South Dakota QuitLine

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Note: The term “tobacco” refers to commercially produced tobacco products only and never the traditional tobacco of the Northern Plains American Indians.
Overview

- Toll of Tobacco
- Priority Populations
- Ask, Advise, Refer
- SD QuitLine
- Resources
Tobacco use is the **SINGLE most PREVENTABLE cause of death in the U.S.**

**Killer.**

**Kills 480,000 people in the U.S. each year!**

Kills MORE PEOPLE THAN:

- HIV/AIDS
- Alcohol
- Car accidents
- Murders
- Suicides

**COMBINED**
Cost of Tobacco Use: South Dakota

- $373 million in tobacco related health care costs per year
- $282.5 million in lost work productivity
- $782 per household in taxes
Adult Smoking Rates:

- U.S. 17.1%
- SD 18.1%
Risks from Smoking
Smoking can damage every part of your body

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 aneurysm, 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
Secondhand Smoke

CHILDREN

- Middle ear disease
- Respiratory symptoms, impaired lung function
- Lower respiratory illness
- Sudden infant death syndrome

ADULTS

- Stroke
- Nasal irritation
- Lung Cancer
- Coronary heart disease
- Reproductive effects in women: low birth weight
Infants and children ingest toxins at a much higher rate.

The toxins from cigarette smoke that stick to all surfaces.

Can’t be eliminated by opening windows, fans, etc.
Spit Tobacco

• Smokeless does NOT mean harmless
• Different route, same nicotine addiction
• 28 carcinogens
• 50 X more likely to be diagnosed with oral cancer
E-Cigarettes (ENDS, Vapes, JUUL, E-Hookahs)

• NOT just water vapor
• NOT safe for youth, pregnant women, or those who don’t currently use a tobacco product
• NOT an FDA-approved cessation device
• Danger of explosions
Priority Populations

- Youth & Young Adults
- American Indians
- Pregnant Women
- Spit Tobacco Users
- Medicaid Clients
- Individuals with Mental Health or Substance Use Disorders
### Ask, Advise, Refer

A *tobacco cessation intervention that could double a patient’s chance at quitting.*

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<th>Ask</th>
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| • About tobacco use  
• If willing to make a quit attempt in next 30 days. | • In a personable, nonjudgmental way  
• Single best thing they can do for their health. | • If willing and ready, refer them to the SD QuitLine |
POLL!
South Dakota QuitLine

- 1-866-SDQUITS (737-8487)
- [www.sdquitline.com](http://www.sdquitline.com)
- Free cessation counseling
- Free NRT or cessation medication
- Enroll through phone, web enrollment or fax/EHR referral
Who can use the SD QuitLine?

- SD Resident
- Tobacco user *(including e-cigarette users!)*
- 13 years of age or older
- Ready to quit or has quit in the last 30 days
- Eligible to re-enroll
Promote the SD QuitLine

South Dakota QuitLine
Your #1 Resource for Tobacco Users

1. FREE Enrollment
2. FREE Medications
3. FREE Coaching
4. Successful & Evidence Based

SD QL Quit Rate: 41.3%
US QL Quit Rate: 30.2%
Passive Referrals

1-866-SD QUITs
Call the QL with the patient or give them a QL business card/brochure.

www.sdquitline.com
Ask patient to fill out the online form, a QuitLine coach calls them.
Direct Referrals

Fax Referrals
Form available at SDQuitLine.com

Electronic Health Record (EHR) eReferrals

Facilities with eReferral Capabilities:
• Sanford
• Avera
• Rapid City Regional
• Cheyenne River Health Center
• Coteau des Prairies
**DIRECT REFERRALS**

Connects the patient and the services directly so you can rest assured they are receiving guidance. Plus, it allows the QuitLine to inform the provider about the patient’s progress.

**Fax Referral Form**

**Electronic Health Record**
- Simplest way
- Patient information sent directly to QuitLine for enrollment
- Available at several healthcare facilities
- See resources section of QuitLine PROF training for more information

**PASSIVE REFERRALS**

Helps a patient get connected, but leaves the provider unsure if patient follows through.

**Phone: 1.866.SD-QUITTS**
- Call the QuitLine with your patient
- Give them a QuitLine business card or brochure. These are available to order through the DOH online catalog. Order online at [doh.sd.gov/catalog](http://doh.sd.gov/catalog)

**Web Referral: SDQuitLine.com/enroll**
- Patient fills out form on their own
- QuitLine calls back by the next day to enroll them
Coaching

• Coaching sessions centered around a Quit Date

• Develop a quit plan, set a quit date, discuss medications, coping, triggers, withdrawal etc.

• QuitLine Coach calls the participant at scheduled time

• QuitLine Coaches are highly trained in cessation and addiction.
QuitLine Medications

*QL participants and their coach may choose one of the following for **FREE**

- **Zyban** *(physician RX required)*
  - Bupropion SR 150mg (Disp: 1 per day x3 days; BID thereafter)

  **OR**

- **Nicotine Replacement Therapy** *(OTC)*:
  - **Patch**: 7 mg, 14 mg, 21 mg
  - **Gum**: 2 mg, 4 mg
  - **Lozenge**: 2 mg, 4 mg
Half of the women who quit smoking during pregnancy, relapse 6 months after delivery, 80% relapse in 12 months.
QuitLine Postpartum Program

**Eligibility:** Must have quit using tobacco during pregnancy and be at least 2 weeks from their due date

- 4 postpartum relapse prevention calls
  - 2 weeks before due date
  - 15, 45, 90 days after due date
- Gift card incentives at program milestones
- Eligible for immediate enrollment in the QL phone service if relapse occurs while enrolled
QuitLine Kickstart Program

SDQuitLine.com/kickstart

**Option 1:**
- 2 week supply of NRT patches, gum lozenges
- Quit guide

**Option 2:**
- Quit Guide
• Program and Resource Online Facilitator
• www.dohprofsd.org
• Free online QuitLine training module
E-Cigarette Resources

Contact the SD TCP for a informational handout and recorded presentation!
YOU CAN DO THIS

South Dakota QuitLine coaches will help you every step of the way. Count on it!

1.866.SD-SUITS
FindYourPowerSD.com

I find my power in my daughter.

1-866-SD-QUITS
(1-866-737-8487)
New E-Cigarette Campaigns
Questions?

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