



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**



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## 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
- 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



## 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 tobacco users 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
    - NOTE – effective July 1, 2021 – If eligible, individuals can now receive NRT twice a year. Offer to occur during 7-month follow-up.



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## ITQL: 20 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
    - Rural Health
    - Cancer centers
- Public Housing Authorities



## ITQL Options for Access

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- Phone
  - 866-QUIT-YES (784-8937)
- Online Chat and Enrollment
  - [www.QuitYes.org](http://www.QuitYes.org)
- Direct Referral
  - Traditional Fax
  - Email
  - Electronic Health Referral (EHR)
    - Bidirectional communication





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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+
- Teens (ages 13 – 17)
- Rural Population



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# ASK, ADVISE, REFER

## ROLE OF HEALTH CARE TEAM

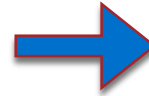


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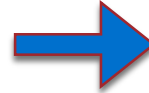
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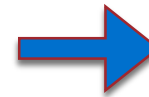
Nurse, medical assistant or other staff



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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# ITQL: CALLER EXPERIENCE



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## Referral Arrives (via EHR / Fax / Email)

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- ITQL reaches out within 24 hours or sooner
  - 3 attempts are made (if needed)
- Counselor informs the caller the call will take 30 – 45 minutes
- Enrollment begins or another call is scheduled based on availability



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## Initial Call

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- Approximately 30 - 45 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
- NRT products available, based on ITQL individualized quit plan:
  - Patches, Gum, Lozenges – up to an 8-weeks supply, with weekly ITQL counseling sessions (2 weeks supply at a time)
- Eligible callers may receive up to an 8-weeks supply twice 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 (personalized based on type of tobacco/nicotine)
- If eligible for the NRT Program, a caller may receive up to 8-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 (based on need)



## 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



## Reports – Available through IDPH

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- Direct Referral Report
  - # of referrals
  - # of referrals reached
  - Type of service received (Info only, Brief Tobacco, In-Depth)
- Where Callers Obtained ITQL Contact Information
  - Fax, Email
  - Media, Organization
  - Providers, Friend





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## ITQL Promotional Materials

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



## Online Enrollment – Prior to Counselor Calling

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- Launches later this Fall 2021.
- Enroll for free counseling services at [www.QuitYes.org](http://www.QuitYes.org).
- Confidential opportunity for individuals who want to begin their quit journey by answering assessment questions in privacy and when convenient with their schedule.
- Online enrollment is available 24 hours per day, 7 days per week.
- Certified Tobacco Treatment Specialists can focus on the individual when contacted as all the initial intake questions have been completed.



## Motivational Text Program

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- Program launched in June 2021.
- During the initial call, callers will be presented with the option to enroll into the Motivational Text Messaging Program.
  - Opt. in: text messages begin the following day.
  - Opt. out: callers will not receive text messages.
- Caller will receive one message per day for eight weeks, including weekends.
- Text messages are sent out at Noon daily.

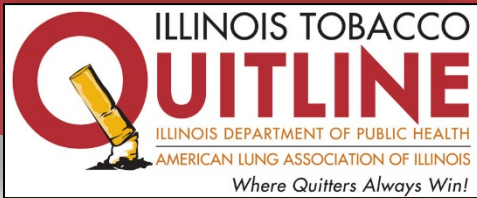


## My Life, My Quit Program

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- Free and Confidential Youth Tobacco and Vaping Cessation Program for ages 13 to 17
- My Life, My Quit Program Website: <https://itql.mylifemyquit.org/>
- Teens can call 1-855-891-9989
- Teens can text “Start My Quit” to 36072
- Live Chat with a Coach available for all teens
- Teens can enroll Online
- Available 7 days per week, 24 hours per day, except Holidays





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# Nancy Martin

ITQL, Manager

[Nancy.Martin@lung.org](mailto:Nancy.Martin@lung.org)

217-610-8159

# Marilyn Felix

ITQL, Health Promotions Specialist

[Marilyn.Felix@lung.org](mailto:Marilyn.Felix@lung.org)

312-940-6998



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**Thank You!!**

ANY QUESTIONS?