Georgia Department of Public Health

Georgia Tobacco Quitline

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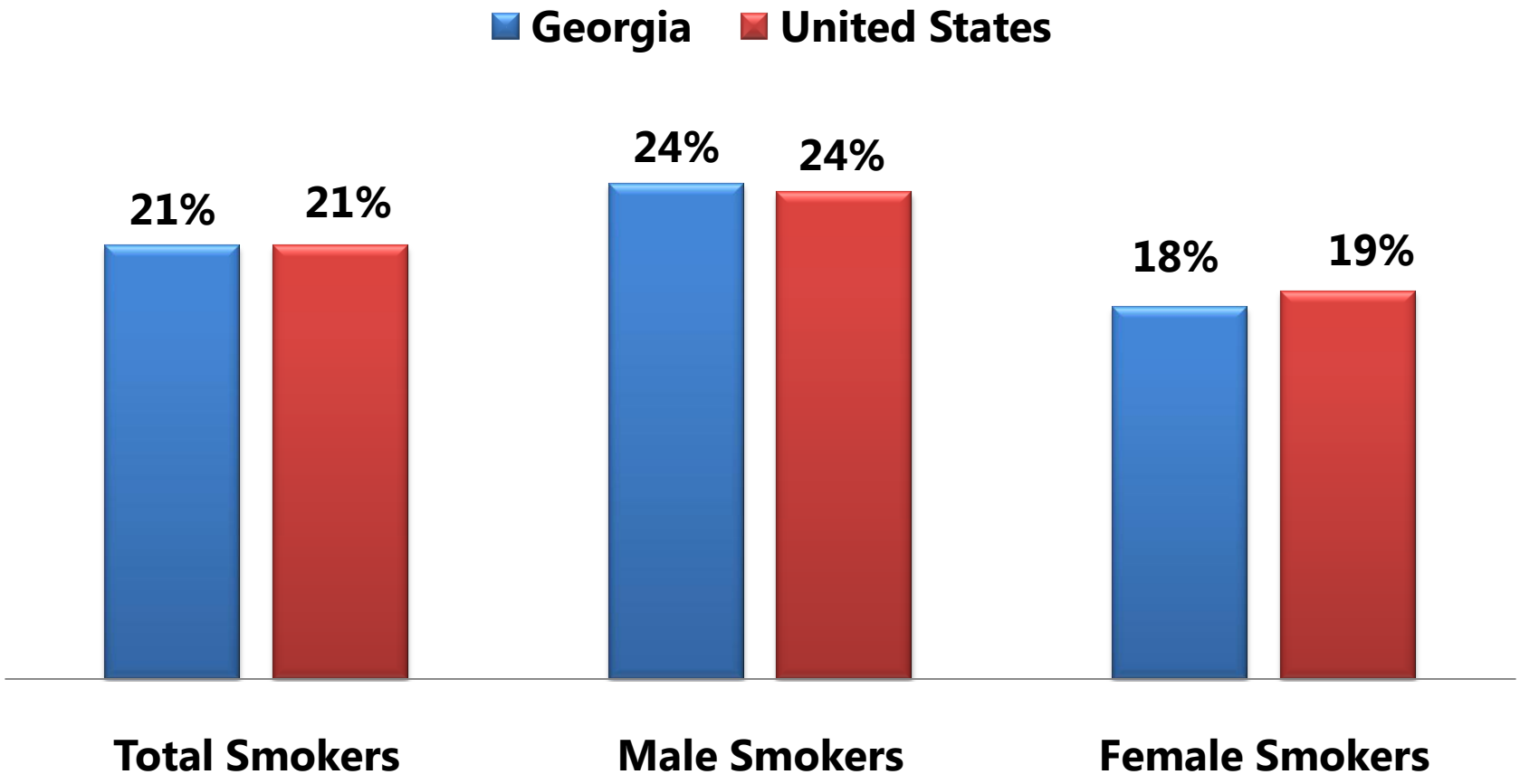
Presentation Overview

