



Tobacco Cessation programs for PEBB

Purpose

- Understand why quitting tobacco is important for your health
 - Describe services available for people who want to quit tobacco
 - Learn how to enroll in:
 - Quit For Life®
 - Wellness Coaching by Phone
 - Breathe on-line module
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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.



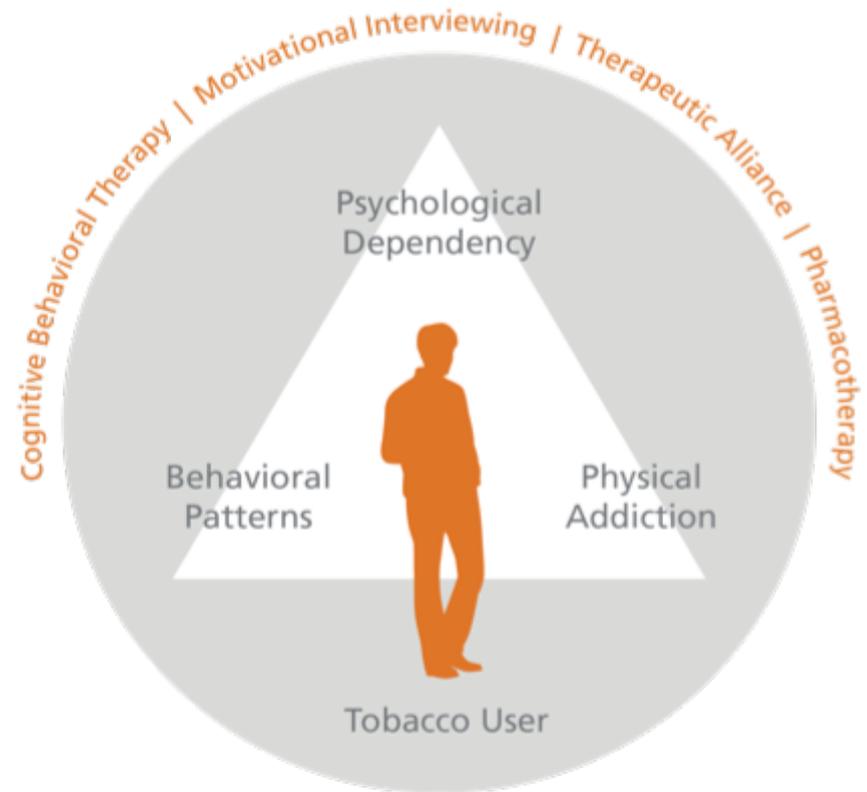
Evidence has linked smoking to diseases of nearly all organs of the body



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.



Intervention Approach/Fundamentals



Quit For Life® Program

- Since 1986, the Quit For Life Program has delivered evidence-based care for all tobacco users.
- Our training program and treatment protocols are regularly reviewed to assure that they are consistent with scientific, evidence-based best practices, such as the USPS Clinical Guidelines.
- Our highly trained Quit Coach staff help develop a personalized quit plan for participants who are ready to quit.
- Coaching sessions are grounded in social cognitive theory (SCT).
- Quit Coaches utilize the following techniques to achieve effective behavior change:
 - Cognitive behavioral therapy
 - motivational interviewing
 - Modeling
 - Reinforcement
 - Principles of self-efficacy
- All coaching sessions contain content that focuses on the **Five Elements of an Effective Quit Plan**:
 - 1) Setting a quit date
 - 2) Managing urges to use tobacco
 - 3) How to effectively use quit medications
 - 4) How to structure their environment to support being tobacco-free
 - 5) Using social support





Medication protocols are based on the following industry guidelines & best practices:

-USPHS Guidelines for treating tobacco use and dependence:

https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/clinicians-providers/guidelines-recommendations/tobacco/clinicians/update/treating_tobacco_use08.pdf

-Association for Treating Tobacco Use and Dependence (ATTUD):

<https://attud.org/>

Quit medication is one of our Five Elements of an Effective Quit Plan (outlined on previous slide) because quit medications are:

- Generally safe and effective
- Shown to double quit success in randomized trials

