



Tobacco Cessation Programs for PEBB/SEBB

April 6, 2020

Tobacco Benefits Guest Panel

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The Tobacco Cessation Landscape



1 out of 5 American adults still smoke



Smoking remains the single largest cause of preventable disease and death in the U.S.



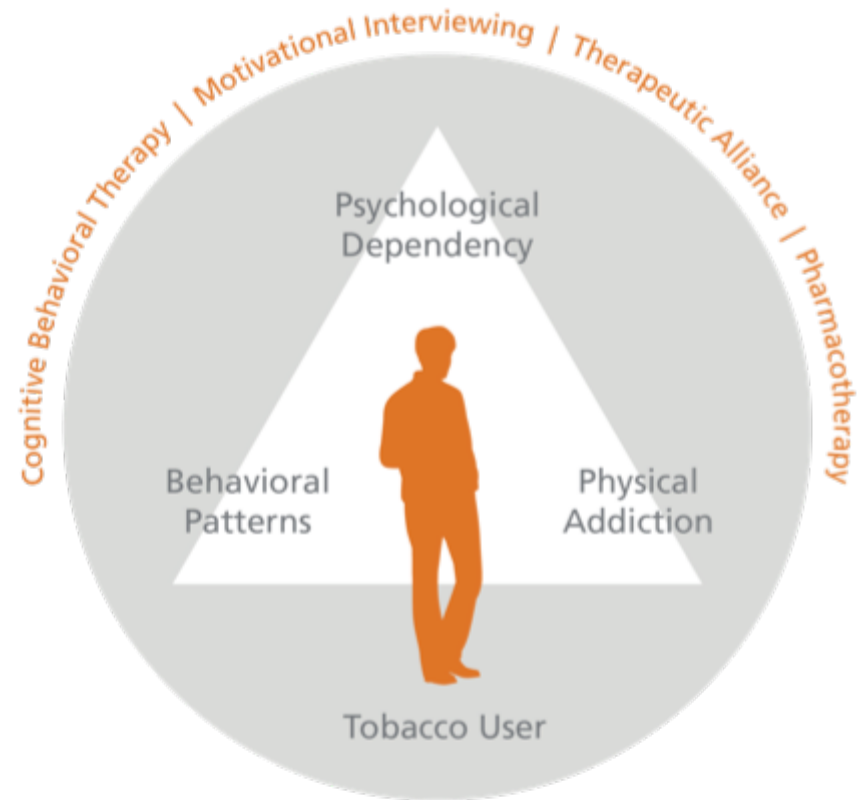
Evidence has linked smoking to diseases of nearly all organs of the body



The Affordable Care Act requires tobacco cessation support

Why Is Quitting So Hard?

- Nicotine from tobacco is as addictive as heroin and cocaine¹
- Most smokers start by age 18, but nearly all (99%) first try smoking by age 26²
- Tobacco is used to manage feelings and emotions¹
- Of smokers who try to quit without support only 4-7% succeed³
- Among all current U.S. adult cigarette smokers, nearly 7 out of 10 (68.8%) reported in that they wanted to quit completely³



1 Centers for Disease Control and Prevention(CDC). Nicotine Addiction. Available at: http://www.cdc.gov/tobacco/quit_smoking/how_to_quit/you_can_quit/nicotine/. Accessed November 9, 2015.

2 CDC. Youth and Tobacco Use. Available at: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/. Accessed November 9, 2015.

