



South Dakota QuitLine

KAITLYN ASHLEY

TOBACCO CESSATION
COORDINATOR

KACEE REDDEN

TOBACCO DISPARITIES
COORDINATOR

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

Impact of Tobacco use in South Dakota



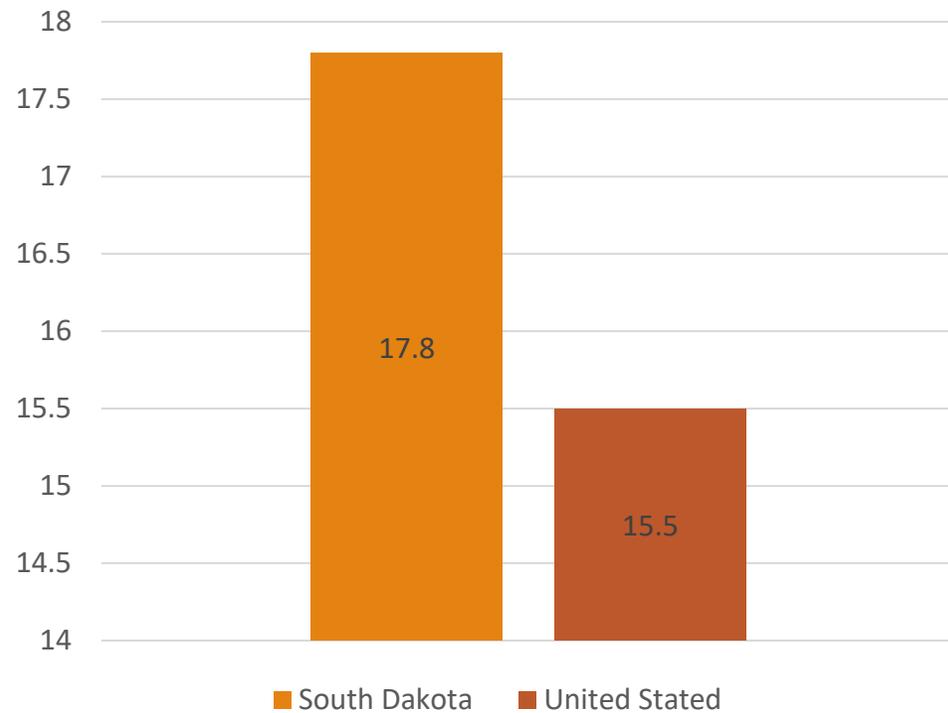
Cost of Tobacco Use: South Dakota

- **\$373 million** in tobacco related health care costs per year
- **\$282.5 million** in lost work productivity
- **\$782 per household** in taxes

