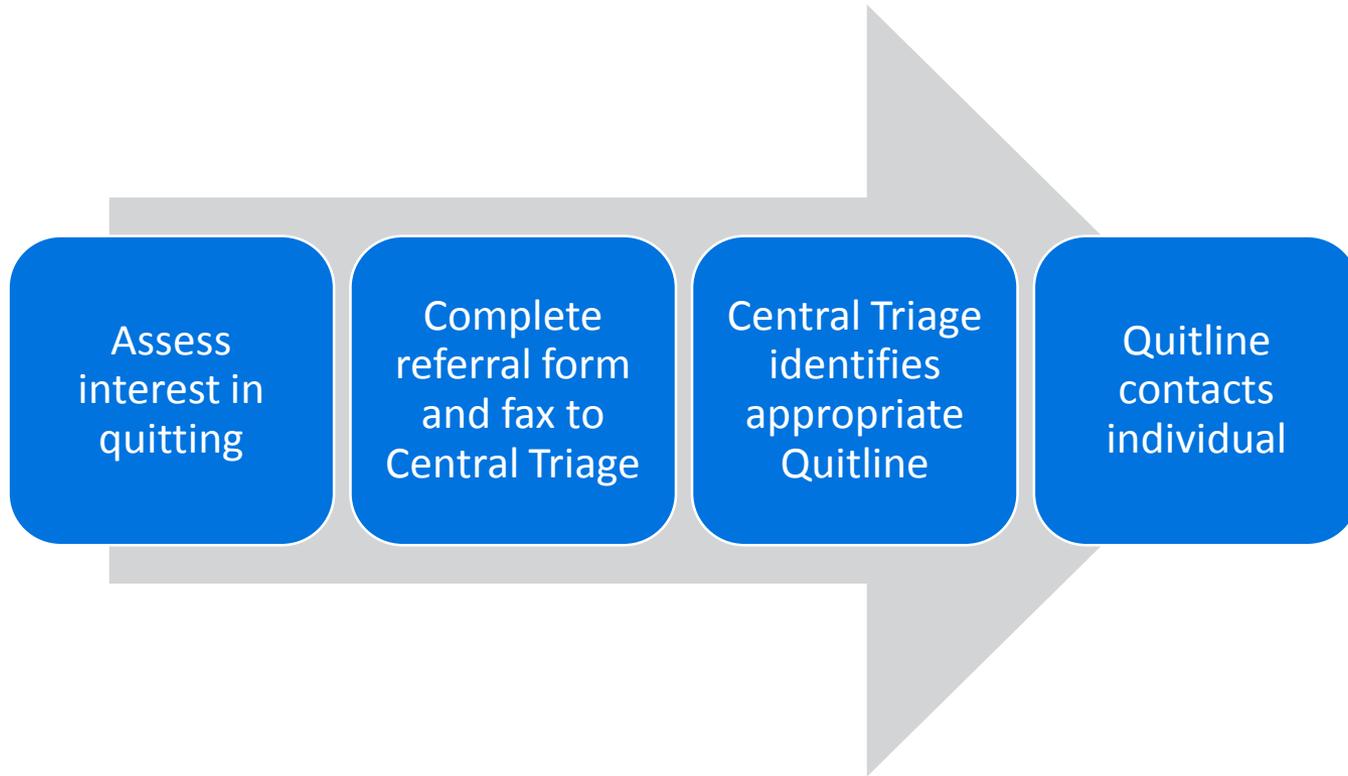
# Most tobacco users want to quit.



# A Proactive Approach



# How does it work?





Minnesota  
Department  
*of* Health



**Referral Program**

**BRIANNA LONGEWAY, MPH**  
Tobacco Treatment Coordinator  
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**[WWW.HEALTH.MN.GOV/CIQ](http://WWW.HEALTH.MN.GOV/CIQ)**



