CESSATION PATHWAYS:

Systems Approaches to Tobacco Treatment
Session Objectives

- Highlight the burden of tobacco use in Colorado
- Review Colorado QuitLine program fundamentals, including access, eligibility and service delivery
- Understand the critical role of providers on impacting quit attempts and cessation success
15.7% of Coloradans currently smoke
Only 68% have been advised to quit by a physician
38.6% of adult smokers in CO were referred to smoking cessation treatment

Smokers who are advised to quit attempt quitting at higher rates
Disparities Snapshot

- Low SES
- Uninsured and Medicaid members
- Adults <65 years
- Native American & Black
- LGBT
- Unemployed & unable to work
- Persons with behavioral health conditions
Portrait of a Current Smoker

- Less likely to have a regular provider
- Less likely to have annual wellness visit and be up-to-date on preventive services
- Less likely to meet nutrition and physical activity recommendations
- More likely to be diagnosed with COPD, arthritis, cancer, cardiovascular disease, and depression
The Impact of Provider Advice

Compared to people who smoke who do not get help from a clinician, those who get help are 1.7-2.2 times as likely to successfully quit for 5 or more months\(^1\).

Evidence-Based Interventions

- Evidence-based tobacco dependence treatment:
  - Psychosocial interventions
  - Behavioral counseling
  - Tobacco Cessation Medications

Tobacco Use Standard of Care

- All patients should be asked if they use tobacco and should have their tobacco use status documented on a regular basis.

- All physicians should strongly advise every patient who smokes to quit because evidence shows that physician advice to quit smoking increases abstinence rates.

- Every tobacco user should be offered at least a minimal intervention and referral to evidence-based treatment, such as the Colorado QuitLine.
QuitLine
Service Delivery Basics

This section will highlight current QuitLine benefits and accessibility options for Colorado residents.
## Why QuitLine?

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<th>Quality</th>
<th>Access</th>
<th>Coordination</th>
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<td><strong>QL can provide the treatment intensity that often cannot be provided in a clinical setting due to time constraints.</strong></td>
<td><strong>QL works in conjunction with physician intervention and provides feedback on client progress.</strong></td>
<td><strong>QL increases access &amp; reduces barriers, including those related to: cost, travel, language &amp; business hours.</strong></td>
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The Colorado QuitLine

How To Reach Us

- 1-800-QUIT-NOW
- 1-855-DEJELO-YA
- 1-800-659-2656 (TTS)
- www.coquitline.org

Features

- Intensive, client-centered coaching
- Confidential
- Non-judgmental
- Free NRT
- Self-help materials
- Text-messaging and email support
Eligibility

- To enroll, caller must be:
  - a Colorado Resident
  - 15 years of age for the coaching program
  - 18 years of age to receive cessation medication*

*Provider consent is required for individuals self-reporting uncontrolled hypertension, heart attack or stroke occurrence within the past calendar year; and for pregnant and breastfeeding women
Access & Enrollment

- Participants can enroll by
  - Phone (1-800-QUIT-NOW)
  - Provider Referral
  - Online (COQuitLine.org) www.coquitline.org

- 7 day per week, Multilingual Call Center
  - 5 am to 11 pm MST
  - Voicemail available 24 hours

- 5 Call Program
  - Up to 5 Coaching Calls (Outbound at scheduled times)
  - Unlimited inbound calls for support
Every CO participant (18 or older) enrolled in coaching is eligible for 2 quit attempts and 2 courses of nicotine replacement therapy (NRT) per 12 months*.

Clients must maintain enrollment in the coaching program to receive additional medication shipments.

*A client's calendar year begins on the date of their first QuitLine medication order.
Nicotine Replacement Therapy

Colorado QuitLine NRT

- Patches, Gum and Lozenges
- Combination Therapy available
- Up to 8 weeks of NRT available twice/year
- Shipped directly to the participant’s home
Nicotine Replacement Therapy

- **Monotherapy**
  - Patch, gum, or lozenge offered (one product)
  - Course of therapy delivered in two, four week shipments

- **Combination Therapy**
  - 6 weeks of patch plus short acting NRT (gum or lozenge) and one additional 2 week course of monotherapy (client choice of product).
Chantix Benefit Details

Standard course of Therapy

▪ Clients are eligible to receive one* 12 week course annually

▪ Provider prescription is required and faxed direct to partner mail order pharmacy

*For clients who cannot tolerate Chantix, or who choose to discontinue the product after one month, a full 8 week course of NRT may be offered as a replacement to support the first quit attempt.
QuitLine Chantix® (varenicline) Process Flow

Eligibility → Enrollment → Provider → Pharmacy → Fulfillment
Eligibility:
- CO residency
- 18 or older
- Enrollment and active participation in telephone coaching program
- Provider prescription

Enrollment:
- Client completes intake and 1st coaching session
- NJH provides pharmacy details to client
- NJH sends Chantix request and enrollment confirmation to pharmacy

Provider:
- Client is responsible for contacting provider
- Provider determines if Chantix is appropriate for client
- Provider faxes valid prescription to pharmacy

Pharmacy:
- Pharmacy creates record for new client
- Pharmacy contacts client to confirm NJH request and mailing address

Fulfillment:
- Once NJH request, client contact and faxed prescription are verified, 1st 4 week med supply shipped
- Subsequent refills (2) require completion of 1 coaching call prior to each shipment
Digital Promotion

FREE Chantix®
(Varenicline)

Limited Time Offer. Call Now!

Call 1.800.QUIT.NOW
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Thanks for all you do to support tobacco cessation in Colorado.