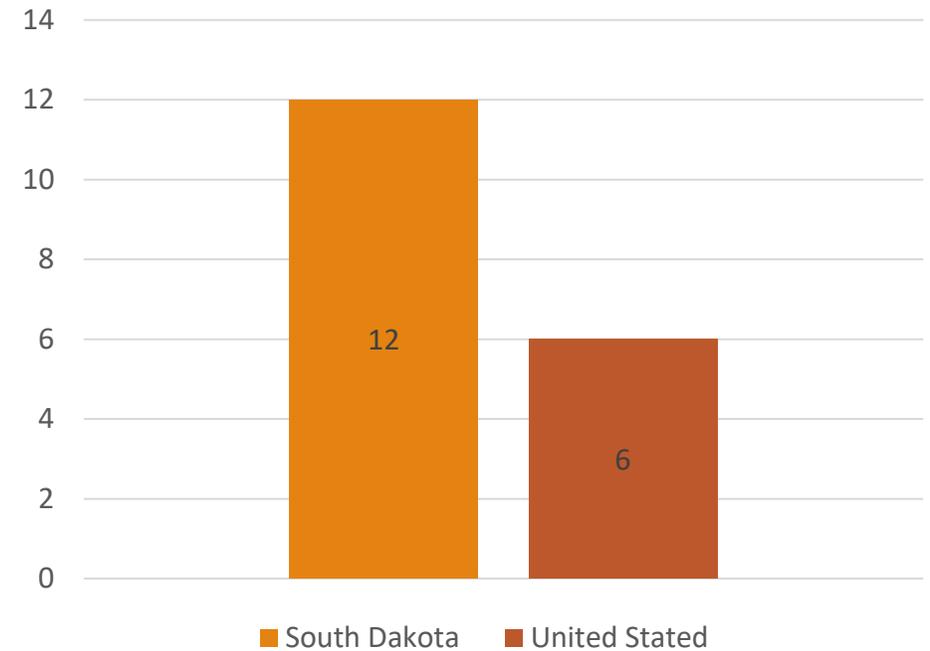


Tobacco Use in South Dakota

Adult Cigarette Use

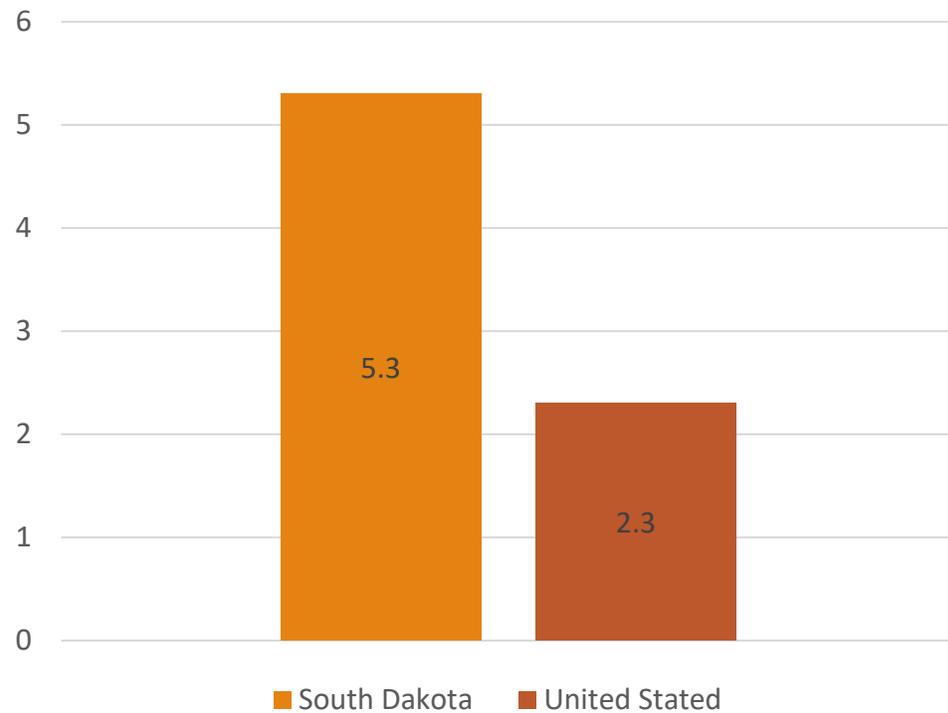


High School Student Cigarette Use in the Last 30 Days

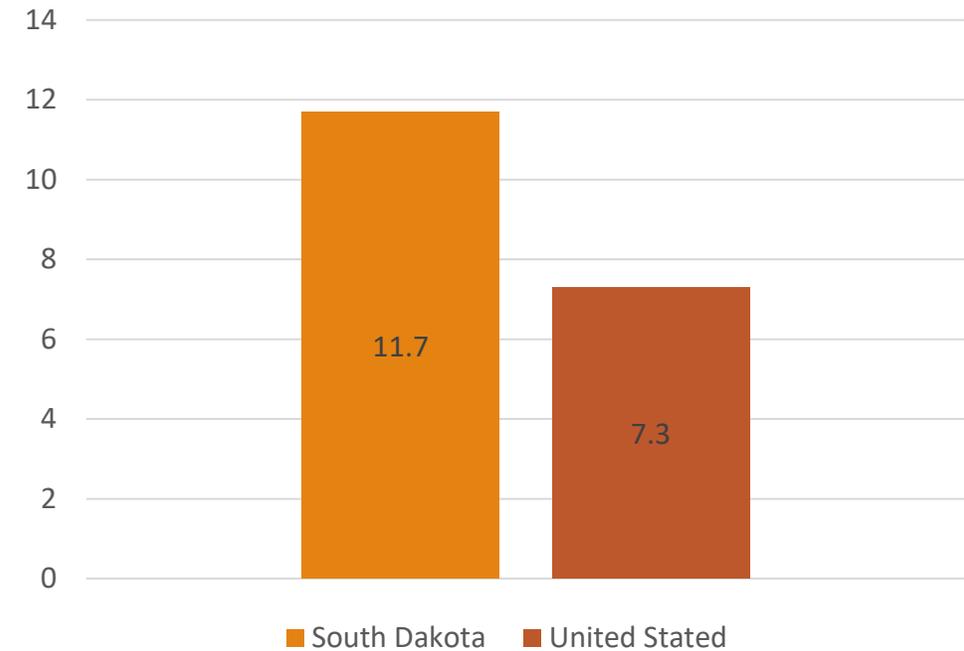


Tobacco Use in South Dakota

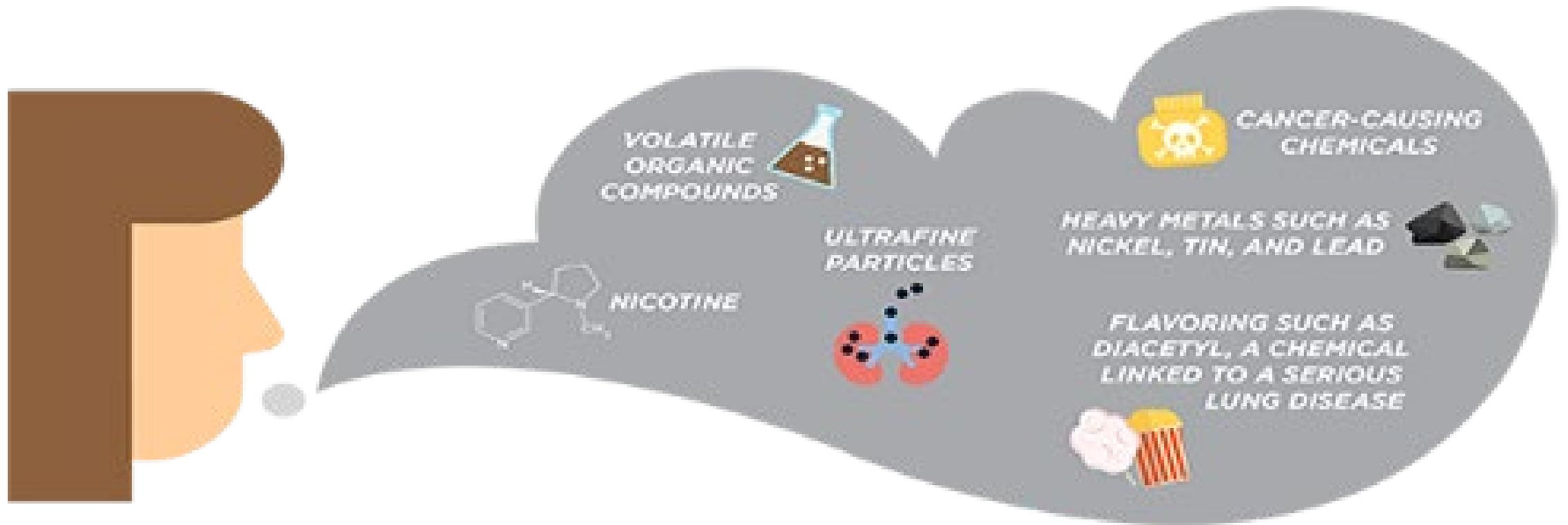
Adult Smokeless Tobacco Use



High School Students using Smokeless Tobacco in the last 30 days



Vaping



Second-Hand Smoke

Adults

Nasal Irritation

Lung Cancer

Coronary Heart Disease

Reproductive Effects in Women



Children

More frequent and severe asthma attacks

