KanQuit101 Webinar
January 2020
No Changes to:
- Behavioral Health program eligibility and benefits
- Intake Questions stay the same
- Quitline phone number and website stay the same

Changes:
- New fax referral form and fax number
- BTI online training no longer available. Working with NJH to launch new training in Spring 2020
- Text Message support available for youth and pregnant women
- E-mail support
Quitline 101: Objectives

Quitline101
- Who are we?
- What is the participant experience?

Programs and Outcomes
- Who is eligible for the program?
- What are the special programs we offer?
- What is our success rate with the participants?

New and Upcoming
- What special populations are we trying to reach?
- How are we changing in this ever-changing market in response to state needs?
For 120 years, National Jewish Health has been at the forefront of research and medicine. We integrate the latest scientific discoveries with coordinated care for lung, heart and immune diseases.

#1 hospital for 18 consecutive years.
Quitline is **not:**

- a hotline
- a one-time fix
- scripted
- staffed by volunteers
- a replacement for medical treatment

Quitline **is:**

- evidence-based
- supervised by medical and clinical directors
- dedicated and trained professionals
- guided by a national, professional organization
Our Team

CCR (Customer Care Representative)
- Perform intakes and referral process
- Makes up about 20% of our staff
- Average tenure is 6.2 years

Coach
- Will do some intakes and all coaching
- Makes up about 80% of staff
- Average tenure is 3.5 years
- Arabic and Spanish speaking coaches
- LanguageLine to assist with over 200 other languages
Participants can enroll by
- Calling 1-800-QUIT-NOW / 1.855.DEJELO YA
- Referred by a health care provider (Fax, Web, eReferral)
- Enroll online

Open Mon- Sun 24 hours a day, all languages
- Closed on Thanksgiving and Christmas, early closure on some additional holidays

5 Call Program
- 1 registration and intake call
- Up to 5 coaching calls (outbound at scheduled times)
- Unlimited inbound calls for support

Services
- Phone, Web, Text / Email, NRT, Materials
Fax Referral:

- Patient information must be completely captured for a valid referral
- Referring provider or entity information must be filled in correctly for follow up
- Any illegible or incomplete referrals will be rejected
- No fee associated with this referral process
Web Referral:

- Referring provider or entity will be captured and sent directly to quitline for follow up
- Some fields are required and must be completed before submission
- Clinic or provider information can be stored and saved using cookies or other tracking software so it does not have to be entered for each referral.
- Patient status sent to HIPAA-covered entities by fax back
- No fee associated with this referral process
eReferral:

- Not the same as e-fax
- Direct messaging for CCDs
- Must be HL7v3 compliant
- Use Meaningful Use 2 standards
- A HISP is required before any other steps can happen
- Typically a one-time fee is associated with setting up this referral process
Incoming Call
• Participant calls 1-800 QUITNOW, they are routed to Kansas Tobacco Quitline based on area code (KS resident with out-of-state area codes are transferred)

Outbound Call
• Calls are dialed out from an automated system.
• Once a call is answered from the automated system, the call will be transferred to a live coach, so please hold on the line.

Intake and Registration
• Callers are asked a series of questions about tobacco use, medical history and demographic information.
• If identified as a priority population (e.g., American Indian, Pregnant, Behavioral Health or Youth), they will be asked if they want to participate in programs offered by the Kansas Quitline.
- Goal is to move directly from intake to coaching for participants who are ready to start their quit journey

- **We use 3 proven approaches to our coaching**
  - Motivational Interviewing (MI)
  - Stages of Change (SOC)
  - Cognitive Behavioral Therapy (CBT)

- Coaches determine appropriate intervention based on participants SOC

- Coaches use a standardized, unscripted, conversational style of coaching

- Goal is to set up 2nd coaching call at completion of 1st coaching call
Our customized text program offers motivational messages to participants throughout their quit journey.

Our email program, like the text program offers additional information and support to each participant.