Here are the key areas we support/assist with relative to tobacco cessation medications:

1. Explore previous quit attempts with medications (if participant has used medication(s) in prior quit attempts).
2. Cover the potential pros/cons of each quit medication (if member unsure about what to use).
3. Provide high-level use instructions about medications and help reinforce correct usage on an ongoing basis.
4. Provide high-level side effect information.
5. Refer callers to their customer/member service team as applicable (example: questions about what medication(s) are covered or questions about benefit length).
6. Refer callers to their physician for an Rx if they want to pursue a prescription-level medication.
7. Answer general questions about medication use.
8. Recommend combination Nicotine Replacement Therapy, based upon our established protocols.
9. Quit Coaches assess for proper NRT use and provide guidance to correct misuse and advice to optimize the medication's effectiveness.



Call toll-free, **1-800-462-5327**

Register online: www.quitnow.net/kpwa

What Participants Get



Quit For Life® Program



Quit Coach®

Expert support and assistance whenever they need it via phone or online.



Quitting Aids

Decision support for the type, duration and dosage of nicotine substitute or medication.



Quit Guides

Printed stage-appropriate work books for easy reference in any situation.

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

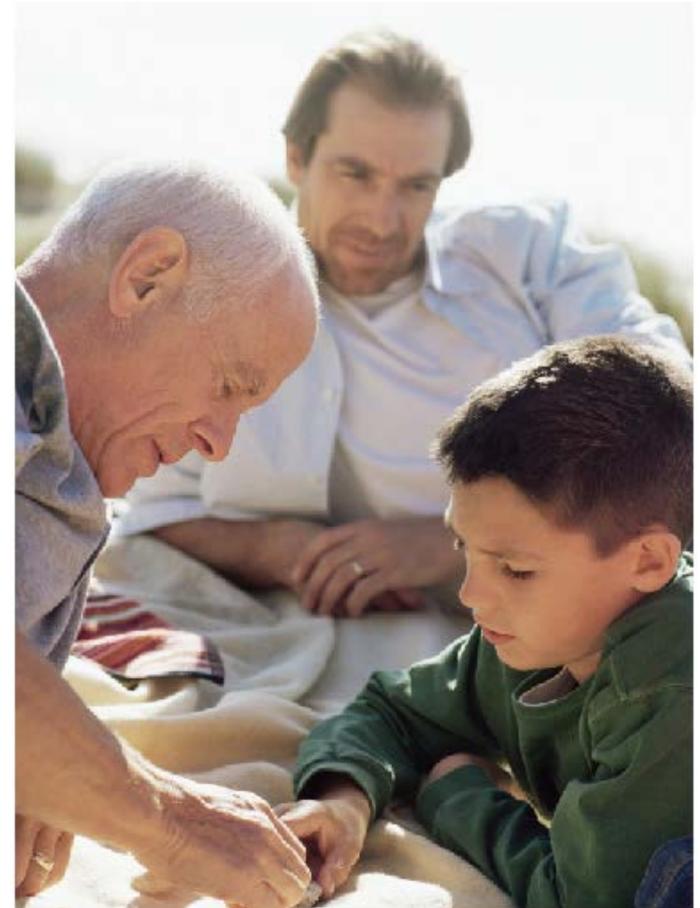
Gain the skills you need to control cravings, urges and situations involving tobacco.

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.





- Bachelor's degree in counseling, addiction studies, community health education or social work
- Previous experience providing interventions in health behavior change programs
- Selected for strong communication skills and ability to demonstrate empathy
- Multilingual: Spanish-speaking coaches on staff; language line
- Ongoing quality oversight; all calls are recorded
- Meets Association for the Treatment of Tobacco Use and Dependence (ATTUD) core competencies