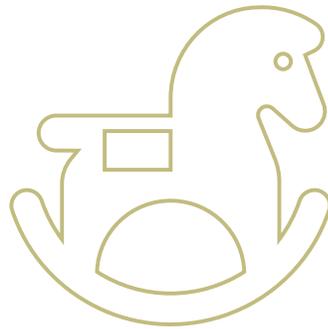
Respiratory infections

Ear Infections

SIDS

Affects lung development

Thirdhand Smoke



Exposure to heavy metals, carcinogens and other harmful chemicals

Lung problems

Linked to slower healing, learning, and behavior problems

Priority Populations

Native Americans

Youth and Young Adults

Pregnant and Postpartum Women

Low Income

Behavioral Health Conditions and Substance Abuse

Big Tobacco

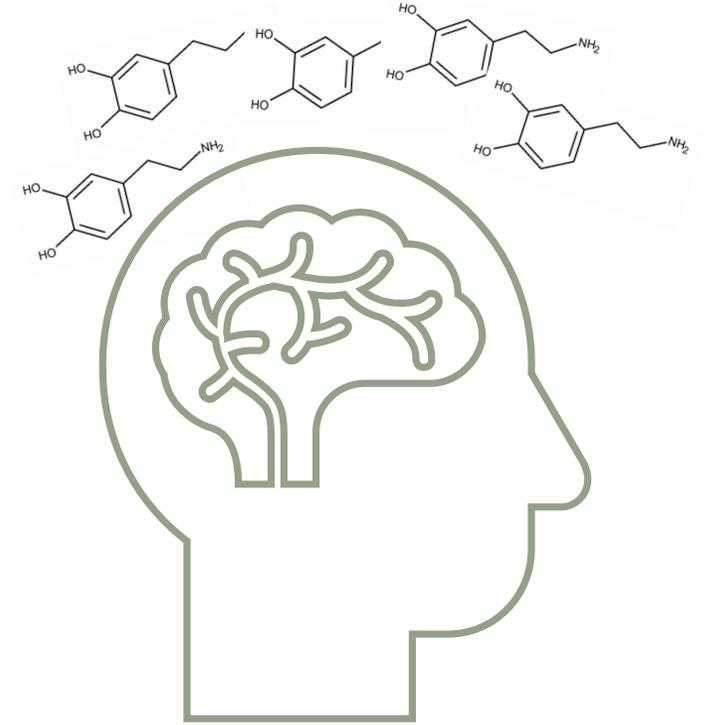
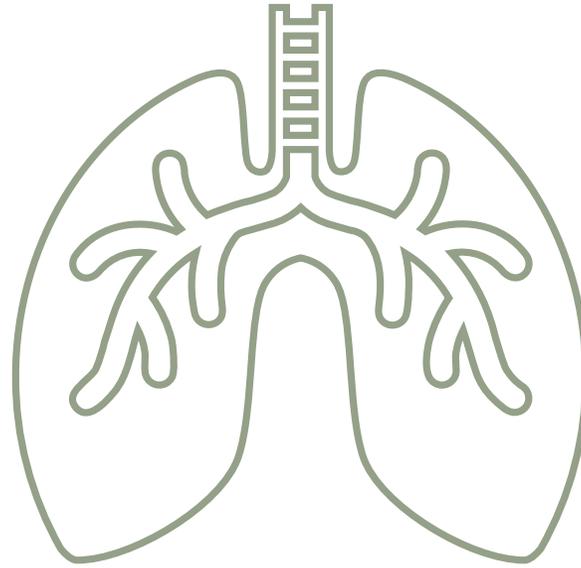
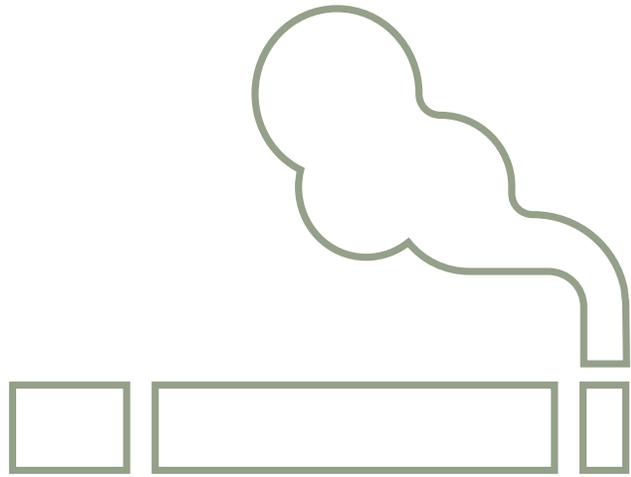
In 2019:

\$8.2 Billion on advertising on promotional expenses

Amounts to:

\$22.5 million each day

\$25 for every person in the US per year



Nicotine Dependence

Nicotine Withdrawal

Cravings

Feeling irritated, grouchy or upset

Feeling jumpy and restless

Difficulty concentrating

Having trouble sleeping

Increased appetite and weight gain

Feeling anxious, sad, or depressed

Tobacco Use Disorder – DSM 5

A problematic pattern of tobacco use leading to clinically significant impairment or distress, as manifested by at least two of the following, occurring within a 12-month period:

1. Loss of control (inability to stop using)

2. Persistent desire/unsuccessful efforts to stop using

3. Craving (a strong desire to use the substance)

4. Failure to fulfill major role obligations due to use

5. A great deal of time is spent obtaining, using, and recovering from the use of substances

6. Continued use of substances despite having social or interpersonal problems caused or made worse by the use

7. Important activities are reduced or given up because of the use

8. Substance use in situations where it is physically hazardous

9. Continued use of substances despite having physical or psychological caused or made worse by the use

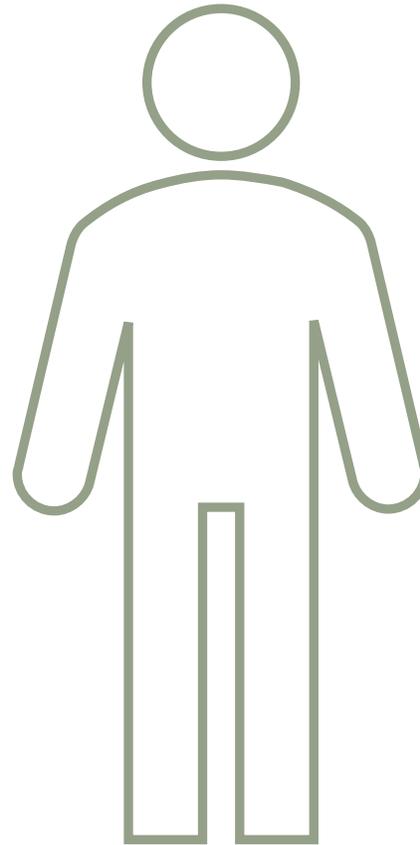
10. Tolerance

11. Withdrawal

Impact of Tobacco use on the Body

Cancers

Bladder
Blood
Cervix
Colon and rectum (colorectal)
Esophagus
Kidney and ureter
Larynx
Liver
Oropharynx
Pancreas
Stomach
Trachea, bronchus and lung



Chronic Illnesses

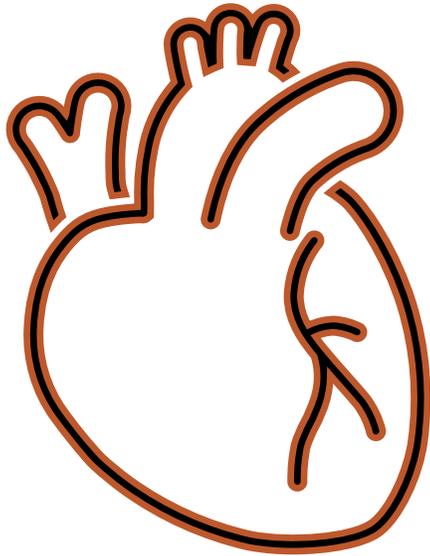
Lung diseases
Stroke
Coronary Heart Disease
Type II Diabetes Mellitus
Inflammation and decreased immune function
Rheumatoid arthritis
Cataracts
Tooth Loss

Priority Population: Behavioral Health Conditions and Substance Use Disorder

- The nicotine dependency rate for individuals with behavioral health disorders is 2-3 times higher than the general population.
- People who have substance use disorders tend to be heavy, highly nicotine dependent smokers.
- 77-93% of individuals receiving care in substance use treatment settings use tobacco.



Tobacco Use and Heart Disease



Smoking damages the heart and blood vessels

Increased risk of heart attack and stroke

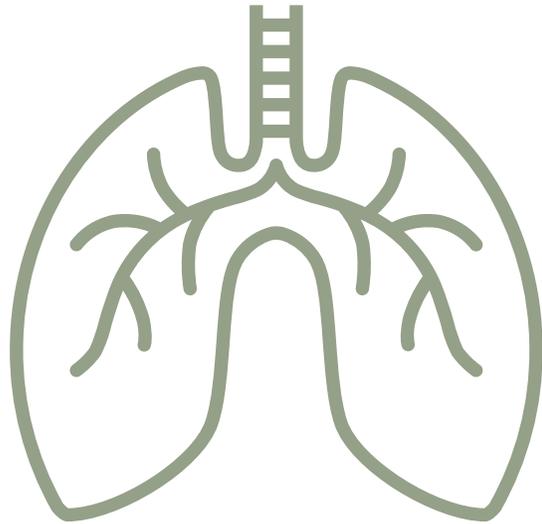
Tobacco Use and Type II Diabetes

People who smoke are 30% to 40% more likely to develop diabetes

Nicotine and other chemicals in tobacco products can impact the body's ability to respond to insulin