Currently piloting eCoaching which offers the coaching experience through an online chat.
QuitLine Materials

My Quit Journey + 8 page booklet

- Welcome letter
- 3 pieces of static content:
  - Secondhand Smoke
  - Vaping
  - Stress
- 2 personalized pieces (13 possible options)
Personalized Content based on answers to intake

- Priority Group #1
  - Smokeless
  - Pregnancy
  - Teen/Tween
  - LGBT
  - American Indian/Alaskan Native
- Priority Group #2
  - High Blood Pressure
  - Diabetes
  - COPD
- Default Priority List
  - High Blood Pressure
  - Mental Health
Kansas Nicotine Replacement Therapy Offering:

- Those participants in the Behavioral Health Program are eligible for Patch or Gum
- Those who have Medicaid with valid Medicaid ID # are eligible for Patch, Gum or Lozenge
- Up to 2 weeks of NRT is offered.
- Shipped directly to participants home or facility.
**Incoming Calls**

- In 2018, we answered on average 15,000 calls per month across all clients.
- Our average speed to answer the phone is under 30 seconds on incoming calls.

**Outgoing calls**

- In 2018, on average we made 46,000 calls across all clients monthly.
- Referrals are called out on within 1 business day of receiving the referral.
▪ Dedicated toll-free number (855-372-0037) and website americanindian.quitlogix.org
▪ Phone or web-phone protocols offered
▪ 10 coaching calls with dedicated AI coaches
▪ 7 reset attempts for enrolled participants
▪ 3 reset attempts for referrals
Dedicated toll-free number to text or call (855-891-9989) and website mylifemyquit.com

Phone, web, phone-web protocols offered for youth <18

5 coaching sessions by phone, text or online chat with youth coach specialist pool
  - Certificate of Completion for mandated callers available for phone coaching only

Tailored automated texting program for youth and content for vaping

Simplified registration and intake process

Promotional and education materials developed with youth input with messages for youth
At My Life, My Quit, we share the truth about nicotine, vaping, and other tobacco products. If you decide you want to quit, we’re here to help you do it successfully. Text “Start My Quit” to 855-891-9989 or call to talk with a coach who is ready to listen and cheer you on. It’s YOUR LIFE and we’re here to help you live it YOUR WAY.

My Life, My Quit is always free and confidential. Start My Quit.
Parents/Guardians

What is the My Life, My Quit™ program?

The My Life, My Quit™ program is a free and confidential service developed by National Jewish Health. The service is launched regionally, for teens who want help quitting all forms of tobacco including vaping. Our coaches receive extensive training as tobacco treatment specialists through our accredited program, with additional training on adolescent cognitive and psychosocial development from a psychologist and professor at Stanford University who specializes in adolescent tobacco prevention.

Blending, teens participate in:
- Fire: one-on-one coaching sessions usually scheduled every 7-10 days. Coaching helps teens develop coping skills, identify triggers, practice refusal skills and receive ongoing support for changing behaviors.
- Self-help educational materials designed for teens, with input from teens.

Additional support by phone, by text messaging or online chat.

As an educator, you have an opportunity to connect with teens through their parent(s) and other school professionals and provide them with a range of effective behavior change resources. Your promotion of the My Life, My Quit™ program is important to teens seeking to decrease or quit using tobacco.

National Jewish Health operates tobacco quitlines in numerous states around the country and has helped more than one million people with their quit attempts.

How do I talk to my teen about tobacco and vaping?

As a parent, you may feel awkward, but your child may welcome discussions about tobacco and vaping, especially if your teen is not using tobacco. Use clear, concise language and be prepared to answer any questions your teen may have. 

Community Agency

What is the My Life, My Quit™ program?

The My Life, My Quit™ program is a free and confidential service for teens who want help quitting all forms of tobacco including vaping. Our coaches receive extensive training as tobacco treatment specialists through our accredited program, with additional training on adolescent cognitive and psychosocial development from a psychologist and professor at Stanford University who specializes in adolescent tobacco prevention.

How can we promote or refer teens to My Life, My Quit?

While the decision to quit tobacco is always one teen must make themselves, there are several ways you can help promote the My Life, My Quit program.

Community Agency
**STRESS & COPING**

Quitting smoking and vaping can be hard! Stress is the number one reason people go back to using nicotine.

