The South Dakota QuitLine 101

Presented by:
Kayla Magee, RN
Statewide Tobacco Cessation Coordinator
NOTE: The term “tobacco” refers to commercially produced tobacco products only and never the traditional tobacco of our Northern Plains American Indians
Tobacco use is the SINGLE most PREVENTABLE cause of death in the U.S.

MORE THAN:
HIV/AIDS
Alcohol
Car accidents
Murders
Suicides

COMBINED!!
Damages Caused by Smoking

**Cancers**
- Oropharynx
- Larynx
- Esophagus
- Trachea, bronchus, and lung
- Acute myeloid leukemia
- Stomach
- Liver
- Pancreas
- Kidney and ureter
- Cervix
- Bladder
- Colorectal

**Chronic Diseases**
- Stroke
- Blindness, cataracts, age-related macular degeneration
- Congenital defects—maternal smoking: orofacial clefts
- Periodontitis
- Aortic aneurysm, early abdominal aortic atherosclerosis in young adults
- Coronary heart disease
- Pneumonia
- Atherosclerotic peripheral vascular disease
- Chronic obstructive pulmonary disease, tuberculosis, asthma, and other respiratory effects
- Diabetes
- Reproductive effects in women (including reduced fertility)
- Hip fractures
- Ectopic pregnancy
- Male sexual function—erectile dysfunction
- Rheumatoid arthritis
- Immune function
- Overall diminished health

Source: USDHHS 2004, 2006, 2012. Note: The condition in red is a new disease that has been causally linked to smoking in this report.
American Indian
Medicaid Clients
Pregnant Women
Spit Tobacco Users
Youth and Young Adults (18< younger)
Mental Health & Substance Abuse **

** Newly added population as of January 1, 2015
TOBACCO DEPENDENCE: A 2-PART PROBLEM

Dependence is a two part problem and should address both behavioral AND physiological aspects.

1. **Free & Easy Enrollment**
2. **Free** Medications
3. **Free** Coaching
4. **Successful** & **Evidence Based**
How to Enroll

- Call 1-866-SD Quits
- www.sdquitline.com “Click-To-Call”
- Fax Referral
- EHR Referral
Referrals and Quit Rate

<table>
<thead>
<tr>
<th>Referral Source</th>
<th>Number of Enrollees</th>
<th>Response Rate to Follow-up Survey</th>
<th>Quit Rate</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Healthcare Provider Referral</td>
<td>501</td>
<td>48.7%</td>
<td>48.8%</td>
<td>42.4% – 55.2%</td>
</tr>
<tr>
<td>Passive Healthcare Provider Referral</td>
<td>13,872</td>
<td>46.5%</td>
<td>45.5%</td>
<td>44.3% – 46.7%</td>
</tr>
<tr>
<td>Other Referral Source</td>
<td>20,493</td>
<td>45.5%</td>
<td>46.1%</td>
<td>45.1% – 47.1%</td>
</tr>
</tbody>
</table>

Welcome to The South Dakota QuitLine.

If you are ready to quit, thinking about quitting, or know someone who wants to quit... we’re ready to help. The South Dakota QuitLine offers services designed to help you kick the habit for good. This website has been designed as a resource to help you quit and stay quit. All you have to do is call the QuitLine, or you can “click” and we’ll call you! It’s that easy and it’s free!

There are two ways to enroll:

**You Call Us**
- Open Monday – Friday 7am – 11pm
- Saturday 8am – 5pm CST
- Free personal live quit coach
- Free cessation medication
- Enrollment takes approximately 10 – 15 minutes
- Visit the Services tab for more information

**CALL TO ENROLL NOW!**
1.866.SD-QUITs
1.866.737.8487

**We Call You**
- Click here to submit your information to a QuitLine Coach
- Tell us the best time to call you
- Visit the Services tab for more information

**CLICK TO ENROLL NOW!**
REQUEST A CALL!
We’ll call you.
Enrollment Call

- Gather basic information
- Assess readiness to quit in next 30 days
- Determine Eligibility
  1. SD Resident
  2. Tobacco User
  Re-enrolling
- 10-15 Min
- Open 7am – 11 pm M-F & 8am -5 pm Sat. Voicemail available 24 hrs
How Often Can Someone Re-enroll?

