



ILLINOIS TOBACCO QUITLINE

**1-866-QUIT-YES** 1-866-784-8937

[www.QuitYes.org](http://www.QuitYes.org)

# Illinois Tobacco Quitline Making an Impact

**Funded by the Illinois Department of Public Health**



## ITQL: Illinois Tobacco Quitline

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- Partnership between the Illinois Department of Public Health (IDPH) Tobacco Control Program and the American Lung Association (ALA)
  - Work collaboratively with the IDPH tobacco control team under the Illinois Tobacco Quitline grant
    - Gail Devito, Tobacco Control Program Manager
    - Lynette Clontz and Kristi Bunn – Public Health Educators / Regional Tobacco Advisors
- Established in 2001
- Funded through a grant from the Illinois Department of Public Health from Tobacco Master Settlement funds



## ITQL: Illinois Tobacco Quitline

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- Tobacco cessation services for all residents in Illinois – assisting with all forms of tobacco including **e-cigarettes and vaping**
  - All residents 13 years of age and older are eligible to receive counseling
    - *Parental permission no longer required for callers aged 13 – 17*
- Building upon American Lung Association Core Beliefs About Tobacco Cessation
  - Everyone can quit
  - You don't have to quit alone
  - One size doesn't fit all



## ITQL: 18 years of Building Partnerships

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- Local Health Departments
- Health Care Facilities
  - Federally Qualified Health Centers (FQHC), Health Systems and Hospitals, Private clinics – including dental health along with pharmacies
    - Behavioral health facilities and units
    - Cancer centers
- Public Housing Authorities
- Worksite Wellness
  - Fee for service



## ITQL: Improvements

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- CRM Platform Update - Salesforce
- Updating Reports



## ITQL Success

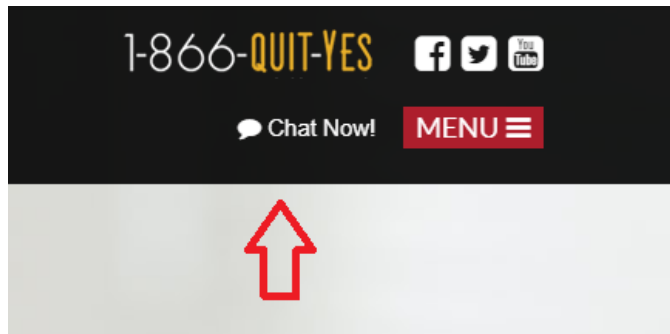
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- FY '19
  - 25,180 callers
    - **QUIT RATE – 32.5%**
  - Majority of calls generated by the *CDC Tips from Former Smokers* media campaign
  - 2,135 referrals (e-fax and EMR)
  - Abstracts presented at the National Conference on Tobacco or Health and American Public Health Association
  - Additional funding allocated to the ITQL in FY2020 state budget to increase staffing and enhance services



## ITQL Options for Access

- Phone
  - 866-QUIT-YES (784-8937)
- Online Chat
  - [www.QuitYes.org](http://www.QuitYes.org)





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## ITQL Operations

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- Operating times
  - 7:00 AM to 9:00 PM Monday - Friday
  - 9:00 AM to 5:00 PM Saturday and Sunday
- Languages available
  - Spanish speaking staff on-site
  - Interpretation services for 250+ languages
  - Telecommunication line for individuals that are deaf or hard of hearing
    - (800) 501-1068





## ITQL Counselors

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- Tobacco Cessation Counselors – Certified Tobacco Treatment Specialists
  - Credentialed in National Certificate in Tobacco Treatment Practice (NCTTP)
  - Mayo Clinic – Nicotine Dependence Center
    - Evidence-based interventions for tobacco dependence





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## ITQL – Targeting Special Populations

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- Mental Health Conditions
- Low Education Level
- Pregnant Women
- LGBTQ



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# ASK, ADVISE, REFER

## ROLE OF HEALTH CARE TEAM

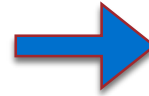


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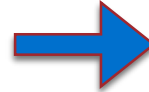
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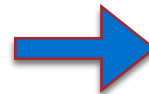
Nurse, medical assistant or other staff



