



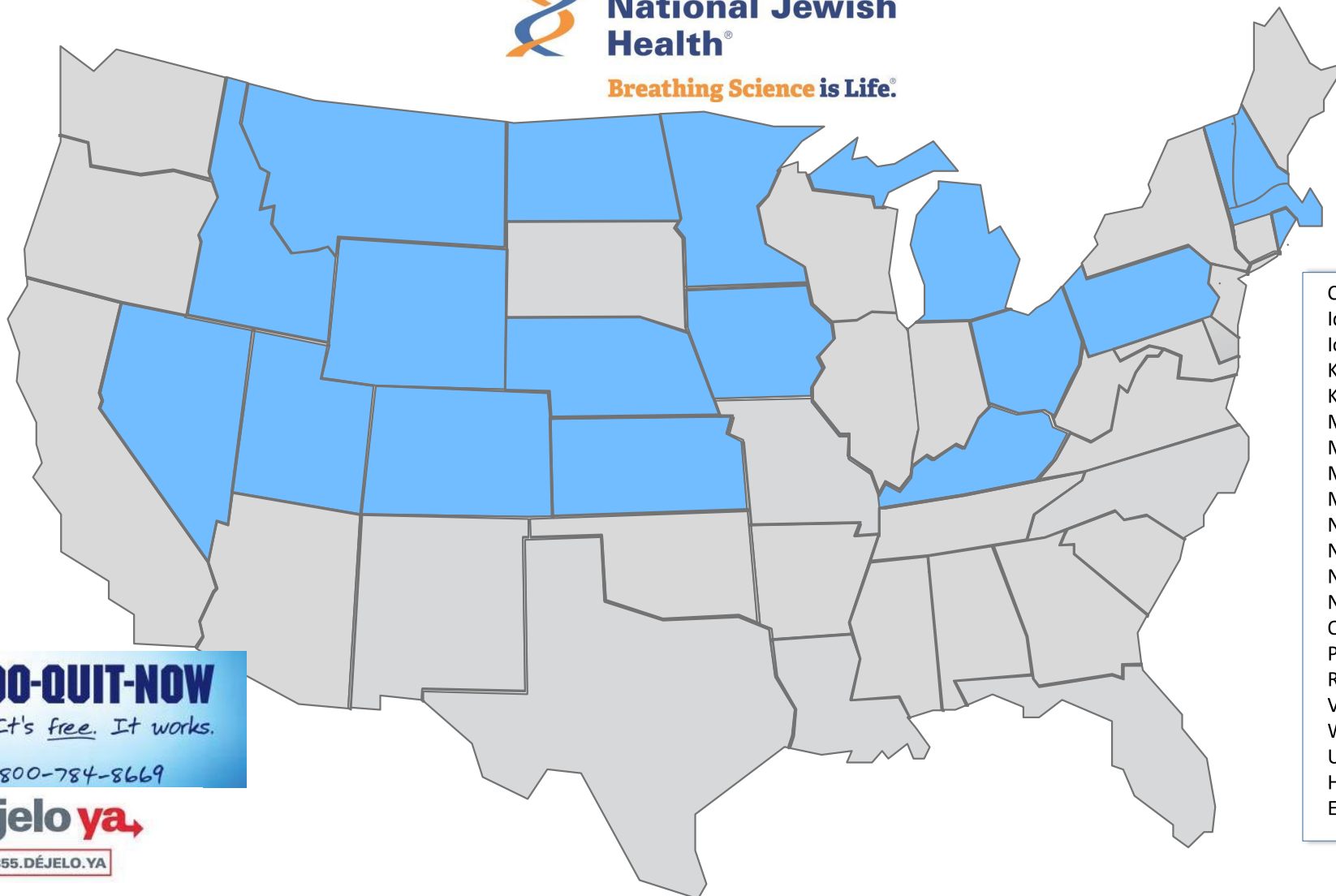
More than a call: A targeted Quitline protocol for people living with behavioral health conditions

December 3, 2020



Who we are

- Nonprofit, nonsectarian academic medical center
- Est. 1899



- Colorado
- Idaho
- Iowa
- Kansas
- Kentucky
- Massachusetts
- Michigan
- Minnesota
- Montana
- Nebraska
- Nevada
- New Hampshire
- North Dakota
- Ohio
- Pennsylvania
- Rhode Island
- Vermont
- Wyoming
- Utah
- Health Plans
- Employer Groups