QUITPLAN®

1-888-354-PLAN quitplan.com

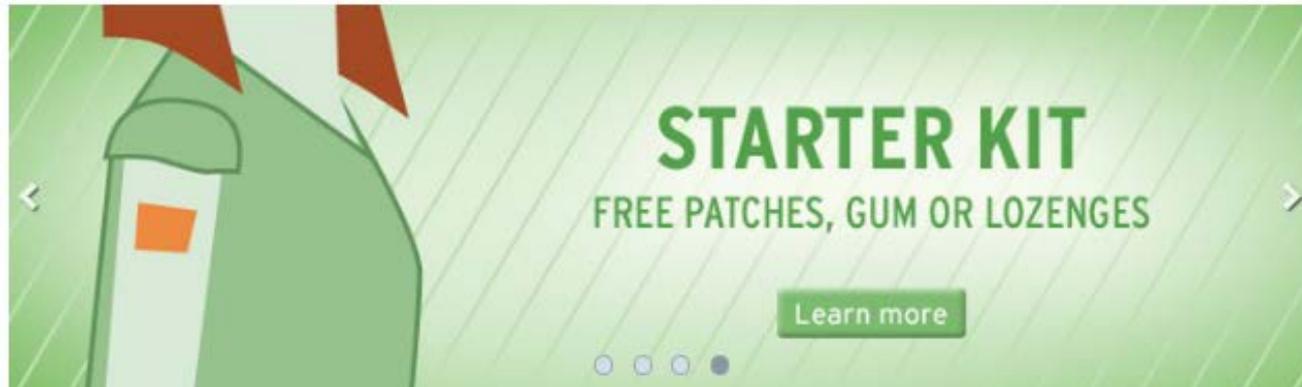
ClearWay<sup>SM</sup>  
MINNESOTA

# QUITPLAN Services Overview

July 26, 2016

# Why is Treatment Important?

- Tobacco dependence – chronic, relapsing condition
- Evidence-based treatment can double or triple success
  - Counseling (individual, group, telephone)
  - FDA-approved medications
  - Best outcomes with both



▶ [LEARN ABOUT THE TEXT MESSAGING PROGRAM](#)

▶ [DOWNLOADABLE QUIT GUIDE](#)

▶ [THE BENEFITS OF COUNSELING](#)

## QUITPLAN<sup>®</sup> Services. No judgments. Just help.

QUITPLAN Services is here for one simple reason. To do everything we can to help you conquer your addiction and become 100 percent tobacco-free. Not with lectures, but with genuine support. Check out all the FREE tools and services we offer, then pick the ones that are right for you. And even if you're not ready right now, we'll be here when you are.

### Individual QUITPLAN<sup>®</sup> Services



#### [Text Messaging](#)

Receive tips, games and reminders. The Text2Quit<sup>SM</sup> program is full of practical



#### [Starter Kit Patches, Gum or Lozenges](#)

Receive two weeks of free patches, gum or lozenges to

### QUITPLAN<sup>®</sup> Helpline





APRENDE SOBRE EL PROGRAMA DE MENSAJES DE TEXTO



LA GUÍA DEL DEJAR DE FUMAR (DESCARGABLE)



LOS BENEFICIOS DE LA CONSEJERÍA

## QUITPLAN<sup>®</sup> Services. Sin juicios, solo ayuda.

Los servicios de QUITPLAN están aquí por una simple razón. Hacer todo lo posible para ayudarte a conquistar tu adicción y convertirte 100 por ciento libre del tabaco. Sin sermones, solo con apoyo auténtico. Checa todas las herramientas innovadoras y servicios que ofrecemos, entonces escoge las que para ti son correctas. Si no estas listo ahora, nosotros estaremos aquí para cuando lo estés.

### QUITPLAN<sup>®</sup> Servicios Individuales



#### [Mensajes de Texto](#)

Recibe apoyo, asesoría y consejos directamente a tu



#### [Kit de Inicio](#)

[Parches, goma de mascar o](#)

### Línea de Ayuda de QUITPLAN



# Individual QUITPLAN Services

- Available to all adults who live in Minnesota:
  - Starter kit with two weeks of free NRT
  - Text messaging
  - Email program
  - Quit guide
- Can choose any or all services



- Two weeks patches, gum or lozenges
- Follow-up call
- Brief medical screening required
- Age 18 or older
- Two kits/year (at least 3 months apart)



- Mailed or downloadable
- Resource for all stages
  - Thinking about quitting
  - Getting Ready to Quit
  - Quitting
- One printed guide mailed per 12 month period

Supplementary material available for\*:

- Pregnant/Post-partum Women
- Hispanics/Latinos
- Smokeless Tobacco Users
- Native Americans
- LGBTQ Individuals

\*Available for mailed quit guides only

# QUITPLAN Helpline

- 5 coaching calls
- 4 weeks of patches, gum or lozenges
- Integrated text (English only)
- Integrated email
- Welcome Kit: Quit Guide plus supplementary materials
- Two enrollments per year

# More About the QUITPLAN Helpline

- Insurance Status
  - The QUITPLAN Helpline serves uninsured and underinsured including Medicaid fee-for-service.
  - The Helpline connects tobacco users to health plan quitlines.

# More about the QUITPLAN Helpline

- Available 24/7
- Live in Minnesota
- Languages and interpretive services
  - English and Spanish
  - Cantonese, Mandarin, Korean, Vietnamese
  - All other languages via interpreter

# QUITPLAN Helpline NRT

- 4-week supply of patches, gum or lozenges with each enrollment\*
- Starting July 1, 2016 for those who receive patches through the Helpline:
  - 2 weeks of gum or lozenges can be added for those who would benefit from combination therapy
- Brief medical screening required
- Age 18 and older

*\*two enrollments every twelve months*

# QUITPLAN Helpline Approach

- Coaches help participants gain:
  - Knowledge
  - Behavioral strategies
  - Cognitive skills
- Individualized for each tobacco user based on:
  - Needs/barriers
  - Previous quit attempts
  - Background
- Dose NRT (patches, gum or lozenges)

# What to Expect - First Call

- Confirm contact information
- Gather tobacco use history and past quit attempts
- Discern readiness to quit
- Describe program
- Learn how to access the Helpline/future calls
- Discuss medications

# Enrolling in QUITPLAN Services

From [quitplan.com](http://quitplan.com), click any of the “Sign Up” buttons throughout the site to enroll.