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 in using NRT or prescription medication (if appropriate).
 - Quit Coaches talk with you to explore whether there are medical reasons why medication might not be appropriate
 - Provide advice about potential side effects and/or adverse reactions
 - Provide detailed instructions about how to use medication at the initial call and when the member needs assistance
- 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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- Proactive, one-one scheduled support.
 - 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.
 - Re-enrollment available if support needed with staying quit.
 - Quit Coaches are available 24/7 (with the exception of certain holidays).
 - Personalized quit plan developed by each participant with a Quit Coach.
 - Mobile app and Web Coach available as support tools/resources, along with the phone-based support.
 - Translation services for more than 200 languages and dialects.
 - TTY available: 1-877-777-6534
 - Free Rx through KP mail order includes Chantix, Bupropion, NRT.
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Breathe

(KPWA and KPNW)

- Online resource to help an individual stop smoking (Healthy Lifestyle Program).
- Receive a personal action plan to help succeed in quitting
- What's included:
 - A comprehensive questionnaire about an individuals smoking habits
 - Recommendations based on an individuals responses

Outcomes:

- 58% of participants reported they quit smoking
- \$954 productivity savings per year per participant
- 3,874 evaluation submissions
- 57,642 participants to date



Interested in quitting?

Even though quitting may take some work and time, you can do it if you stick with it and commit to a healthier life!

- If you're a KPWA member, you can join the Quit for Life Program by:
 - Calling toll-free, **1-800-462-5327**
 - Register online at: www.quitnow.net/kpwa
 - Resources to Quit Tobacco on <http://www.kp.org/wa>
 - BREATHE module: www.kp.org/wa/healthy-lifestyles.
Proven self-guided online module where a member answers questions and is offered skills and action steps to help through the quit process.
 - If you're a UMP Regence member, you can join the Quit for Life Program by:
 - Calling toll-free, **1-866-784-8454**
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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.
 - **Cultivating Health:** This interactive, self-paced kit is sold through the Health Engagement and Wellness Services Department
 - **Coverage for medication therapy:** May be available for some of these cessation options, depending on your type of benefit plan
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Access to KPNW Programs

- **Freedom for tobacco:** To register for a class, call 503-286-6816 or call toll free 1-866-301-3866, and select option 1.
 - <http://healthengagement.kaiserpermanente.org/wp-content/uploads/quitting-tobacco.pdf>
 - **Telephone coaching:** 503-286-6816 or 1-866-301-3866 (toll free), option 2.
 - <http://healthengagement.kaiserpermanente.org/health-coaching/>
 - **Cultivating Health kit:** cost of kit is \$15
 - <http://healthengagement.kaiserpermanente.org/wp-content/uploads/Cultivating-Health-kits.pdf>
 - For all of these resources members can call the health coaches and select option 1 or 2.
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Tobacco-free campus toolkit

(Available to all PEBB 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

- The Marketing Resource Center (MRC) is devoted to program communication and promotion.
- The MRC offers many customizable promotional resources available for download and distribution (e.g. text blocks).
- Client is responsible for the cost of printing materials.
- Each client is able to have two logins.

Promotional Resources-Flyers


Quit For Life® Program


Quit for yourself.

Quit tobacco for the people you love.



Your soul mate, your kids, your parents, your friends — you have a lot of good reasons to quit. The Quit For Life® Program helps people just like you live without tobacco. Enroll now to receive powerful support, including:

- ▶ **Phone coaching** - Talk with a Quit Coach® as often as you like. Together, you'll map out a quit plan, figure out which medicines can help you cope with cravings, and more.
- ▶ **Quit Guide** - Find helpful tips for every day of your quit in this easy-to-use workbook.
- ▶ **Web Coach®** - Access tools and connect with others trying to quit on this members-only website.
- ▶ **Text2Quit™** - Get personal quit reminders sent right to your mobile phone.
- ▶ **Patches or Gum** - Learn about products that can help you fend off the urge to smoke. You may even qualify for nicotine patches or gum—at no cost to you.*

Get started today.
1-866-QUIT-4-LIFE ■ quitnow.net
(1-866-784-8454)

*Provided at no additional cost as part of your benefits plan.
 The Quit For Life Program is brought to you by American Cancer Society and Optum, a leading health services company. The Quit For Life Program provides information regarding tobacco cessation methods and related well-being support. Any health information provided by you is kept confidential in accordance with the law. The Quit For Life Program does not provide clinical treatment or medical services and should not be considered a substitute for your doctor's care. Participation in this program is voluntary. If you have specific health care needs or questions, consult an appropriate health care professional. This service should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.
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“Be a Quitter”


Quit For Life® Program


Heart Health

Show your heart some love.