1-800-QUIT-NOW
Call. It's free. It works.
1-800-784-8669

déjelo ya,
1.855.DÉJELO.YA

Poll 1

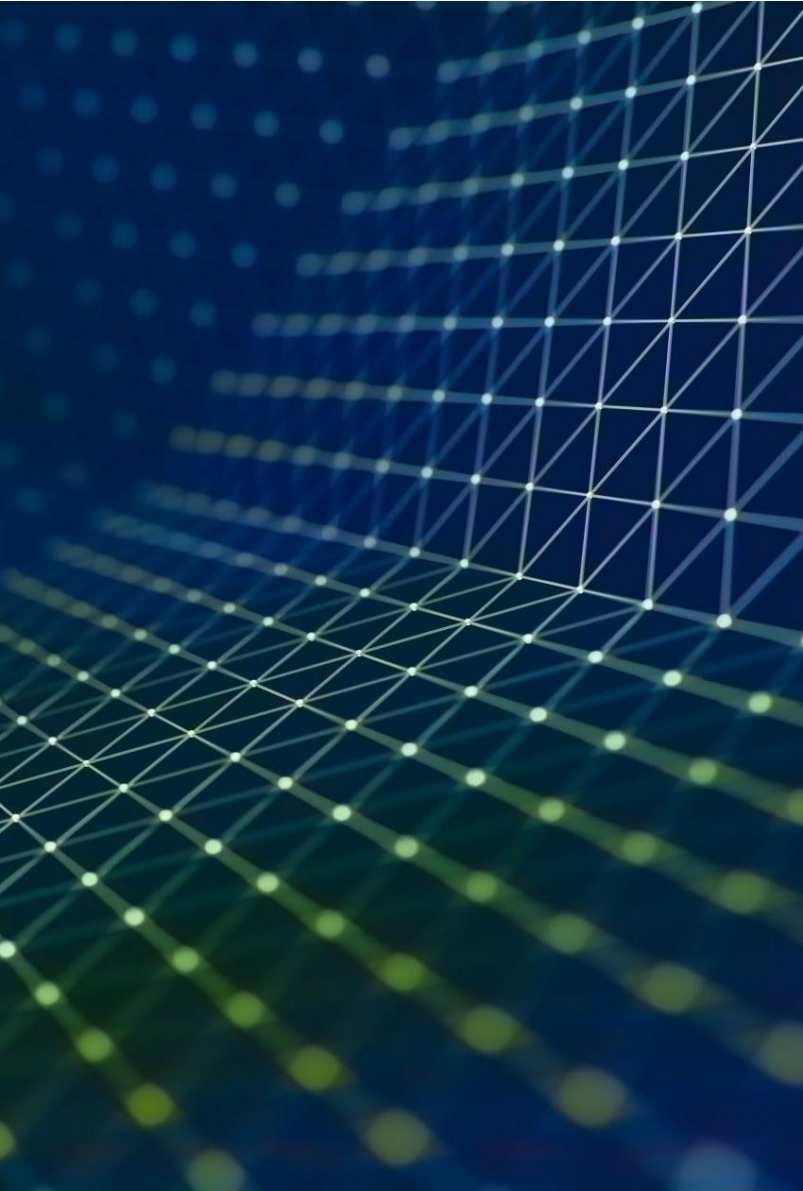
- Describe your knowledge of the Quitline
 - I'm an expert on all things Quitline
 - I'm very familiar with the Quitline
 - I could describe the Quitline to someone
 - I know there is a Quitline
 - What is a Quitline?

Poll 2

- What is a Quitline?
 - Free evidence-based telephone counseling program for smoking cessation
 - The number one source of smoking cessation counselors in the U.S.
 - Multi-modal cessation program covering all forms of tobacco
 - All of the above

Poll 3

- What free evidence-based services are offered by the Quitline?
 - Telephone counseling
 - Quit medication
 - Text messaging
 - Online program
 - All of the above