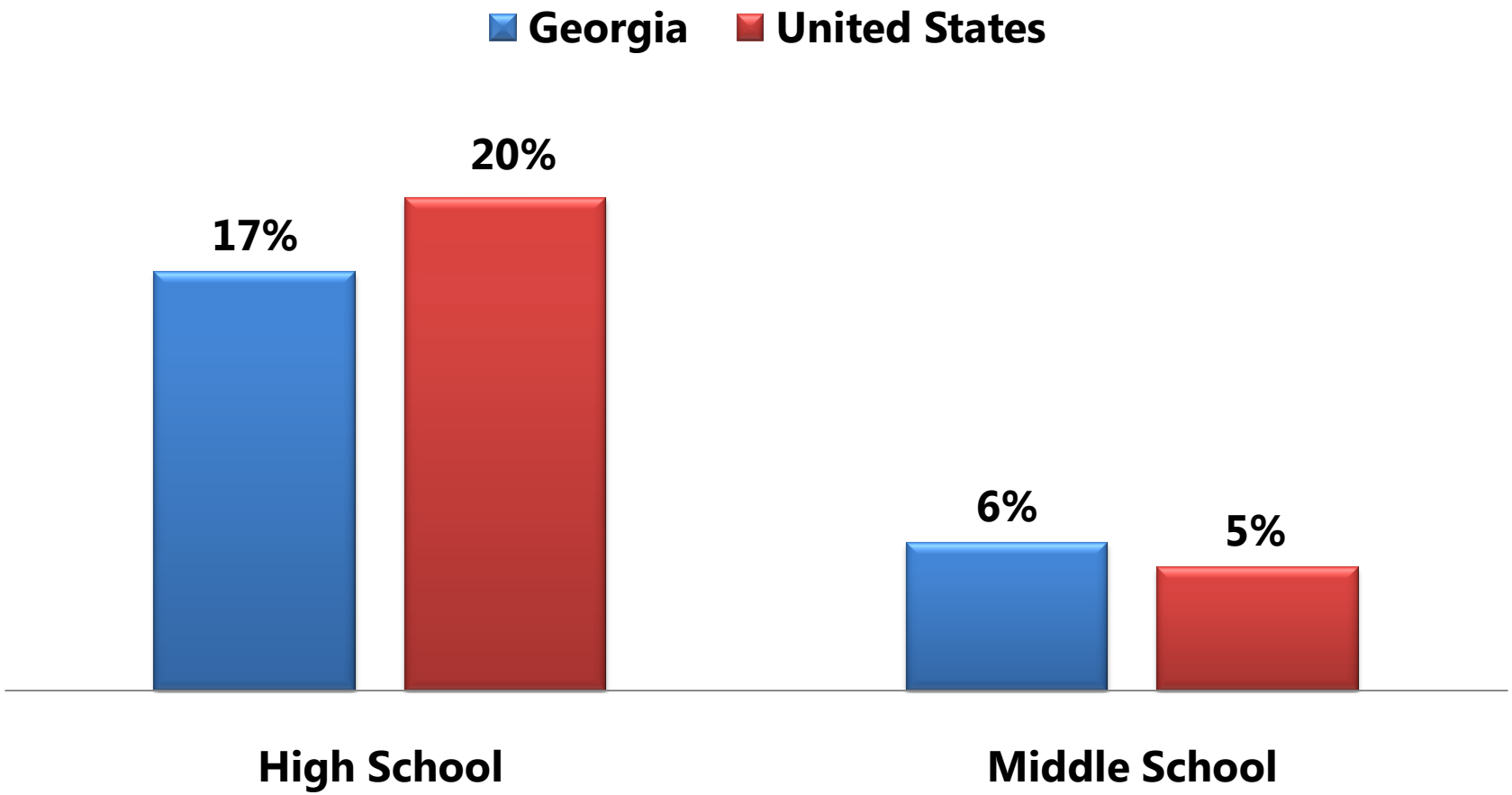
- Smoking Prevalence Rates in Georgia
- What is a Quitline?
  - Georgia Tobacco Quitline
- Brief Overview of the Georgia Tobacco Quitline Services
- Additional Georgia Tobacco Quitline Materials

Adult Cigarette Smokers by Gender
Georgia* vs. United States**
Georgia Overall Smoking Rate: 21%



*2012 Georgia Adult Tobacco Data Summary
**Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance System (BRFSS) Data

Youth Cigarette Smokers
Georgia* vs. United States**
Georgia Overall Smoking Rate: 21%



*2012 Georgia Adult Tobacco Data Summary
**Centers for Disease Control and Prevention. Youth Risk Behavior Surveillance—United States, 2009

What is a Quitline?