- Research indicates that cessation often takes multiple attempts for success.
- Re-enrollment is unlimited in the number of times a participant can use the QuitLine, but how often is limited.
- Priority Populations can use the QuitLine every 3 months.
QuitLine Medications

QL participants and their QL Coach may choose one of the following for FREE:

- Up to 8 weeks of Rx Medication (need physician to fax Rx):
  - **Zyban** (Bupropion)
  - **Chantix** (Varenicline)

- Up to 8 weeks of Over-the-Counter Nicotine Replacement Therapy:
  - **Patch**: 7 mg, 14 mg, 21 mg
  - **Gum**: 2 mg, 4 mg
  - **Lozenge**: 2 mg, 4 mg
How to Receive Medications

- Must enroll and continue in QuitLine phone coaching.
- Participant will need to have their healthcare provider prescribe Zyban or Chantix or NRT if under 18 or pregnant
- Receive (2) 4-weeks supply of RX medication
- Receive (4) 2-weeks supply NRT (patch, gum, or lozenge)
- All medications sent through a central pharmacy
- Medication is sent to participant’s home address
NEW

Dual Therapy for 3+ QL Users

For those who have used the QuitLine 3+ times and still having trouble quitting!
Participants need the consent and/or prescription from their physician.
Optional; not required to use dual therapy

Option 1
NRT Patch + Zyban (8 weeks)

Option 2
NRT Patch + (Gum or Lozenge) (8 weeks)
Typically 5 coaching sessions centered around a Quit Date.

Sessions scheduled by the participant at their convenience.

QuitLine Coach calls the participant at scheduled time.
Coaching Sessions 1 & 2
Preparation (Prior to Quit Date)

- Develop a Personalized Quit Plan
- Plan a Quit Date
- Discuss Medication Information
- Discuss
  - Triggers
  - Coping Mechanisms
  - Withdrawal Symptoms
Coaching Session 3
On Quit Date

- Coach Provides Support and Encouragement
- Provides Additional Information on Medication

Coaching Session 4
After Quit Date

- Follow-Up
- Review Quit Strategies
- Address Slips
# Approximate Length of Coaching Sessions

<table>
<thead>
<tr>
<th>Call</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Call (1\textsuperscript{st} call to QuitLine by a participant to \textbf{enroll} in program)</td>
<td>10-15 minutes</td>
</tr>
<tr>
<td>1\textsuperscript{st} coaching session</td>
<td>25 minutes</td>
</tr>
<tr>
<td>2\textsuperscript{nd} - 4\textsuperscript{th} coaching sessions</td>
<td>15-20 minutes</td>
</tr>
<tr>
<td>5\textsuperscript{th} coaching session</td>
<td>10-15 minutes</td>
</tr>
</tbody>
</table>
Coaching Session 5 Graduate!

- Issue GRADUATION LETTER
- Can be used to receive lower health insurance premium!
- Confirm contact information for follow-up
- According to the 2013 7-month follow-up we have a 43.9% success rate!!!
QuitLine Coach Requirements

- Minimum of Bachelors degree
- Trained in Counseling and behavior modification
- Have Motivational Interviewing skills
- Sensitive to cultural diversity (Native Americans)
- Knowledgeable in:
  - Health Issues surrounding tobacco use
  - Nicotine Withdrawal
  - Cessation medications
Quit Rates by Cessation Product Type (30 dpp), 2012*

- Varenicline only: 46.4% (N=1,140)
- Bupropion only: 52.0% (N=148)
- NRT only: 39.7% (N=914)
- Med + NRT: 25.8% (N=120)
- No product use: 41.4% (N=210)

*More people quit on varenicline and bupropion than on NRT - \( \chi^2 (3, N = 2433) = 15.548, p = 0.01. \) Confidence intervals for respective quit rates were: NRT = 36.5% to 43.0%, bupropion=43.7% to 60.3%, varenicline = 43.4% to 49.4%, medication plus NRT = 18.5% to 34.8%, and no cessation product = 34.8% to 48.4%.
Other Websites

- BefreeSD.com
- RethinkTobacco.com
- FindyourPowerSD.org
- facebook.com/SDQuitLine
- facebook.com/TobaccoRethinkIt
- Goodandhealthy.org
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