Objectives



REVIEW WHAT
HAPPENS WHEN
YOU CALL THE
QUITLINE



EXPLORE HOW
THE QITLINE
ADDRESSES
TOBACCO WITH
PEOPLE
REPORTING A
BEHAVIORAL
HEALTH
CONDITION



FIND OUT HOW
YOU CAN
INTEGRATE THE
QUITLINE IN
YOUR SETTING

Next Generation Quitline

The HUB of public health commercial tobacco cessation programs

- Not just proactive telephone calls!
- Nicotine replacement and other medications
- Personalized, interactive online programs
 - Chat eCoaching
 - Order NRT
- Tailored text and email programs
- Specialized programs for disparity groups




Commercial Tobacco Cessation

- Combustible tobacco products
 - Cigarettes
 - Cigars, pipe
- Smokeless tobacco products
 - Chew, dip, snuff, snus
- Novel tobacco products
 - Hookah
 - eCigarettes/ENDS



Vaping Treatment is Tobacco Treatment

- For adults, treat addiction to vaping like all tobacco products
 - Offer coaching to set a quit date, avoid triggers, find alternatives, and adjust routines
 - Offer nicotine replacement therapy (patch, gum/lozenge) to manage withdrawal symptoms and treat cravings
 - Call 1-800-QUIT-NOW or enroll online
- 



Are Quitline interventions effective?

- Quitlines are a recommended evidence-based intervention in clinical guidelines for treating tobacco dependence
 - Multi-session proactive telephone counseling is effective (RR 1.38)
 - 3+ coaching sessions improves effectiveness (RR1.27)
 - Referrals work! (RR 1.25)



Evidence for other Quitline services

- Quit medications work
 - NRT RR 1.55, varenicline (RR 2.24)
 - Esp. combined with counseling (RR 1.83)
- Text messaging for cessation
 - Personalized interactive (RR 1.54)
- Online programs
 - Personalized interactive (RR 1.15)

What happens when someone calls the Quitline?

- Registration for first time callers
- Complete a standardized intake
- Enroll in services (choose your own Quitline adventure)
 - Phone
 - Text
 - Online
 - Email
 - Self-help materials



Who answers the call?

- Customer Care Representatives
 - 2+ years post-high school experience in customer service
 - 80+ hours of training
- Tobacco Cessation Coaches
 - 4-year degree or higher
 - Human service-related
 - 120+ hours of training to become a TTS, then 40+ hours per year of supervision and continuing education