**HOW TO MANAGE STRESS AND NICOTINE WITHDRAWAL**

- Deep breaths
- Set limits
- Eat foods that you enjoy
- No alcohol

**ARE YOU A TARGET?**

Tobacco companies have a problem — their customers keep dying. They want teens to be the replacement and they will work hard to get you.

**WHAT TO DO**

- Say no immediately.
- Ask for a smoke-free space.
- Take your teens to your favorite restaurant.
- Choose a smoke-free phone plan.
- Make sure your teens know the signs of addiction.

**DON’T BE A TOBACCO TARGET. CALL OR TEXT A COACH TODAY TO LEARN HOW.**

For more information, call or text 1-855-999-1999 or visit online at np1999.com.

**IT’S STILL TOBACCO**

Nitrine comes from the tobacco plant. Even though it comes in many forms, all tobacco products are addictive.

**THESE ARE ALL TOBACCO PRODUCTS.**

- Cigarettes
- E-cigarettes
- Snuff
- Chewing tobacco
- Hookah

**HOW NICOTINE WORKS**

Because teen brains are rapidly developing nicotine addiction happens very quickly. Almost 90% of adults who use nicotine start as teens.

**TALK OR CHAT WITH US TO HELP YOU QUIT SMOKE**

For more information, call or text 1-855-999-1999 or visit online at np1999.com.

**STOP NICOTINE FROM HACKING YOUR BRAIN. TALK OR CHAT WITH A COACH**

For more information, call or text 1-855-999-1999 or visit online at np1999.com.

**MOST TEENS DON’T**

Knowing the facts about tobacco can help you make your own decisions.

**TEEN TOBACCO USE RATES**

**ASKING FOR HELP**

Many young people know they need to stop smoking or vaping and may not know how to ask for help. You don’t have to go through it alone.

**WHO TO ASK**

You can ask more than one person for support. Risk someone you know will listen and won’t criticize your choices such as:

- Your doctor
- Your school counselor
- A parent
- A friend
- A religious leader
- A community health worker
- A crisis hotline
- A mental health professional

**WHAT TO SAY**

- Share the information you are learning about smoking and vaping.
- Tell them that you are trying to quit and you need their support.
- Show your reasons you are trying to quit.
- Talk about what you are feeling emotionally and physically.

**THE MORE SUPPORT YOU HAVE, THE BETTER YOUR CHANCES OF SUCCESS!**

For more information, call or text 1-855-999-1999 or visit online at np1999.com.
Special Programs

Pregnancy and Post-Partum Protocol (PPP)

- Pilot started in 2010 and is now being offered to all NJH state clients.
- 9 Coaching Calls
  - 5 during pregnancy & 4 during post partum
- Same dedicated Quitline coach for all calls
- Must be currently pregnant to enroll in this special program
- Tailored text messages & email throughout program
- Kansas does not offer NRT to Pregnant women.
PPP quit outcomes

- Quit rate for PPP participants vs. Participants identifying as pregnant at intake and not in the program. Based on 12-month surveys in 2016 and 2017 surveys.

<table>
<thead>
<tr>
<th>PPP</th>
<th># Participants</th>
<th># Reached</th>
<th># Quit</th>
<th>Responder Quit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>In PPP</td>
<td>984</td>
<td>111</td>
<td>46</td>
<td>41%</td>
</tr>
<tr>
<td>Pregnant Not in PPP</td>
<td>163</td>
<td>20</td>
<td>4</td>
<td>20%</td>
</tr>
</tbody>
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- Average coaching calls for PTs in the PPP program vs. pregnant PTs in the standard program (2016-2017 survey period)
Tailored protocol for depression or anxiety:

- Coaching training on working with people who report behavioral health conditions
- Structured interventions with up to 7 calls with additional cognitive-behavioral techniques to manage mood disorder
- NRT offered in 2 week offering.
National Jewish Health (NJH) partnered with state clients to develop an eCoaching pilot for online participants to connect with a Coach.

**Definitions**

- **eCoaching**: Chat interaction from logged-in pages with coaching content similar to phone coaching.
- **General inquiry chat**: Interaction on chat limited to questions and program details. Visitors can initiate general inquiry chat via the home pages without creating a web account, and program participants can also initiate general inquiry chat when logged in to their web account (if no coaching content).