- Telephone-based tobacco cessation counseling services
  - Offer help for all tobacco users making a quit attempt
- Available in all 50 states, Washington DC and Puerto Rico offer tobacco quitline services
- Quitline is a good way to let tobacco users know that *cost-free* help is available statewide
- **Any person can call the quitline**
  - Tobacco users, relatives/friends of tobacco users
  - Healthcare providers, general public

Georgia Tobacco Quitline (GTQL)

- Offers effective, evidence-based interventions to help Georgians quit smoking and using tobacco products
- Provides **free** & confidential, professional tobacco cessation telephone & web-based counseling
- Available to Georgia tobacco users aged 13 years and older as well as pregnant and postpartum women
- Cessation services address the use of all tobacco products
- Qualified interpreters available to accommodate Georgians who speak different languages

Georgia Tobacco Quitline (GTQL) Patient Experience

- **Registration Intake Specialist greets caller in English or Spanish**
  - Collects basic information
  - Explanation of services
  - Assess caller's needs and tobacco use history
  - Readiness to quit determined
  - Live transfer to Quit Coach or placement in outbound call queue for following day

Georgia Tobacco Quitline (GTQL) Assessment & Planning Call

- **Quit Coach spends about 25 minutes with tobacco users assessing:**
  - Tobacco use history
  - No. of previous quit attempts, length of longest quit, causes of relapse
  - Level of motivation/confidence in caller's ability to quit and stay quit
  - Presence of chronic diseases and other conditions
- **Quit Coach uses info to help ready-to-quit participants develop personalized quit plan**

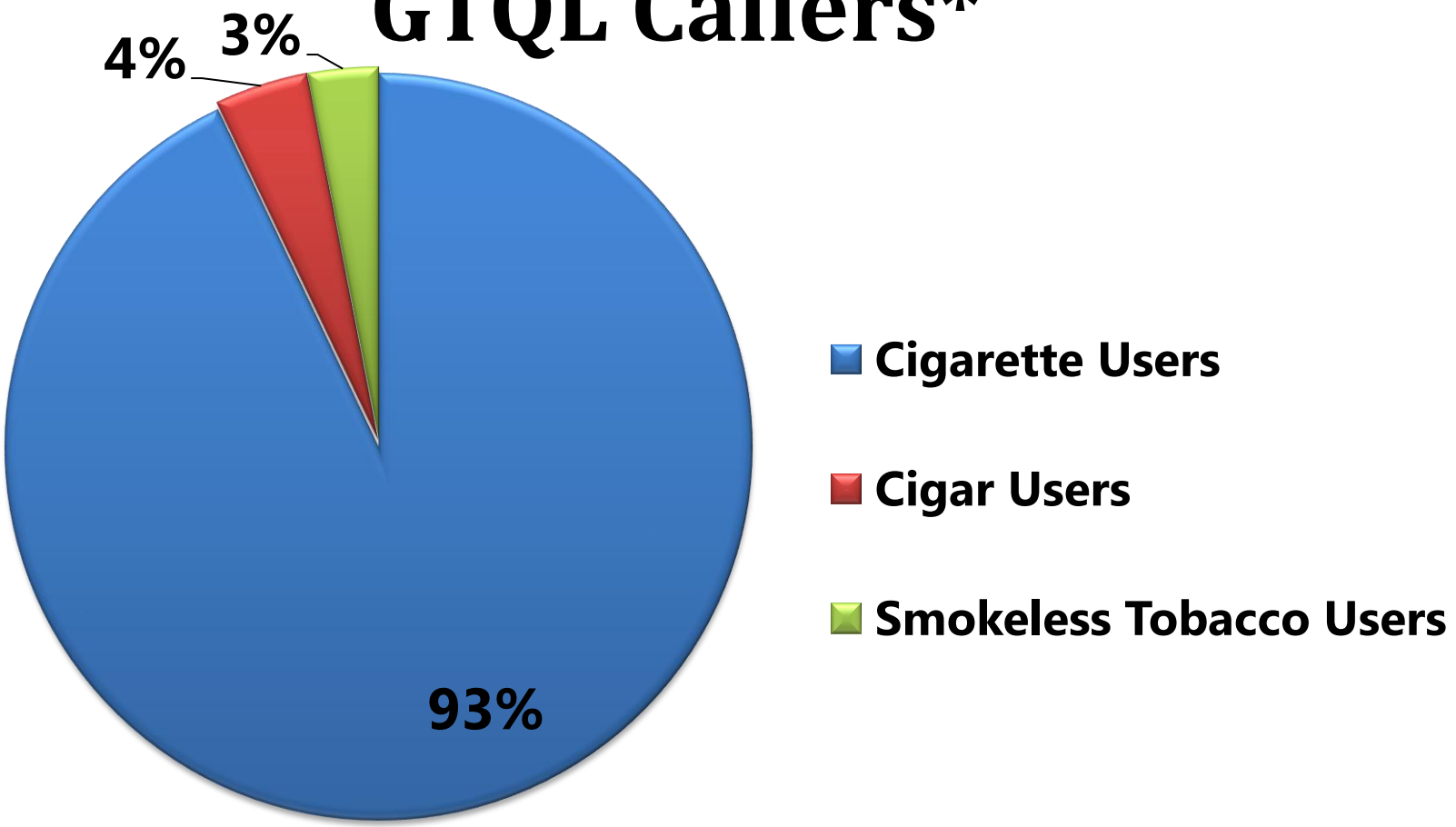
Georgia Tobacco Quitline (GTQL) Personalized Quit Plan

