

Addressing Diabetes and Cardiovascular Health in the Clinical and Community Setting

**Satellite Conference and Live Webcast
Monday, March 16, 2009
2:00 - 4:00 p.m. (Central Time)**

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

What is the 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

Why A Quitline?

- Tobacco dependence is a chronic disease that often requires repeated intervention and multiple attempts to quit

The Most Important Reason...

- Tobacco use is the single most preventable cause of death in the United States

What Does Diabetes Have To Do With Tobacco?

- Diabetics who use tobacco can have a difficult time regulating their insulin
- The harmful effects of smoking increase

What Does Diabetes Have To Do With Tobacco?

- Diabetes-related complications:
 - vascular disease,
 - kidney disease, etc.
- Diabetics have a substantial risk for cardiovascular disease and heart attack

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
- 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
- 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

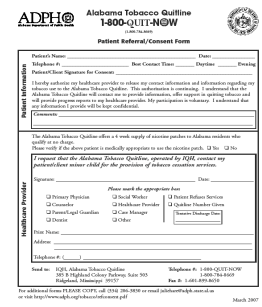
The Quitline and the Diabetic Caller

- During the intake process, the Quitline will ask the caller for any medical contraindications that would interfere with the NRT
- Diabetes is a contraindication – Quitline will fax medical clearance form to healthcare provider to sign and return before caller receives NRT

Fax Referral System

- As a healthcare provider, you 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

Our Fax Referral Form



The form is titled "Alabama Tobacco Quitline Patient Referral/Consent Form" and includes the following sections:

- Header:** ADPHQ Alabama Tobacco Quitline 1-800-QUIT-NOW
- Form Fields:** Patient's Name, Address, City, State, Zip, Date, and Signature.
- Consent Section:** A paragraph explaining the service and a checkbox for consent: "I consent to the Alabama Tobacco Quitline, operated by ACPQ, receive my patches and receive a call for the provision of tobacco cessation services."
- Referral Section:** A section for the healthcare provider to fill out, including checkboxes for "Please mark all appropriate box" and "I have advised the patient of the risks and benefits of the program and the patient has agreed to participate in the program." It also includes checkboxes for "I have advised the patient of the risks and benefits of the program and the patient has agreed to participate in the program." and "I have advised the patient of the risks and benefits of the program and the patient has agreed to participate in the program."
- Footer:** Contact information for the Alabama Tobacco Quitline, including the phone number 1-800-QUIT-NOW and the website www.adph.org/tobaccoquitline.

Here's the Thing...

- **Caller must be ready to quit**
- **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

- **This is a FREE service for Alabamians**
 - **Free call**
 - **Free counseling**
 - **Free patches, if medically eligible**

Our Quitline Vendor

- **Our Quitline service provider, Information and Quality Healthcare, is based in Mississippi**
- **Calling 1-800-Quit-Now from any Alabama area code will send you directly to IQH**

Our Quitline Vendor

- **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**

Quitline Statistics

- **Alabama's Quitline began operating in 2005**
 - **It is part of the Alabama Dept. of Public Health's Tobacco Prevention and Control Branch**
- **For the current fiscal year, there have been 3,063 calls to the Quitline about its services**

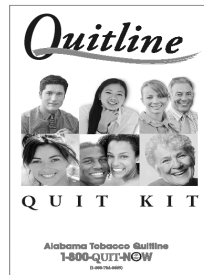
More About the Quitline

- The Quitline is **NOT** a crisis hotline
- Callers need to know that quitting is a process
- By calling the Quitline and setting a quit date and beginning counseling, callers have started that process
- Callers **MUST** agree to and have begun counseling before receiving the NRT

Current Quitline Numbers

- For January, we had a 30-day quit rate of 53.72 percent
- This means of 2,029 callers who had completed four sessions of counseling, more than half were still quit at 30 days

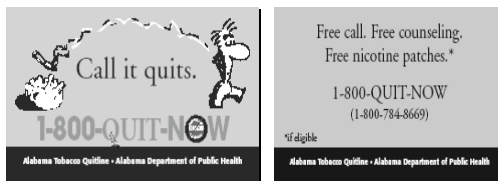
Callers Receive Quitline Quit Kit



Quitline Materials Available to You

- The Quitline has materials you can give to your clients or keep in your office for referral

Quitline Business Cards



Quitline Brochure - Front



Quitline Brochure - Inside

What is the Quitline?
The Alabama Tobacco Quitline is a tobacco cessation service that provides support, materials, counseling, and patches to help you quit. It is available 24 hours a day, 7 days a week. The Quitline is a free service provided by the Alabama Department of Public Health.

Why Quit?
Quitting now is the single most powerful cause of preventing heart disease. Each year more than 400,000 Americans die from smoking-related diseases. Quitting now can reduce your risk of heart disease by 50% and your risk of stroke by 50%. Quitting now can also reduce your risk of lung cancer by 90%.

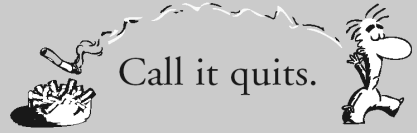
Who can call the Quitline?
Any tobacco smoker can call the Quitline for information or materials. If you are unable to quit on your own, call the Quitline for a quit plan with counseling and nicotine patches. If you are ready to quit, we are ready to help you.



Quitting tobacco is the most important thing you can do to protect and your family.

Quitline Poster

Free call. Free counseling.
Free nicotine patches.*



Call it quits.

1-800-QUIT-NOW

Alabama Tobacco Quitline
Alabama Department of Public Health

Quitline Easels Tear-Off Cards

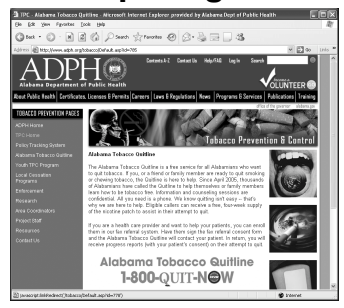
It's Time.



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



Website: www.adph.org/tobacco



Quitting Smoking Will Give Your Clients

- More energy
- Longer life
- Better control of their diabetes
- Less chance of a heart attack or stroke



So When They Are Ready to Quit

Alabama Tobacco Quitline
1-800-QUIT-NOW

(1-800-784-8669)

For More Information

**Julie Hare, Quitline Coordinator
Tobacco Prevention and Control Division
334-206-3830
juliehare@adph.state.al.us**