Tobacco Use and Lung Disease

Causes damage to the lungs



80% of COPD cases are from cigarette smoking

Tobacco Use and Cancer

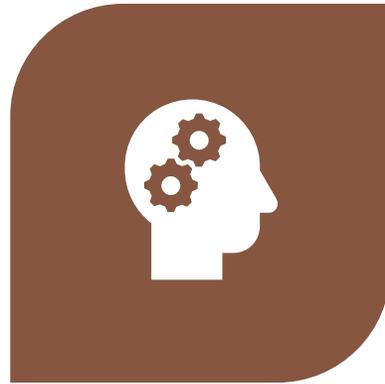
Tobacco use can cause cancer almost anywhere in the body

Can negatively impact cancer treatment and survival

Tobacco users are more likely to have cancer reoccur



ASK



ADVISE



REFER

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



ASK

Ask about Tobacco Use (smoking, vaping, smokeless) at every visit

Follow-up Questions around quitting –

Have you tried quitting before?

Have you thought about quitting?

What would it look like for you to quit?



ADVISE

In a personable and nonjudgmental way

Quitting is the single best thing someone can do for their health



REFER

Make a referral to the South Dakota QuitLine

Provide materials/education on the SD QuitLine



SOUTH DAKOTA
QuitLine



Phone Coaching

FREE no-judgement support throughout your journey.

People who use a coach are 2x more likely to quit for good!



Kickstart Kit

Step-down with medication on your own. Get FREE cessation medication to kickstart your journey.



Quit Guide

Not ready for a coach or medication? Use this interactive workbook to help prepare, motivate & guide you.



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QuitLine

ELIGIBILITY

- 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



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QuitLine

ENROLLMENT

CALL THE QUITLINE

1-866-SD-QUITS
1 - 8 6 6 - 7 3 7 - 8 4 8 7

WEB ENROLLMENT

WE Call You!

Tell us how to reach you, the best time to call, and a Quit Coach will be in touch. If you do not receive a call within the next few days, please call the QuitLine at **1-866-737-8487**.

First Name

Last Name

Phone Number

Date of Birth (MM/DD/YYYY)

Best Time to Call

Best Days to Contact You

REFERRALS

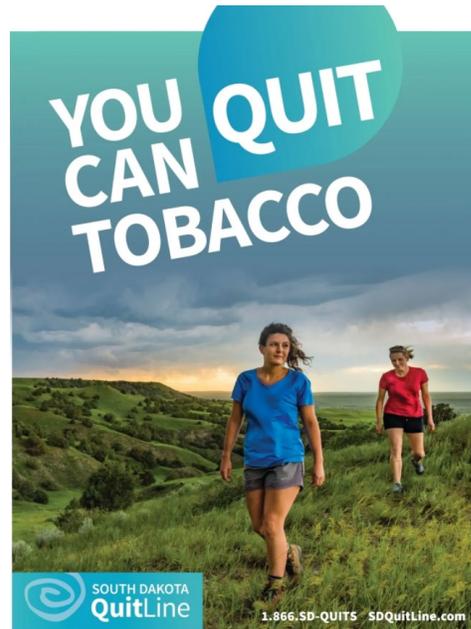
Healthcare providers can make fax or electronic health record referrals

www.sdquitline.com



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QUIT GUIDE



Preparing to Quit

Medication Options that can Help

Coping Mechanisms and Strategies to
Handle Triggers

Dealing with a Relapse

Celebrating being Tobacco Free



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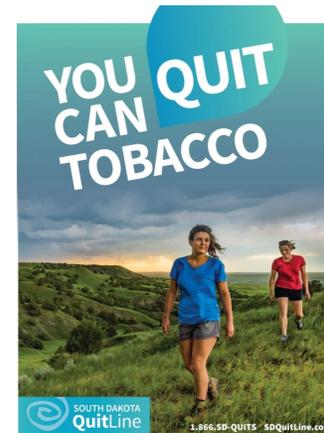
KICKSTART KIT

FREE CESSATION MEDICATION

Up to 2 weeks of NRT medication

Can get an additional 2 weeks of NRT medication if a valid phone number is provided when registering