MY LIFE  MY QUIT™



AMERICAN INDIAN
Commercial Tobacco Program

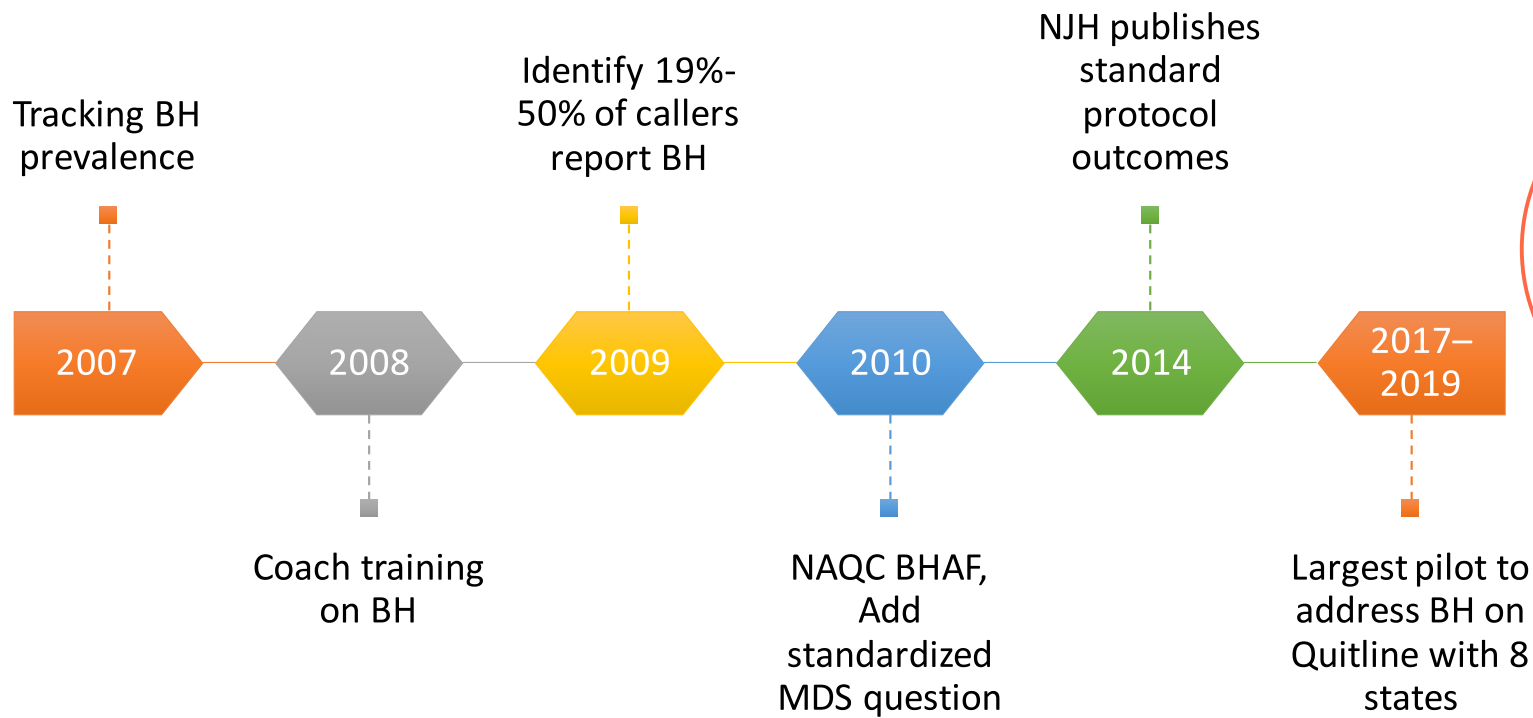


Pregnancy & Postpartum



Behavioral Health

Behavioral Health on our Quitline



Pilot

- Structured protocol for depression or anxiety
- Coach training to enhance understanding of BH
- Test best practices from BH literature (more intensive intervention, stabilize mood while quitting)
 - Opt-out (protocol as standard of care)
 - 5+2 calls with structured content, longer calls
 - NRT on call 2
 - QD on 4th call
- N = 2221 (40% intervention)



Pilot

- Results
 - Increased engagement in Quitline (calls + NRT)
 - No significant difference in long-term cessation
 - Coaches and participants wanted flexibility in intervention
 - Opt in, guidelines vs scripting
 - Need longer term support to sustain cessation
- Limitations include cohort design (first SC=Jan 2017, last BH=June 2018), difference in Tips campaign timing





Implementation Phase

- Flexible opt-in intervention with 7 calls over 3 months
 - 5 calls to achieve abstinence, 2 long-term support calls
 - NRT on call 2 (up to 4 weeks)
 - Quit date on call 3
 - Coach training and guidelines
- Advisory Group representing experts in SMI, SUD, State, Quitline Coach, BH providers, lived experience



Coach Training

- BH 101 for depression, anxiety, bipolar, ADHD, PTSD, SUD, and schizophrenia
- Relapse prevention for BH
- Cognitive-behavioral skills for self-management
- Self-monitoring activities while quitting

