

CREATING A SUSTAINABLE QUITLINE

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Early Detection, Diagnosis, & Treatment Task Force

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Agenda

- ❖ Background
- ❖ Quitline Services
- ❖ Promotion
- ❖ Questions and Concerns



BACKGROUND

Background

- New Quitline vendor
 - National Jewish Health, located in CO
 - Began in mid September 2014
 - Since September we have seen a a **33% increase** in call volume
 - This can likely be attributed to the positive feedback about the new vendor and new partnerships which have been formed



QUITLINE SERVICES

Services Offered

- Hours of Operation – Monday through Sunday 4am to 10pm
- The Quitline offers five counseling sessions to each caller who enrolls in the program
- Each enrollee is screened for eligibility to receive free NRT
- The Quitline offers a specific counseling program for American Indian and pregnant Nevada residents
- The Quitline services can be used by any caller age 13 and older
 - Callers under 18 years of age are not eligible for free NRT
 - NRT is delivered directly to the caller's address
- Web and Fax referral systems in place
 - Client/Patient will receive follow-up call to gather demographic and tobacco use history, and to discuss enrollment into the Quitline counseling program.



PROMOTION

Promotion

- Quitline brochures – provided by NCC or the Tobacco Cessation Coordinator
- Leveraging TIPS campaign
 - CDC Download center – this provides access to all TIPS print ads that have been produced since 2012 and PSA's of the current ads
http://www.plowsharegroup.com/media_downloads/cdc_tobacco_education.php
- Help to educate providers
 - Educating providers about the resources that exist for their patients and how they can promote or even refer their client into the Quitline
 - CDC TIPS for former smokers resource center – provides resources for having conversations with healthcare providers as well as public health professionals
<http://www.cdc.gov/tobacco/campaign/tips/partners/index.html>

Questions



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