

## Telephone Quit Line Services

### Program Overview

The **Case Western Reserve University** Tobacco Quit Line will offer up to 5 proactive coaching sessions with the opportunity for unlimited additional tobacco cessation support calls to those who enroll. In addition, those in this program, who are medically eligible and age 18 and older, will be offered up to 4-weeks of free NRT patches, gum, or lozenges.

Callers are ***always*** encouraged to enroll in the coaching program and use quit medications if appropriate.

### Hours of Operation

The Tobacco Quit Line provides services seven days a week, from 8 am to 1 am EST, or 119 hours per week. These hours are maintained every day of the year, with the exception of closure on Thanksgiving and Christmas Day and delayed opening and early closure at 9:00 am and 7:30 pm EST on the following holidays: Memorial Day, Independence Day, Labor Day, Thanksgiving Eve, and Christmas Eve.

**Case Western Reserve University** faculty and staff calling outside of the hours of operation are given the opportunity to listen to QuitFacts, and/or leave a voice message. All voice messages are returned within 1 business day. QuitFacts topics include:

- What Increases your Chances for Quitting
- Preparing to Quit
- Smokeless Tobacco
- Nicotine Replacement Therapy
- How to Deal with a Craving

### Services for Non English Speakers or Disabilities

Services during all business hours are provided in both English and Spanish. Approximately twenty percent of our QuitLogix staff is bilingual. For other languages, QuitLogix uses the Language Line, a service that provides phone interpreters. In such circumstances, the QuitLogix coach, an interpreter, and the non-English speaker are connected within seconds for real-time telephone interpretation. This service is available in more than 191 foreign languages and offers American Sign Language through video interpretation during all hours of QuitLogix operation. Our existing TTY # 888-229-2182 is provided for those who are hearing or speech impaired.

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## Evidence Based Programs

QuitLogix follows best practices and industry standards as published by the Center for Disease Control (CDC) and NAQC. Our cessation programs consistently achieve one of the highest quit smoking rates in the country, and employ the following components:

- Trained coaches who use a behavioral change model for smoking cessation
- Nicotine replacement or smoking cessation therapy (as selected by client)
- Educational materials
- Online and Text Messaging Resources

QuitLogix programs are designed in accordance with the following evidence based guidelines and resources:

- Treating Tobacco Use and Dependence: 2008 Update (DHHS, 2008)
  - Tobacco Dependence Treatment Handbook (Abrams, Niaura, Brown, Emmons, Goldstein, & Monti, 2007)
  - Transtheoretical Model of Change: Stages of Change (Prochaska & Velicer, 1997)
  - Health Behavior Change (Rollnick, Mason, & Butler, 2007)
  - Motivational Intervention: Second Edition Preparing People for Change (Miller & Rollnick, 2002)
  - Telephone Quitlines: A Resource for Development, Implementation, and Evaluation. (Centers for Disease Control and Prevention, Sep 2004)
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## Nicotine Replacement Therapy

Our coaches encourage the use of NRT for the majority of coaching participants. Coaches are trained to provide qualified callers with information on NRT use and precautions, dosing based on addiction levels, and other smoking cessation therapies. NRT is supplied to participants meeting the following requirements.

- At least 18 years of age
  - Medically eligible (per NRT package inserts)
  - Requires physician consent form (heart conditions, stroke, uncontrolled hypertension, currently pregnant or breast-feeding)
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The **Case Western Reserve University** Tobacco Quit Line program will offer 4-weeks of NRT patches, gum, or lozenges to qualified participants.

Program will be limited to one 28-day supply (28 patches) of 21 mg, 14 mg or 7 mg patches, or one shipment of 2-boxes of 100-count 2 mg or 4 mg gum, or 2-boxes of 72-count 2mg or 4mg lozenges.

All participants age 18 or older, who meet the medical screening criteria, will be sent 4-weeks of NRT patches, gum, or lozenges following the first coaching call.

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## Integrated Cessation Resources

NJH has developed an integrated tobacco cessation program which includes telephone coaching, printed materials, web-based resources, and text messaging. This combination of resources is designed to deliver coaching, content and resources to a wide variety of participants, from tech-savvy youth through those with no digital access.

### eCoach Web-based Services

QuitLogix web-based services are offered as an additional resource for telephone Quit Line participants who benefit from additional support 24/7.

Our secure website provides quit tools and support to participants enrolled in the telephone Quit Line. eCoach includes interactive exercises, strategies for quitting, quizzes, diaries, interactive chat rooms, expert forums, and information for the tobacco user. The website is available to all Case Western Reserve University participants at [Ohio.QuitLogix.org](http://Ohio.QuitLogix.org).

### Website Home Page



The screenshot shows the Ohio Tobacco QuitLine website home page. At the top left is the logo for OHIO TOBACCO QUITLINE CALL IT QUILTS. 1-800-QUIT-NOW 1-800-784-8669. To the right is an 'Enroll Now!' section with a 'username' input field, a 'LOGIN' button, a 'Remember me next time.' checkbox, and a link to 'Can't access your account?'. Below this is the phone number 'Call 1-800-QUIT-NOW (784-8669)'. A navigation bar contains links for Home, Enroll Now, How Do I Quit?, Success Stories, Provider Referrals, Healthy Ohio, and Español. The main content area features a large 'Sign up now! It's Free!' banner with a man sitting on the floor and a laptop, and a 'Success Story Tony's Story' section with a woman and a 'SEE MORE SUCCESS STORIES' button. Below the banner are three columns: 'Thinking About Quitting' with a dropdown menu, 'Quit Smoking Calculator' with a calculator icon and a 'no smoking' sign, and 'Ohio Department of Health' with a list of goals and the ODH logo.

## Text Messaging

Our text messaging program is an opt-in resource available to those who enroll in Quit Line telephone-based coaching and in the web-based program. A clinical study showed that participants who receive motivational text messages were more than twice as likely to quit after six months.

The program includes:

- Messages related to support and relapse prevention
- Tips, motivation, and encouragement
- Messages customized by tobacco type and stage of change
- Messages assessing mood, craving, and tobacco status
- Appointment reminders (day prior to appointment)
- Congratulatory messages

Text messaging is available 24 hours a day, seven days per week. Messages are interactive and sent at various intervals based on a variety of triggers. This program is fully integrated with our telephone coaching, and web-based program.