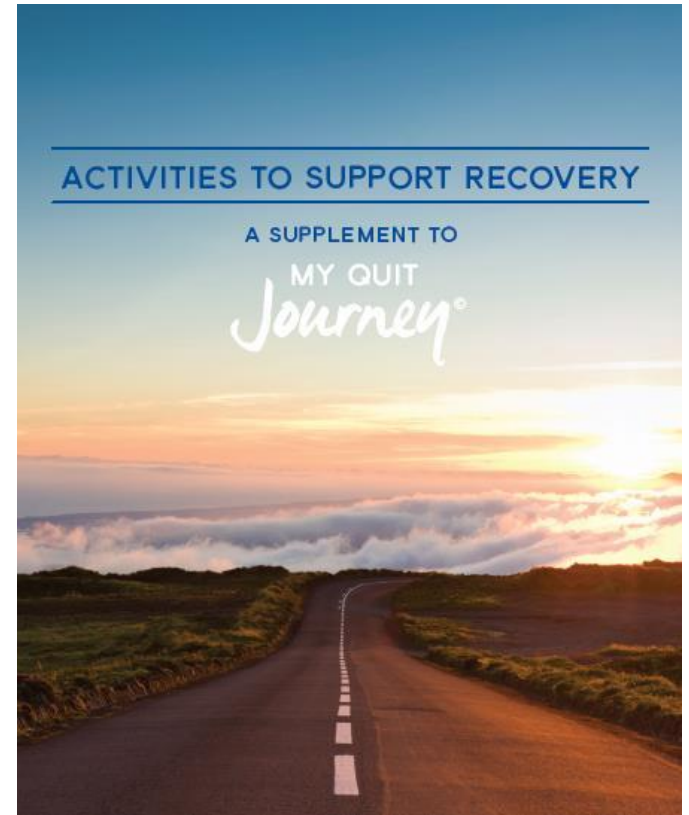
Coaching Guidelines

- Unique risks and challenges for callers by behavioral health condition (what to know in the moment)
- Identifying support people, smoke-free places, recovery orientation/wellness goals
- Setting SMART goals and actionable steps to build self efficacy
- Discuss nutrition, sleep, and relaxation techniques while quitting
- Use reflection to help organize thoughts about quitting



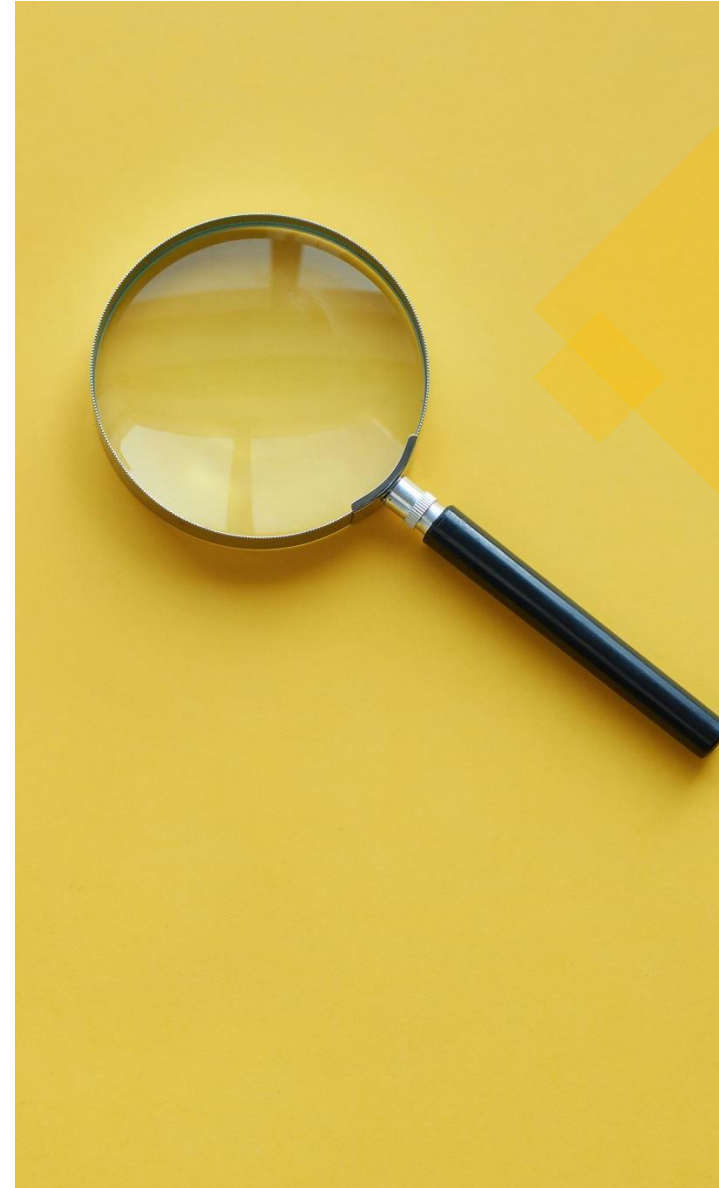
New activities

- Supplemental workbook
- Tailored text and emails
- Community integration
- Online supports
-



Evaluate

- Reach/Opt-in rate
- Engagement
 - Calls
 - NRT
- Cessation initiation
- Long-term cessation