You only get one heart. Protect it by not smoking. The Quit For Life® Program can help. We understand why you smoke. More importantly, we know how much you really want to quit — for yourself and the people you love.

A Quit Coach® will teach you how to fend off cravings and deal with triggers that make you want to smoke. Along with personal coaching, you'll have access to other powerful tools, including:

Quit Guide: an easy-to-use workbook that offers practical strategies and tips to help you throughout your quit.

Web Coach®: a members-only site where you can track your progress and connect with others trying to quit.

Text2Quit™: a service that sends personalized quit tips, reminders, and encouragement to your mobile device.

Patches or Gum: up to eight weeks of nicotine patches or gum to help cope with cravings at no additional cost to you.*

Do you have the heart to quit? National Heart Month is a good time to get started.

1-866-QUIT-4-LIFE • quitnow.net

* Provided at no additional cost as part of your benefits plan.
 The Quit For Life Program is brought to you by American Cancer Society and Optum, a leading health services company. The two organizations have 40 years of combined experience in tobacco cessation coaching and have helped millions of tobacco users. Together, we will help millions more make a plan to quit, reducing the Society's mission to save lives and create a world with more birthdays.
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Promotional Resources-Other Materials

Referral Card

There are so many good reasons to quit.
WHAT'S YOURS?

1-866-QUIT-4-LIFE (1.866.784.8454)
www.quitnow.net

Do not call this number in an emergency or urgent care situation. Call 911 or go to the nearest emergency room.
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Text Blocks

Text blocks (program descriptions used by employers in newsletters, intranet, etc)

25 words

Quitting tobacco is a movement whose time has come. Enroll in the Quit For Life® Program today, for the help and resources you need to make your quit stick.

(and)

Quitting tobacco is a movement whose time has come. Enroll in the Quit For Life® Program today, for all the help and resources you need.

Call 1-866-QUIT-4-LIFE, or visit www.quitnow.net.

50 words

Quitting tobacco is a movement whose time has come. Enroll in the Quit For Life® Program today, and you'll get one-on-one coaching help with creating a personal quit plan, access to our Web Coach® online community, and nicotine patches or gum at no additional cost, available through your benefits plan.

Call 1-866-QUIT-4-LIFE, or visit www.quitnow.net.

100 words

Quitting tobacco is a movement whose time has come. Join the movement by enrolling in the Quit For Life® Program today. Our trained Quit Coach® staff will help you create a personalized plan that gives you all the resources and support you need – including access to Web Coach®, an online community where you can connect with other people who are trying to quit, track your progress, and more. Since 1985, the Quit For Life Program has helped millions of people, and it can help you, too.

Call 1-866-QUIT-4-LIFE, or visit www.quitnow.net.

250 words

Since 1985, the Quit For Life® Program has helped millions of people, and it can help you, too. Enroll today, and our trained Quit Coach® staff will help you create a personalized plan that gives you all the resources and support you need to quit and make it stick. Our coaches understand why you smoke, why you want to quit, and the triggers that keep you hooked. They'll work with you one-on-one, to make sure you have the knowledge and positive encouragement you need. Plus, they'll give you tried-and-true strategies to help you fend off cravings, handle tricky social situations, and avoid triggers that make you want to pick up the tobacco. You'll also get:

- Up to eight weeks of nicotine patches or gum at no additional cost to you as part of your benefits plan.
- A copy of the step-by-step Quit Guide, to help you stay committed.
- Text2Quit™, a service that sends you personalized text message reminders, tips and encouragement tailored to your plan.
- Access to Web Coach®, an online community where you can connect with other people who are trying to quit, track your progress and more.

May is a great time to join the movement – kick-start your quit as part of World No Tobacco Day, May 31.

Call 1-866-QUIT-4-LIFE, or visit www.quitnow.net.

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