3 CDC. Quitting Smoking. Available at: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/. Accessed November 9, 2015.

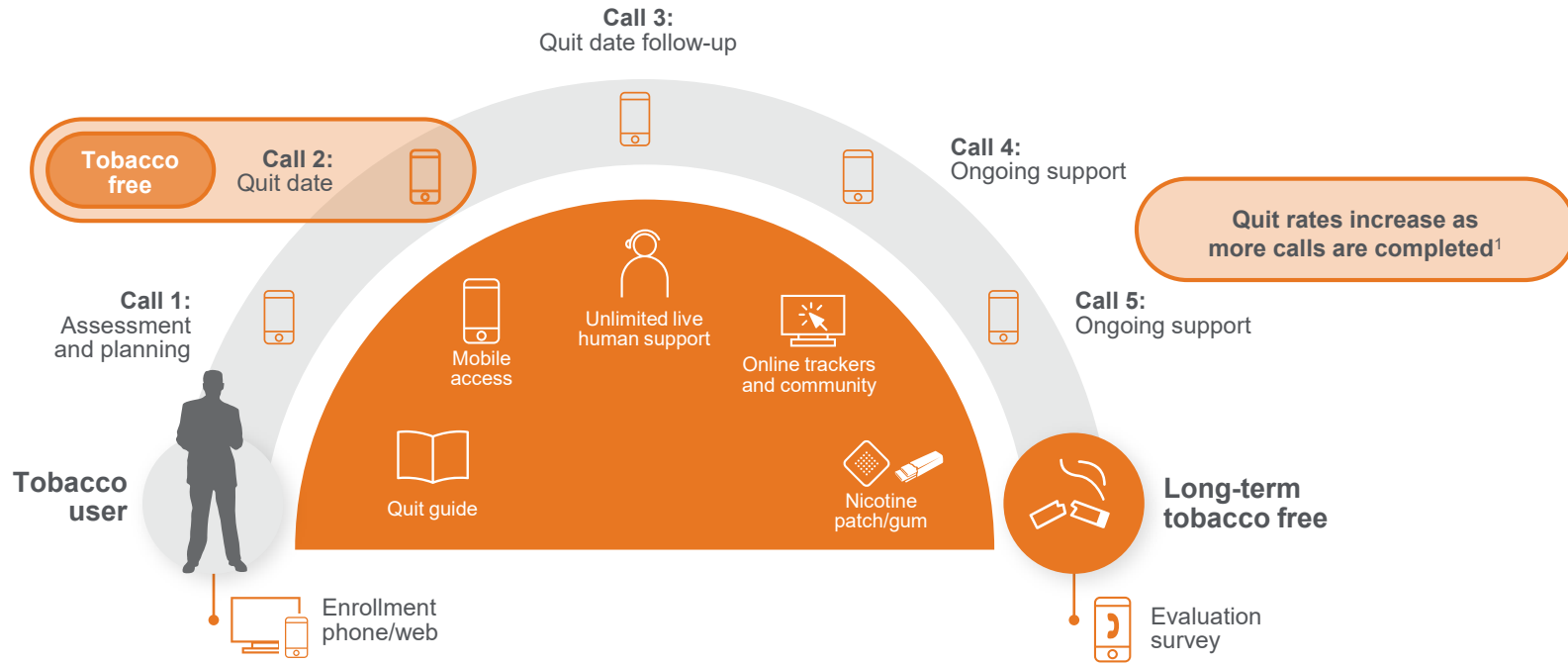
The Quit For Life Program

Quit For Life® Program

- Serving more than 4 million tobacco users since 1985
- Clinically proven, evidence-based strategies
- Comprehensive mix of telephonic coaching, medication support and digital tools

Quit Coaches utilize the following techniques to achieve effective behavior change:

- Cognitive behavioral therapy
- motivational interviewing
- Modeling
- Reinforcement
- Principles of self-efficacy



5 Keys of a Quit Plan

Help keep employees engaged and on track

- 1 Set quit date
- 2 Manage urges effectively
- 3 Use cessation medications effectively
- 4 Tobacco proof environment
- 5 Use social support

What Participants Get

Quit For Life® Program



Evidence-based physical, psychological and behavioral strategies, including for e-cigarette users

Personalized for all users including pregnant women, LGBT users or with behavioral health conditions

Telephonic, email, chat, online and mobile support provides effective mix of 24/7 service

Quit Coaches® are ATTUD certified behavior change experts with 240 hours of training

Nicotine replacement therapy increases chances of quitting 2x and may save employees up to \$800¹

Participants with a combination of engagement modalities are **4.4x** more likely to quit.²

The 4 Essential Practices to Quit For Life

1. Quit at Your Own Pace

Quit on your own terms, but get the help you need, when you need it.