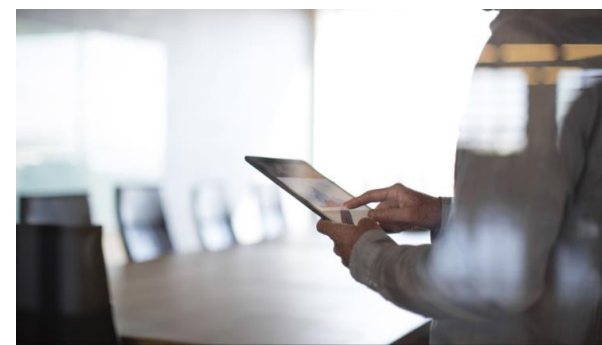
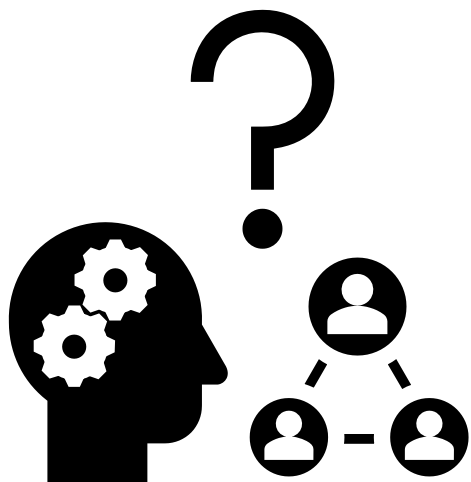
How can you integrate the quitline into your setting (or help others if your role is indirect)?

Whiteboard activity

- Use whiteboard to summarize ideas
- Attendees place an icon on or near the ideas they can integrate or promote in behavioral health care settings

Referral poll

- Which type of referral have you sent to the Quitline? (select all that apply)
 - Gave phone number
 - Called with person
 - Sent a fax referral
 - Submitted an online referral
 - Connected using the EMR



Ask, Advise, Connect: A Brief Intervention



Call 800.QUIT.NOW with person

Fax a referral

Address _____
City _____ State _____ Zip _____
Phone (_____) _____ - _____ Fax for HIPAA covered entity (_____) _____ - _____
Type of HIPAA Covered Entity: Healthcare Provider Health Plan Healthcare Clearing House Not Covered Entity
As a HIPAA covered entity you are authorized to receive personal health information for the individual being referred.
As a Not Covered Entity, personal health information will not be shared back for the individual being referred.
Provider consent is required to provide nicotine replacement therapy (NRT) to individuals who have certain medical conditions or are pregnant.
Does the patient have any of the following conditions? Pregnant Breastfeeding
(Provider) I authorize the QuitLine to send the patient over-the-counter nicotine replacement therapy.
Please sign here if patient may use NRT. _____ Date _____
Provider signature

PATIENT INFORMATION (PRINT CLEARLY)

Patient name (First) _____ (Last) _____
Address _____
City _____ State _____ Zip _____
Phone (_____) _____ - _____ DOB _____/_____/_____
Home Cell Work Language? English Spanish; Other _____
Want to leave a message at number provided? Yes No Insurance? Yes No
Do you require accommodation while participating in the program such as TTY, Translator or Relay Service?
Yes No Other Name: _____
If yes, please specify _____

As the patient (or authorized representative), give permission to release my information to the [Kansas Tobacco QuitLine](#) program. The purpose of this release is to request an initial phone call to discuss my interest and participation in the tobacco cessation program and allow communication with the provider identified on this form. I may revoke this

[How the Program Works](#)

[AAR Model](#)

[Provider FAQs](#)

[How to Talk to Patients About Tobacco](#)

[How to Refer Patients](#)

[Provider Web Referral](#)

[eReferral](#)

[Fax referral](#)

[About National Jewish Health](#)

[Provider Resources](#)

Provider Web Referral

Patient Information

* Patient's first name

* Patient's last name

* Patient's DOB

* Primary phone type

* Patient's primary phone

Secondary phone type

Complete a
web referral



Connect to medical record eReferral

What happens with the referral



Information entered in NJH system



Outreach calls begin 24 hours later
(voice/text message if consented)



When we connect, offer program services



Send progress report to HIPAA-covered providers

Summary

- Quitline is a multi-modal intervention delivered rigorously trained TTS via phone, web, text and pharmacotherapy for commercial tobacco cessation
- The Quitline delivers a special program for people living with a behavioral health condition that includes more coaching support and nicotine replacement therapy
- Providers can integrate Quitline into behavioral health settings, including by implementing a brief tobacco intervention as the default

Thank
you!

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