American Cancer Society
Tobacco Cessation Resources
ACS Tobacco Control Blueprint

Eliminate all combustible tobacco

ACS Center for Tobacco Control and American Cancer Society Cancer Action Network collaborating to identify the right combination of policies & public health interventions to eliminate combustible tobacco here and around the world

Reduce lung cancer age-adjusted mortality by 50%

- More knowledge about how to prevent lung cancer - and which populations are lagging
- A screening test to detect lung cancer early & cure it
- Therapies that work but that must be made available to all who may benefit
- Extraordinary research promise available to deliver more answers
Call our National Cancer Information Center for tobacco cessation assistance

• Call 1.800.227.2345, 24 hours/7 days a week, press “3” for tobacco options

• Option 1 - Enroll in a coaching program (for callers ready to quit)
  • ACS Quitline- Quit For Life

• Option 2 - General tobacco question
The Great American Smokeout

• Third Thursday of November
• Cancer.org/smokeout
• Target audience: Tobacco users; Friends & Family of Tobacco user(s)
American Cancer Society Print Materials

Contact your local ACS office or 1.800.227.2345

Tobacco and the LGBT Communities
Protect yourself and the people you care about.

Set yourself free
Deciding how to quit: A smoker’s guide

Living Smoke Free
For You and Your Baby
Freshstart Program

• Group-based smoking cessation program
• Primary goal: for participants to make a quit attempt
• A representative from the organization becomes a certified Freshstart facilitator
• Registration, certification, and ongoing support (all online!)
• Small fee for each required participant guide, if ordering
• Available to health systems, community health organizations, employers, etc.
ACS Success Story: “The Road to A Smoke-Free Grady Health System”

- Trauma center in Atlanta, GA
- 2008: Start of the Journey
- Grady offered outside tobacco resources at patient discharge
- Small Epic Pilot: 80% of patients wanted to quit
- Started offering onsite Fresh Start classes:
  - ENT Clinic: 275 patients, 25 quit
- Smoke-Free Grady: November 1, 2016
- Two rounds of Fresh Start Facilitator Training: 22 facilitators
- 2018: Expanding onsite Fresh Start classes throughout the system and neighborhood clinics
YOUR ROLE IN HELPING PATIENTS QUIT

• Recent research shows that up to 70% of smokers think about quitting each year.

• Advice to quit from a health professional is cited by tobacco users as the number one motivator to quit.

• By advising your tobacco-using patients to quit at every visit, you can make an impact on your patients’ tobacco use
State Tobacco Cessation Resources: Florida

Rebecca Molotsky, MPH
Health Systems Manager, State-Based: Florida
Smokers in Florida

- 15.5% of Florida adults are current smokers
- 62.1% of those tried to quit in the last year
- 23.5% have incomes <$25,000, compared to 10.3% whose incomes are >$50,000
- Rural
- Behavioral Health Disorders (substance use, mental illness)

Source: BRFSS Data, 2016
State Quitlines

• Every state in the US is required to provide tobacco quitting helpline services

• Tobacco quitlines have helped reduce tobacco use for decades by providing quick, convenient and effective services.

• Telephone counseling can increase quit attempts and prevent relapse
  • Single session can be efficacious; multiple sessions even more so

• 1-800-QUIT-NOW is a toll-free number operated by the National Cancer Institute (NCI) that will connect you directly to your state’s tobacco quitline.

• State quitlines provide a variety of services, including brief advice about quitting, individual counseling, information on cessation medications
Tobacco Cessation in Florida

Tobacco Free Florida

• Variety of information on quitting & benefits
• Cost of Tobacco Calculator
• Quit Your Way
  • Phone Quit (1-877-U-CAN-NOW (1-877-822-6669))
  • Group Quit
  • Web Quit

• Our Quit Your Way program offers free Nicotine Replacement Therapy to Floridians, like the nicotine patch and nicotine gum, if medically appropriate and 18 years of age or older.

• Tobacco users can make multiple quit attempts through Quit Your Way
Smoking Cost Calculator: Example

1. AT WHAT AGE DID YOU START SMOKING?
   - 25

2. HOW OLD ARE YOU NOW?
   - 35

3. HOW MANY PACKS DO YOU SMOKED PER DAY?
   - 0.5

RESULTS COST

HERE'S WHAT YOU'VE ALREADY SPENT...
- A TOTAl OF
- WHICH IN TODAY'S DOLLARS IS

$7,938.75

$8,340.25

HERE'S WHAT SMOKING WILL COST YOU OVER TIME...

IN 6 MONTHS...
- $186.15

IN 1 YEAR...
- $372.30

IN 5 YEARS...
- $1,861.50

IN 10 YEARS...
- $3,723.00

IN 20 YEARS...
- $7,446.00
Tobacco Free Florida Provider Resources

IN-OFFICE RESOURCES

Tobacco Free Florida has a variety of materials to help you advise your patients about quitting tobacco. Simply click below for more information and to order. Specialty provider materials are also available upon request. Please email media@tobaccofreeflorida.com for more information.

ONLINE ORDER FORM

PROVIDER FAX REFERRAL FORM

Download the Provider Fax Referral Form for patients who are ready to quit within the next 30 days and fax it to 1-866-688-7577.

DOWNLOAD

QUIT TOBACCO TODAY BROCHURE

Provide your patients with a brochure featuring quit tips and information about Tobacco Free Florida's free tools and services.