Primary healthcare provider or trained staff



Primary healthcare provider or any assisting staff





## Why Use *Ask, Advise, Refer?*

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- Proactive approach towards patient health promotion
- Follows national recommendations
- Determines a patient's smoking status and readiness to quit
- Provides support to patients thinking about quitting and who are ready to quit
- Nearly 70 percent of current smokers want to quit – Ask, Advise, Refer has been proven successful



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## Referral Resources

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- Illinois Tobacco Quitline
- Identify tobacco cessation resources available within your community



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# ITQL REFERRAL PARTNER: BACKGROUND



## Benefits of Tobacco Quitlines

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- Reach a large number of tobacco users in a cost-efficient way
- Reduce access barriers to tobacco cessation by providing a toll-free number that is flexible to the caller's schedule
- Serve as a gateway to other cessation services (i.e., Nicotine Replacement Therapy)
- Resources for health care providers to refer patients seeking tobacco cessation
- Offer a treatment service that is appealing to a broad number of patients regardless of race/ethnicity/geographic location/education level





## Success of Tobacco Quitlines

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- Studies show that 3 to 5 percent of people can quit tobacco without any form of assistance
- Quitlines: double chances of quitting
- Quitlines + Nicotine Replacement Therapy: triple chances of quitting
  - **Effective January 1, 2020 – Combination Therapy Available, per IDPH NRT Distribution Guidelines**
    - Patches, Gum, Lozenges
      - Highly dependent tobacco users



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# ITQL: CALLER EXPERIENCE



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## Initial Call

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- Approximately 30 minutes
- Basic caller information
- Other health information
- Demographic information
- Health insurance status



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## Tobacco Cessation General Information Intake

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- Reason for quitting
- Previous quit attempts
- Dual usage
- Already quit
- Quitting method
- Confidence of quitting



## Nicotine Dependence Assessment

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- Current Tobacco Use
  - How long they have been using tobacco
  - Which products they use
  - How often they use tobacco products
  - How many per day
  - How soon after waking up
- Information used to determine which Nicotine Replacement Therapy is recommended



## Nicotine Replacement Therapy (NRT) and Non-Nicotine Medications

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- NRT products
  - Patches
  - Gum
  - Lozenge
  - Inhaler
  - Nasal Spray
- Non-nicotine medications
  - Bupropion
  - Varenicline
- Note – Electronic Cigarettes are NOT an FDA approved NRT and should not be recommended for tobacco cessation



## Free Nicotine Replacement Therapy (NRT) Program

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- Callers are excluded from NRT eligibility for the following reasons:
  - Under age 18
  - Pregnancy
  - NRT is medically contraindicated
  - Medicaid only insurance
  - Private insurance coverage for NRT products
  - Enrolled in other NRT distribution program (i.e., worksite wellness)
- NRT products available, based on ITQL individualized quit plan:
  - Patches, Gum, Lozenges – up to a 6 weeks supply, with weekly ITQL counseling sessions (2 weeks supply at a time)
- Eligible callers may receive up to a 6 weeks supply once during a 12-month period



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## Medicaid Enrollees and NRT

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- Medicaid coverage and reimbursement
  - Medicaid requires a prescription for NRT products to be covered and reimbursed
  - The Quitline cannot write prescriptions





## After Initial Call

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- Before the initial call ends
  - Caller will choose follow-up method
    - Caller initiates follow-up calls (reactive approach)
    - Quitline schedules and initiates follow-up calls (proactive approach)
- Quitline sends each enrolled caller cessation resources by email or regular mail
- If eligible for the NRT Program, a caller may receive up to 6 weeks supply of NRT
  - Average caller will be in contact with the Quitline weekly for 4 weeks, with some callers contacting ITQL for as many as 10 weeks



## Follow-Up Contact with Caller

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- Conducted at 7 months after caller's first call with the Quitline (recommendation set by the North American Quitline Consortium)
- Only callers who agreed to receive a follow-up call are contacted regarding current quit status
- 7-month call data is used to calculate the Illinois Tobacco Quitline annual quit rate