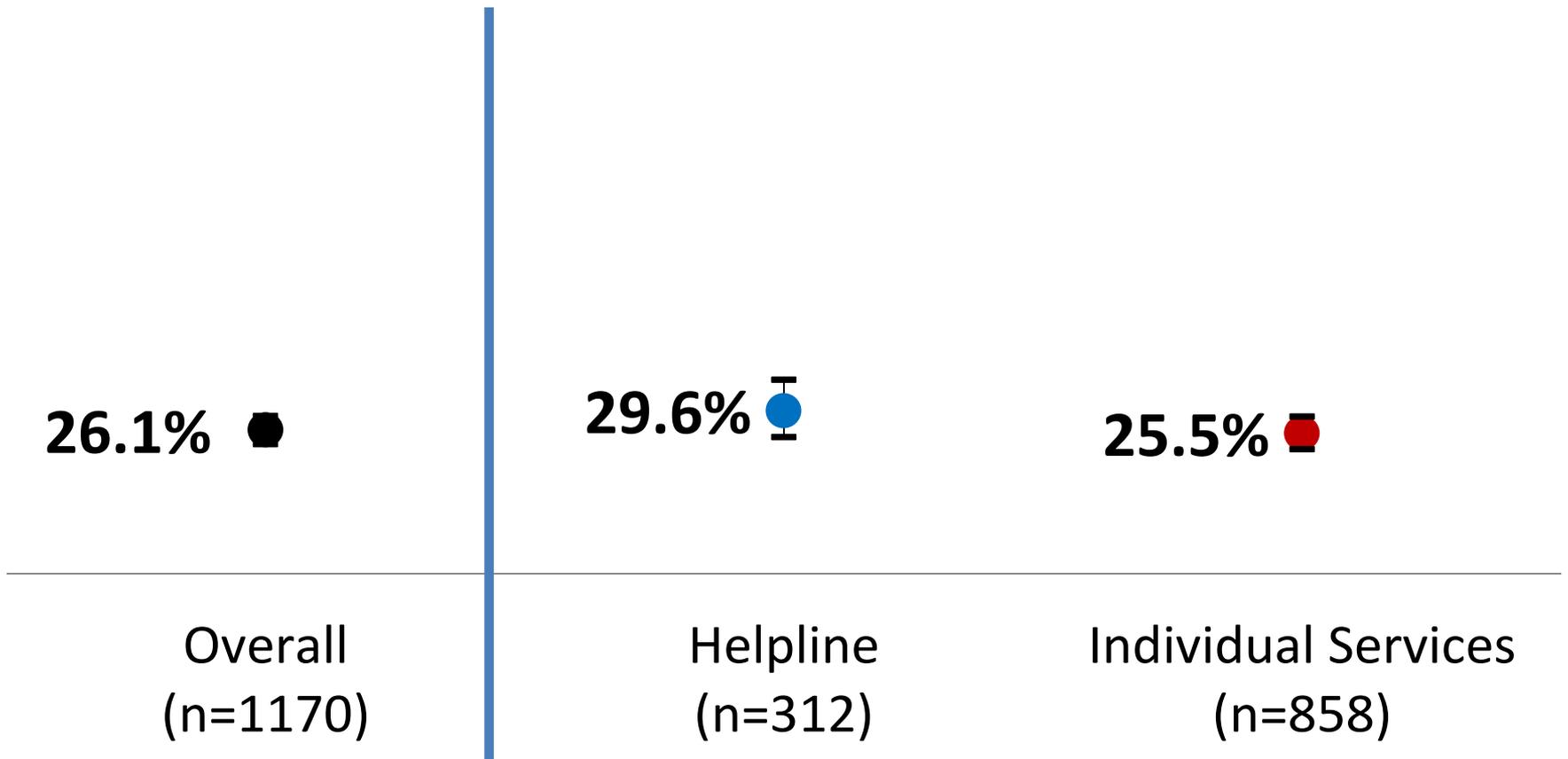


Sign up

Call any of the following phone numbers:

- 1-888-354-PLAN
- 1-800-QUITNOW
- 1-855-DEJELO-YA (335-3569)

# Quit Rates: Tobacco free for 30 days at seven-month follow-up



# QUESTIONS?



Contact Randi Lachter  
[rlachter@clearwaymn.org](mailto:rlachter@clearwaymn.org)

# Discussion Questions

In what ways are you currently promoting cessation within your community?

Are there other innovative approaches you could take to advance health equity?

Are there additional partners you could work with, or settings you could work in, to promote cessation?