

Oregon Tobacco Quit Line + Cessation Services



Oregon Tobacco Quit Line

1-800-QUIT-NOW

Overview

- State Tobacco Program and Cessation
- The Oregon Tobacco Quit Line
- Your Cessation Services!
- Integration – Deschutes CDO Example
- Discussion





State Tobacco Program

- Comprehensive Tobacco Control
 - State and Local roles
 - Systems, Policy and Environmental Change
 - Indoor Clean Air Act
 - Media Advocacy
 - Cessation





Comprehensive Tobacco Control

State and Community interventions

- County Health Departments
- Federally Recognized Tribes
- School Districts
- Special Population Networks
 - African-American, Latino, Asian/Pacific Islander, Urban Indian, LGBTQ





Comprehensive Tobacco Control

Health Communication Strategies

- Paid advertising
- Media advocacy
- “Counter-marketing”



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Comprehensive Tobacco Control

Cessation

- Promote systematized patient screening, interventions, provision of appropriate counseling and cessation medications
- Services linked to provider interventions
- Insurance coverage



Comprehensive Tobacco Control

- Surveillance & Evaluation
 - Outcomes, efficiency, and accountability
- Administration & Management
 - Collaboration, leadership, and oversight





Oregon Tobacco Quit Line

National #: 1-800- QUIT NOW

Spanish #: 1-877- 2NO-FUME

TTY #: 1-877-777-6534

www.oregonquitline.org



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Quit Line Population

- Uninsured
- DMAP Fee-For-Service members
- CAREAssist clients

Served 6,659 tobacco users in 2008





Quit Line Services

TPEP – 1 counseling call, no NRT

DMAP FFS – 4 counseling calls

(NRT through Rx benefit)

CAREAssist – 4 counseling calls, NRT



Your Cessation Services

What services are available through your plans?

Options:

- Telephone-based support
- Individual counseling
- Cessation classes/groups
- Educational materials
- Other





Discussion

How are these services integrated?



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Deschutes County CDO

CDO QI Work Plan Tobacco Cessation PIP

- **Goal:** Count the number of members that self-identify as using tobacco that receive information and/or referral about quitting.
- **Indicator (1):** Number of members who use tobacco, that are given information about tobacco cessation.
- **Objective (1):** Increase the percentage among those members using tobacco that are given information about tobacco cessation.
- **Benchmark (1):** Establish a base line number of members who use tobacco and are given information about tobacco cessation.
- **Data Measurement Source (1):** Incomplete Quit Line Referral Forms faxed to the CDO that list only client name and date information about tobacco cessation was offered.
- **Indicator (2):** Number of members who use tobacco that are referred to the Quit Line.
- **Objective (2):** Increase the percent of members referred to the Quit Line as a result of smoking cessation information given to them by the outpatient treatment provider.
- **Benchmark (2):** Count of members who are provided with a Quit Line referral
- **Data Measurement Source (2):** Completed Quit Line Reports that have been faxed to both the CDO and the Quit Line
- **Action/Who/When** Compare the number offered Quit Line information to the number who were referred to Qui



Deschutes County CDO

CDO Tobacco Cessation PIP

- History of CDO PIP
 - AoD Treatment and Nicotine Dependency Treatment
- CDO QI Work Plan Tobacco Cessation PIP
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Statewide Data

- In 2008, Quit Line served:
 - 84% White
 - 5% Hispanic/Latino
 - 3.7% African-American
 - 3% American Indian/Alaskan Native
- Quit Rate: 68.4% stay quit for 3+ months





Statewide Data

How Heard About – 2008

- 18% health care professional
- 16% family/friend
- 12% brochure/newsletter/flyer



Discussion

- How do you monitor cessation services and trends?
- What do these trends look like?
- What data are you tracking?



Discussion

- What is my responsibility to reduce tobacco use among plan members?
- What are the barriers / challenges?
- How can I continue to integrate cessation?



Questions



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