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# RESOURCES FOR ITQL REFERRAL PARTNERS



## Personalized Tobacco Treatment Enrollment Form

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- Qualified partners receive branded (logo – agency/program) enrollment form electronically in PDF form
  - Hospitals
  - Federally Qualified Health Centers
  - Clinics
    - If a referral partner anticipates sending 20 or more referrals a month, a branded form is created
      - If less than 20, a generic form is provided (i.e. – Egyptian County Medical Providers, Dental Health Providers)
    - English and Spanish versions available




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## Completing the Enrollment Form



State of Illinois  
Illinois Department of Public Health



ILLINOIS TOBACCO  
**QUITLINE**  
ILLINOIS DEPARTMENT OF PUBLIC HEALTH  
AMERICAN LUNG ASSOCIATION OF ILLINOIS  
Where Quitters Always Win!

1 - 866 - QUIT - YES  
1 - 866 - 784 - 8937  
TTY for Hearing Impaired 1-800-501-1068

**Tobacco Treatment Enrollment Form**

**PATIENT INFORMATION** – Please Print and Stay in the Boxes

FIRST NAME  
J O H N

LAST NAME  
S M I T H

MAILING ADDRESS  
1 2 3 T R A I L

CITY STATE ZIP  
H O M E T O W N I L 6 0 0 0 0

EMAIL ADDRESS

PHONE NUMBER ALTERNATE PHONE DATE OF BIRTH  
( ) ( ) ( ) ( ) - ( ) ( ) ( ) ( ) ( ) ( ) / ( ) ( ) / ( ) ( )

GENDER RACE / ETHNICITY  
 MALE  FEMALE

LANGUAGE  
 ENGLISH  SPANISH  OTHER (Specify)

PREGNANT HFS PARTICIPANT MAY WE LEAVE A MESSAGE?  
 YES  NO  YES  NO  YES  NO

WHEN SHOULD WE CALL?  
 7 am - 10am  10am - 1pm  1pm - 4pm  4pm - 7pm  7pm - 9pm  9pm - 11pm

**PATIENT SIGNATURE**

I authorize my provider to release the information on this enrollment form to the Illinois Tobacco Quitline for purposes of my participation in the tobacco cessation program and also authorize the Illinois Tobacco Quitline and its representatives to contact me at the phone number(s) I have listed above. I give the Quitline and the referring agency permission to discuss my use of service.

X \_\_\_\_\_  
SIGNATURE OF THE PATIENT OR PATIENT'S REPRESENTATIVE DATE

X \_\_\_\_\_  
PRINTED NAME OF PATIENT REPRESENTATIVE RELATIONSHIP TO PATIENT

**HEALTHCARE PROFESSIONAL**

CLINIC NAME: PHONE: **Your Logo Here!** SIGNATURE of Clinic Personnel:  
FAX: X \_\_\_\_\_

0 0 0 0 FAX THIS FORM TO: 217 - 787 - 5916



## Referral Partner Options

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- Paper fax referral
  - Fax arrives through our secure server
- Direct referral
  - Create a direct referral link to electronically send referrals to our secure server
- EMR / EHR referral – electronic health record
  - Bi-directional electronic process for referrals
    - Pilot sites and special requests



## ITQL Promotional Materials

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- Material order form
- Sample materials available
  - Rack cards, business cards, tear off pads, tent cards, downloadable posters
- Available on [QuitYes.org](http://QuitYes.org)
- Material order forms can be submitted via
  - Email
  - Fax
  - Online



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## Upcoming Training Opportunity - Free

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- Creating and Enhancing Tobacco-Free Facilities and Treatment Services for Behavioral Health Populations (two options)
  - Tuesday, June 9 - Springfield, IL
  - Thursday, June 11 - Oak Brook Terrace, IL
    - 8 – 4:30; registration available March 1<sup>st</sup>
  - Illinois Department Public Health in partnership with Illinois Tobacco Quitline, Smoking Cessation Leadership Center and National Behavioral Health Network for Tobacco and Cancer Control





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**Thank You!!**

ANY QUESTIONS?