2. Conquer Your Urges to Smoke

Gain the skills you need to control cravings, urges and situations involving tobacco.

3. Use Medications So They Really Work

Learn how to supercharge your quit attempt with the proper use of nicotine substitutes or medications.

4. Don't Just Quit, Become a Non-Smoker

Once you've stopped using tobacco, learn to never again have that "first" cigarette.





Quit Coaches® are behavior change experts

- Bachelor's degree in related field
- Certified staff with 240 hours of training
- Previous intervention program experience
- Strong communication skills and empathy
- Meet Association for the Treatment of Tobacco Use and Dependence (ATTUD) core competencies
- Spanish-speaking coaches on staff
- All calls are recorded

24/7 Support

Calls to participants in their time zone:

Monday–Friday: 6 a.m.–9 p.m.

Saturday–Sunday: 9 a.m.–6 p.m.

Quit Medications and Medication Support Quit For Life® Program

Covered medications include:

- Nicotine Replacement Therapy (NRT – lozenges, gum and patches) for members enrolled in the Quit for Life Program
- Bupropion SR and varenicline (Chantix)
- Participants that are ready to quit are supported by the Quit Coaches on the use of NRT or prescription medication (if appropriate).
- Involve your doctor to assure your medications and care are coordinated with your overall medical needs.
- For KPWA, you must use the mail order Rx to obtain free medications.

If you don't have coverage, please talk with your doctor about your plans to quit to get help in finding the right medication to support you in quitting.

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- Addresses all tobacco types and can assist individuals who use more than one.
 - Up to 5 proactive calls and unlimited inbound calls for 12 months after enrolling.
 - Quit Coaches are available 24/7.
 - Mobile app and Web Coach available as support tools/resources, along with the phone-based support.
 - Translation services for 200+ languages.
 - TTY available: 1-877-777-6534
 - Free Rx through KPWA mail order
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Options for quitting at KPNW

- **Freedom from Tobacco:** Help support a personal strategy for ending one's dependence on tobacco products
 - Option for one or six sessions
- **Telephone coaching:** Free sessions with a tobacco-cessation coach will help you create a plan for quitting and provide ongoing support during your enrollment in this offering
- **Digital coaching:** Online resource to help an individual stop smoking (healthy lifestyle program)
- **Coverage for medication therapy:** May be available for some of these cessation options, depending on your type of benefit plan

Access to KPNW Programs

For all of these resources members can call a health coach at 503-286-6816 or toll free 1-866-301-3866 and select option 1 or 2.

- **Freedom for tobacco:**
<http://healthengagement.kaiserpermanente.org/wp-content/uploads/quitting-tobacco.pdf>
- **Telephone coaching:**
<http://healthengagement.kaiserpermanente.org/health-coaching/>
- **Digital coaching** visit kp.org/tha
- **Quitting tobacco webpage:**
<https://healthengagement.kaiserpermanente.org/wellness-topics/quitting-tobacco/>

Interested in quitting?

- KPWA members can join the Quit for Life program by:
 - Calling toll-free: **1-800-462-5327**
 - Registering online: www.quitnow.net/kpwa

- UMP Regence members can join the Quit for Life program by:
 - Calling toll-free, **1-866-784-8454**

- Premera SEBB members can go to:
 - sebb.premera.com offering the following tobacco cessation support:
 - Preventive coverage for services
 - Prescription medications and over-the-counter medications
 - Consult with your physician for their recommendations
 - Call Customer service: 1-800-807-7310

Tobacco-free campus toolkit

(Available to all employees)

- Includes tips and resources to make your work environment smoke-free and help improve the health of your workforce.
 - Promotional materials
 - Sample policy statement
 - Signage tips
 - healthy lifestyle program



Promotional Resources and Toolkits

- World No Tobacco Day (WNTD) Toolkit
- WNTD SmartHealth Activity Tile
- Tobacco Free Campus Toolkit
- WA Wellness Tobacco Toolkit



Resources and toolkits are available on the WA Wellness page [Meetings and materials](#)

Questions and Comments

Please contact us at:

Washington Wellness wawellness@hca.wa.gov

360-725-1700