FREE QUIT GUIDE





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QuitLine

PHONE COACHING

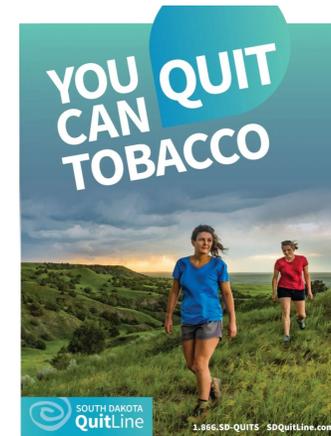
FREE CESSATION COUNSELING

Up to 12 scheduled phone sessions
with a quit coach

FREE CESSATION MEDICATION

Up to 12 weeks of cessation
medication

FREE QUIT GUIDE



People who use a coach are 2x as likely to quit



South Dakota QuitLine has one of the best success rates
in the nation

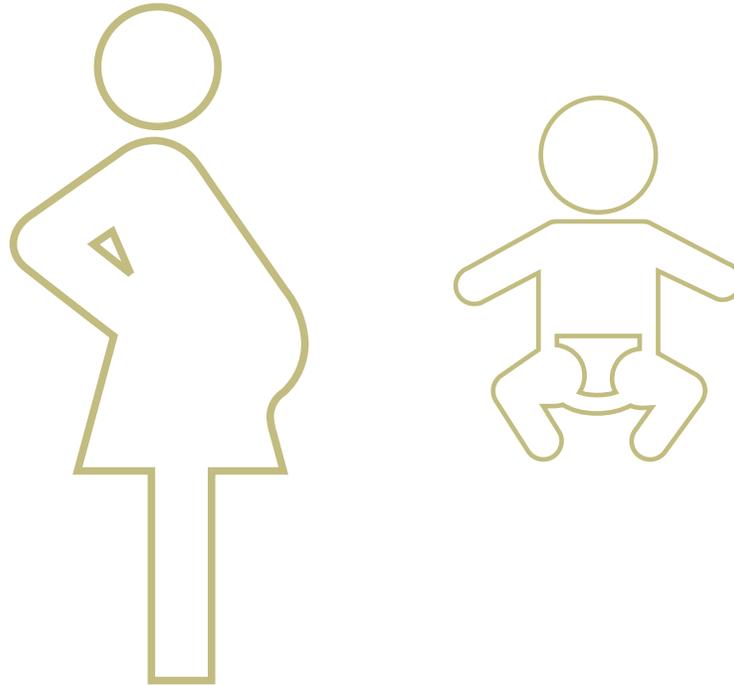
Other Effects of Tobacco Use

Preterm (early) delivery

Ectopic pregnancy

Miscarriage

Reduced fertility (in both men and women)



Low birth weight

Health complications

Increased risk of stillbirth or SIDS

Birth defects

12.6% of adult pregnant women in South Dakota smoke



SOUTH DAKOTA
QuitLine

POSTPARTUM PROGRAM

Extra support for people who have quit using tobacco during pregnancy and are at least 2 weeks from their due date

4 RELAPSE PREVENTION CALLS

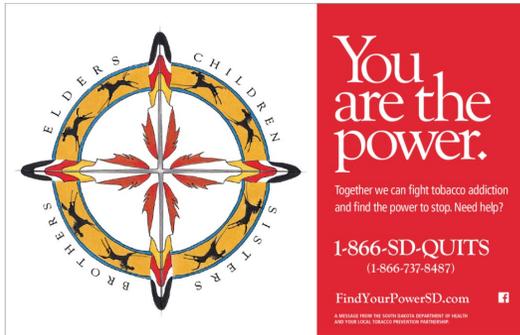
At 2 weeks before due date AND
15 days after due date AND
45 days after due date AND
90 days after due date

INCENTIVES

Eligible for up to three \$25 gift card
incentives awarded at milestones
throughout the program

RE-ENROLLMENT

Are eligible to re-enroll if they relapse
and start the coaching program over



Materials

[SD Department of Health - Educational Materials Catalog](#)



Tobacco Control Program Medication Management Pilot Project

December 2020 to Current



Pilot Program

- **Goal for Pilot Program**
 - Warm Referral Process to the QuitLine for those experiencing unstable living arrangements.
- **But why you ask?**
 - South Dakotans with lower incomes use tobacco at higher rates than the general population.
 - The tobacco industry increases advertising in low-income areas, so community members face more exposure to tobacco marketing.
 - Incorporating tobacco cessation into behavioral health treatment can help improve overall wellness.
 - To receive Nicotine Replacement Therapy (NRT) products, an individual must provide a valid address where they live.



Go to the *QuitLine* website



1.866.SD-QUITS www.SDQuitLine.com



Up to 4 Weeks Nicotine Replacement (NRT) Kickstart Kit

The first two weeks of a quit attempt are often the most difficult. The right medication can really help reduce those pesky cravings and can even double your chances of success!

