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Our Vision – Healthier Kansans living in safe and sustainable environments.

Kansas Tobacco Quitline

KanQuit!

1-800-QUIT-NOW

KANSAS TOBACCO USE
PREVENTION PROGRAM

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Navigating Change CDRR Summit 2011

MORE CESSATION
TOOLS THAN EVER
BEFORE

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Year in Review

- 2,533 callers to the Quitline in 2010
- How callers heard about
 - Health Professional 27%
 - Family/Friend 13%
 - TV commercial 13%
 - Quitline brochure 6%
 - Community organization 5%

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How Heard About

- How heard about-continued
 - Newspaper 4%
 - Radio 3%
 - Outdoor Ad 1%
 - Cigarette Pack 0.5%

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Electronic Cessation Services

- Launched October 2010
- Web Coach offers online tools, information, and social forums to support you throughout the quitting process. Web coach is used in addition to phone counseling. After you call the Quitline and enroll in phone counseling, you will receive a pass code to use Web Coach.

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Web Coach

- Talk with Quit Coaches & others who are quitting
- Prepare for your quit date & track success
- Track money saved by reducing tobacco use and quitting
- Build and print a quit plan
- Manage stress and avoid weight gain while quitting
- Build a list of friends and send them e-mails asking for support

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Future Web Services

- Stand-Alone Cessation Counseling Website has an anticipated launch date of July 1, 2011
- You can enroll online, do not have to call the Quitline
- You can click to speak with a live enrollment specialist at any time
- Participant testimonials

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Nicotine Replacement Therapy

- With ARRA Funds we began to offer 2 weeks of free NRT to approx. 850 Kansans who are not on Medicaid
- Launched November 8, 2010
- Callers can choose either gum or the patch. Will be shipped directly to caller's home
- As of 1/30/11: 565 Quitline callers have received free NRT

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Where to target Quitline Outreach Efforts in 2011

- Dentists and hygienists
 - 20 Kansas Safety Net Dental Clinics
 - 1400 Dentists in KS
 - 1660 Registered Dental Hygienists
 - Less than 1% of health care referrals came from dentists/hygienists in 2010
- Safety net clinics
 - 38 Kansas Primary Care Safety Net Clinics

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