DOWNLOAD
State Tobacco Cessation Resources: Ohio

Leigh Anne Hehr
Health Systems Manager, State-Based: Ohio
About 21.6% of Ohio adults reported being current smokers in 2015. This is significantly lower than the adult smoking prevalence in 2011 (25.1%), but...the important thing to keep in mind is that this *21.6%* also means that at least 1.8 million smokers STILL remain in the state.

- Or in other words, we still have a lot of work to do in Ohio.
Ohio Tobacco Quitline

- Accessible by calling 1-800-Quit Now
- Telephonic tobacco cessation treatment
- Up to 8 weeks of nicotine replacement therapy
- Web-based services w/facilitated chat
- Text messaging (general and chronic disease)
- Self referral, fax referral
- Electronic referral coming soon

Who is Eligible?:
- ALL Medicaid recipients
- Medicare
- Uninsured
- Pregnant women
- Members of the Ohio Tobacco Collaborative
  - Participation varies-refer everyone to be screened for eligibility
- Web-based services open to all Ohioans
Other Tobacco Cessation in Ohio

• www.ohioquitlogix.org

• Local Hospital Systems - Examples
  • Promedica Hospital Systems, Toledo
  • SouthEast Ohio Regional Medical Center, Cambridge

• Some Health Plans offer Cessation to their Commercial Members

• Local Health Departments - Examples
  • Lucas County HD
  • Franklin County HD
State Tobacco Cessation Resources: California

Raquel Arias, MPH
Health Systems Manager, State-Based: California
Smokers in California

• Better than average, but still much work to be done!

• In 2016, 11% of CA adults smoked

→ This is over 3 million current smokers!
California Smokers Helpline

- [www.nobutts.org](http://www.nobutts.org)
- Free statewide quit smoking program
- Telephone counseling, self-help materials, referral to local cessation programs
- Web-based referral (help line will call them in 1-2 days)
  - Easy one-time registration
  - Any clinic staff can do the referrals
  - Verbal consent from the patient
- Free nicotine patches (2 weeks- express mailed)
  - Smokers living with a child 5 and under
  - Korean, Vietnamese, Cantonese, Mandarin speakers
- Multiple languages: English, Spanish, Mandarin, Cantonese, Korean, Vietnamese
- Open Monday-Friday, 7 am to 9 pm
California Smokers Helpline

- Text message program
- Online chat
- Mobile app
Self-Help Materials
Did you know?

• Search for county cessation program listings
  • Note: every county has a local lead agency for tobacco control

• The Center for Tobacco Cessation (CTC) is the training and technical arm of the California Smoker’s Helpline. CTC helps organizations throughout CA to increase their capacity in tobacco cessation
  • Training and technical assistance to health providers
  • Fill out a customized training request form online

• Visit www.nobutts.org → Free Training for more information
CA QUITS

• Funded by California Tobacco Control Program
• Program will assist providers, Medi-Cal plans, and county partners on tobacco cessation quality improvement efforts
• Supporting health systems with tobacco quality metrics, including integrating the California Smoker’s Helpline
• To learn more, visit caquits.com
State Tobacco Cessation Resources: Arizona

Veronica Venturini
Health Systems Manager, State-Based: Arizona
SMOKERS IN ARIZONA

Who uses tobacco in Arizona?
Over 800,000 Arizonans use tobacco—about 17% of the population. Black, non-hispanic Arizonans are more likely than many ethnic and racial groups to use tobacco products and low-income wage earners are more likely to use tobacco products.
Percentage of Arizona adults that are current smokers by race/ethnicity, 2015 BRFSS.

Percentage of Arizona adults that are current smokers by age group, 2015 BRFSS.
TOBACCO FREE ARIZONA

• Campaign works to raise awareness on the four leading causes of death—prevention & education about the services available to help people quit tobacco.

• ASHLine (Arizona Smokers’ Helpline)

• Tobacco Free Arizona works directly with doctors and other healthcare providers to teach them ways to help their patients quit.

• Clients of the Arizona Health Care Cost Containment System (AHCCCS/Medicaid) are eligible for free medications & nicotine replacement therapies.
ASHLine www.ashline.org

- ASHLine is the Arizona Smokers’ Helpline
- Provides unlimited access to affordable tobacco treatment options
- FREE telephone counseling at 1-800-55-66-222
- FDA-approved medications and online resources (available 24 hours a day, 7 days a week).
- Bilingual (English & Spanish)
- Highly trained, professional Behavior Change Coaches
- FREE NRT mailed directly to tobacco user’s home/medication assistance
- Integrated interactive web-based tobacco treatment program
- Assistance for healthcare providers/insurers to make patient referrals
ASHLINE & HEALTHY LIVING WORKSHOPS

• The Office of Healthcare Innovation provides resources & training to assist healthcare providers to integrate evidence-based programs/workshops that promote tobacco cessation and reduce the impact of chronic disease.

• Workshops incorporate use of the Arizona Smokers’ Helpline (ASHLine)

• Use of medication and behavioral counseling more than double the likelihood that patient quits using tobacco products.

• Interactive six week self-management course facilitated by two trained leaders.

• Participants who complete the course demonstrate significant improvements in physical activity, self-efficacy, and communication with their physicians.

• To schedule an in office training or for additional information, contact Charles Carpenter at charlescarpenter@mail.maricopa.gov or 602-372-8416.