Here's what you get in the **NRT Kickstart Kit**:

- 2 weeks of FREE patches, gum, or lozenges
- Option to upgrade for an additional 2 weeks of medication

To receive your Kickstart Kit [click here](#)



[Click here](#) to download the digital Quit Guide, an interactive workbook to help you prepare, motivate, and guide you on your journey.

KICKSTART 1

Click Here



Quit Guide

Thinking about quitting but want to map out your plan first? Our free Quit Guide can help. You can use it no matter how many times you've tried to quit and you can share it with friends and family. You'll find plenty of facts about what to do at each step along the way and helpful tips and tools to personalize your quit plan.

To receive your free printed **Quit Guide** in the mail [click here](#)



To download the digital Quit Guide [click here](#)



KICKSTART 2

Request a Kickstart Kit

The Kickstart Kit ships with a 2-week supply of NRT medication.
Get an additional 2-weeks supply, by providing a valid phone number below.

First Name Last Name

Shipping Address

City State Zip Code

Date of Birth

Email Address Phone Number

If we need to reach you to follow-up on this order, how would you prefer we leave a message?
Select all that apply:

- Voicemail
- Text Message
- Email Message
- Do Not Leave A Message

I'm submitting this on behalf of:

Would you like to receive the additional 2-week NRT medication (patches, gum or lozenges)?

I verify that I am a South Dakota resident

Click 'My Patient or Client'

Pilot Program

SOUTH DAKOTA QuitLine
1-800-452-5347 www.SDQuitLine.com

Request a Kickstart Kit
The Kickstart Kit ships with a 2-week supply of NRT medication.
Get an additional 2-weeks supply, by providing a valid phone number below.

First Name [] Last Name []

Shipping Address []

City [] State [South Dakota] Zip Code []

Date of Birth [MM/DD/YYYY]

Email Address [] Phone Number [#####-####]

If we need to reach you to follow-up on this order, how would you prefer we leave a message?
Select all that apply.

- Voicemail
- Text Message
- Email Message
- Do Not Leave A Message

I'm submitting this on behalf of: **MYSELF** MY PATIENT OR CLIENT MY FAMILY MEMBER

Name of Healthcare Provider or Referring Facility: [Other]

Name of referring clinic: []

Would you like to receive the additional 2-week NRT medication (patches, gum, lozenges)?

YES **NO**

I verify that I am a South Dakota resident

NEXT

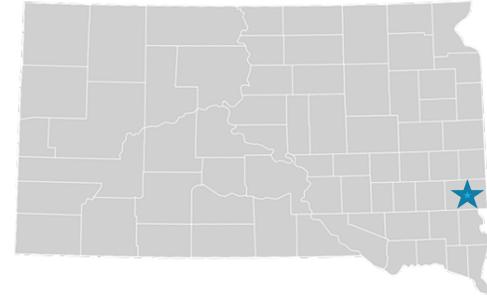
Client's Name (points to First Name and Last Name)

Facility Address (points to Shipping Address)

Client's Contact Information (points to Email Address and Phone Number)

Facility Name and include Caseworker Name (points to Name of referring clinic)

Pilot Program: Avera Addiction Care Center



30 Referrals

(February 10, 2022 to July 22, 2022)

- Started in February 2022
- Counselors enroll clients interested in quitting into the SD QuitLine Kickstart Kit program using the online portal.
- The Kickstart Kit is shipped to the counselor at Avera to distribute to the client.
- Targeting tobacco users with a substance use disorder

Other Kickstart Kit Referrals on the Portal (December 1, 2020 to July 22, 2022)

168 family member
referrals

37 other healthcare
providers referred
using the online
Kickstart Kit referral
option

- Sturgis Monument Health Clinic
- Monument N 10th St Clinic
- Community Health Center of the Black Hills
- AMG Gregory
- IHS Pine Ridge
- Monument Health Cancer Care Institute
- Avera Transplant Institute
- Behavior Management Systems
- Sicangu Vocational Rehabilitation Program
- Sanford Psychiatry and Psychology Clinic
- Avera Queen of Peace
- Aveanna Home Health
- Avera@HOME
- Avera Transplant
- Call to Freedom
- Dakota Counseling Ins.
- Mobridge Medical Clinic

Thank you!

Questions?

Kacee Redden
Tobacco Disparities Coordinator
Kacee.Redden@state.sd.us
605-367-7025

Kaitlyn Ashley
Tobacco Cessation Coordinator
kashley@bhssc.org
605-413-4284