

The Alabama Tobacco Quitline

**Satellite Conference and Live Webcast
Wednesday, November 18, 2009
2:00 - 3:00 p.m. (Central Time)**

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

**Julie Hare
Quitline Coordinator
Tobacco Prevention and Control Branch
Alabama Department of Public Health**

Did You Know?

- **Cigarette smoking is the leading preventable cause of death in the United States**
- **It causes more than 400,000 deaths each year in the U.S.**
- **Secondhand smoke exposure causes another 50,000 deaths in the U.S. annually**

It's True

- **Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides...**
- **COMBINED with thousands more dying from spit tobacco use and other tobacco-related causes, such as fires caused by smoking**
 - **More than 1,000 deaths nationwide**

The Burden of Tobacco Use in Alabama

- **Smoking prevalence is 22.1% of adults in Alabama in 2008**
- **7,500 adults die each year from their own smoking**
- **850 adult nonsmokers die each year from exposure to secondhand smoke**

Did You Know?

- **Cigarette smoking is a chronic relapsing medical condition**
 - **Treating Tobacco Use and Dependence. Quick Reference Guide For Clinicians. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service October 2000**

Tobacco Dependence is a Chronic Condition

- Smoking is a chronic condition that requires long-term management
- Complex physiological and psychological determinants
- No quick fix
 - Changing a smoker's behavior is a gradual process

Tobacco Dependence is a Chronic Condition

- Effective treatments exist that can produce long-term or even permanent abstinence

Did You Know?

- 22 percent of adults with diabetes are smokers
 - American Heart Association, 2008

A Light at the End of the Tunnel...



Alabama Tobacco Quitline

- A free, telephone-based tobacco cessation service that provides support materials, counseling services, nicotine patches and referrals to community-based programs for Alabama citizens

Alabama Tobacco Quitline
1-800-QUIT-NOW
(1-800-784-8669)

How Does The Quitline Work?

- Caller dials 1-800-Quit-Now
- Intake specialist will collect information
 - Caller can be referred for immediate counseling or can set a date and time for counselor to call back

How Does The Quitline Work?

- **Counselor and caller will set quit date and prepare individualized quit plan for caller**

Services Provided

- **After at least one counseling session, caller will be mailed two weeks of nicotine patches**
 - **If medically eligible and in conjunction with counseling**
- **Caller and counselor will continue with counseling sessions over a several-week period**

Services Provided

- **Caller is eligible for a total of four weeks of free nicotine patches with continued counseling**

The Quitline and The Diabetic Caller

- **During the intake process, the Quitline will ask the caller for any medical contraindications that would interfere with the NRT**

The Quitline and The Diabetic Caller

- **Insulin-dependent diabetes is a contraindication**
 - **Quitline will fax medical clearance form to healthcare provider to sign and return before caller receives NRT**

Fax Referral System

- **Healthcare providers can use the fax referral form found on the Web site to refer a client to the Quitline**
 - **If your client agrees, a progress report will be sent to you with information on his or her attempt to quit**

The image shows a form titled "Alabama Tobacco Quitline 1-800-QUIT-NOW Patient Referral/Consent Form". It includes fields for Patient Name, Date, Telephone #, and Fax #. There are sections for "Patient Information" and "Healthcare Provider Information". The form contains text explaining the quitline's services and a consent statement: "I request that the Alabama Tobacco Quitline, operated by ATTC, contact my healthcare provider for the provision of tobacco cessation services." There are checkboxes for "Yes" and "No" for various options, and a section for "Please mark the appropriate box" with checkboxes for Primary Physician, Counselor, Nurse, etc.

- ### Here's The Thing...
- Caller must be ready to quit within 30 days
 - All counselors are master's level counselors
 - Most are certified tobacco cessation treatment specialists
 - Anyone can call the Quitline for information anytime
 - 1-800-Quit-Now

- ### 1-800-Quit-Now Alabama Tobacco Quitline
- And best of all...
 - This is a FREE service for Alabamians
 - Free call. Free counseling. Free patches, if medically eligible, and in conjunction with counseling.

- ### Quitline Hours
- Calling 1-800-Quit-Now from any Alabama area code will send you directly to the Quitline
 - Quitline hours are 8 a.m. to 8 p.m. Monday through Friday
 - Messages can be left on the weekend, and calls will be returned the next business day

- ### What About A Quitline?
- Quitlines reduce barriers by being accessible
 - Surveys show tobacco users are more likely to use telephone-based services than face-to-face programs
 - Every state in the U.S. has a Quitline, although they do not all provide the same services

- ### Callers to the Quitline
- For the fiscal year which began March 30, there have been 4,858 callers to the Quitline
 - There were 113 diabetic callers and 28 pre-diabetic or borderline diabetic callers

Callers Receive Quitline Quit Kit



Quitline Materials Available To You

- The Quitline has materials you can give to your clients, keep in your office for referral, give to your friends who use tobacco

Quitline Business Cards



Quitline Brochure - Front



Quitline Brochure - Inside



Quitline Easels - Tear-Off Cards

It's Time.



For free help, call 1-800-QUIT-NOW

Alabama Tobacco Quitline



Quitline is a free, confidential, toll-free service that provides free counseling and nicotine patches to help you quit smoking. Call today to get started.

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MySpace



Blog



Twitter



Website: www.adph.org/tobacco



So When They Are Ready to Quit...

Alabama Tobacco Quitline
1-800-QUIT-NOW

(1-800-784-8669)

Questions

**Julie Hare
Quitline Coordinator
Tobacco Prevention and Control Branch
334-206-3830**

julie.hare@adph.state.al.us