- **Personalized Quit Plan includes:**
  - Encouraging callers to track tobacco use
  - Indentifying coping strategies to deal with urges
  - Practicing “mini-quits” to increase confidence
  - Dosing for nicotine replacement therapies (NRT) use instructions
  - Utilizing patient educational materials
  - Referrals to other local cessation resources

Georgia Tobacco Quitline (GTQL) Follow-Up Coaching Calls

- **Deliver at relapse-sensitive time intervals**
  - One day after quit date
  - Post quit date call one week after quit date
  - Additional calls at 2-3 week intervals thereafter
- **Quit Coach during each call…**
  - Assesses caller's status/progress
  - Builds on info previously gathered
  - Indentifies barriers, reinforces successes
  - Encourage call back at any time for ongoing support

Tobacco Products Consumed by GTQL Callers*



*2012 Georgia Tobacco Quit Line and Smoking Cessation Data Summary

Georgia Tobacco Quitline Service Utilization*

Between July 2011 through June 2012, the Georgia Tobacco Quitline provided services to 10,481 registered callers compared to 4,992 registered callers in the previous year

*2012 Georgia Tobacco Quit Line and Smoking Cessation Data Summary

Benefits of Quitlines*

- **Accessible and Efficient**
- Eliminates barriers of traditional cessation classes (e.g. waiting for classes to form)
- Underrepresented populations in traditional cessation services actively seek help from quitlines
- Helpful for those residing in rural or remote areas
- Appeal to tobacco users reluctant to seek help provided in a group setting
- Information clearinghouse, providing direct referrals to local programs

* Centers for Disease Control and Prevention. *Telephone Quitlines: A Resources for Development, Implementation and Evaluation*

Benefits of Quitlines*

- **Effective in helping tobacco users quit**
- **Proactive Services (Offered by GTQL)**
  - Outbound calls offering comprehensive services and multiple follow-up sessions typically scheduled by the tobacco user
  - Over 50% increase in quit rates compared with self-help
- **Reactive Services (Offered by GTQL)**
  - Respond to callers' immediate requests for assistance
  - Significantly higher quit attempt rates, significantly higher overall cessation rates

* Centers for Disease Control and Prevention. *Telephone Quitlines: A Resources for Development, Implementation and Evaluation*

Georgia Tobacco Quitline's Number

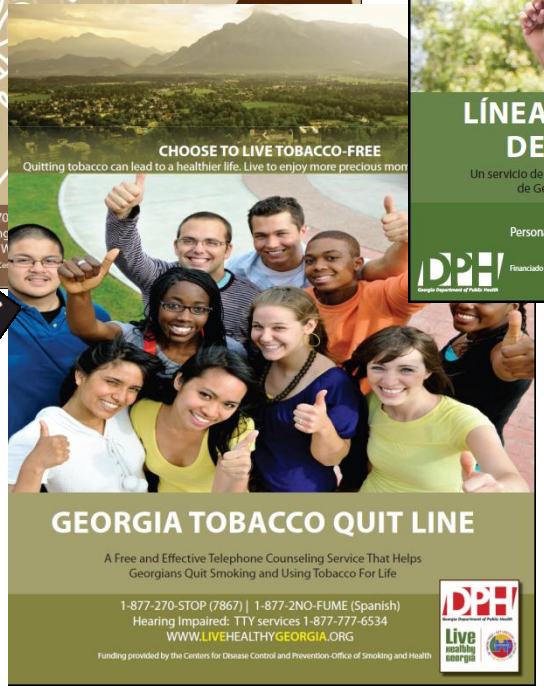
Toll free numbers:

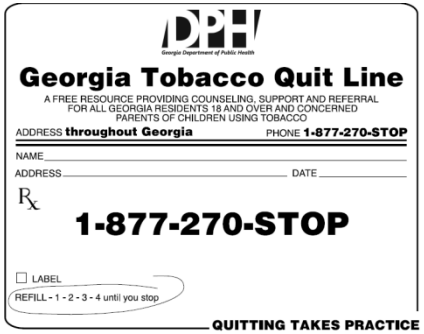
English: 1.877.270.STOP (1.877.270.7867)

Spanish: 1.877.2NO.FUME (1.877.266.3863)

Hearing Impaired: 1.877.777.6534

GTQL Promotional Materials





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Additional Georgia Tobacco Quitline Materials

For more information or to view current tobacco cessation promotional materials please visit the Be Smoke-free section of the Live Healthy Georgia Website at:

www.livehealthygeorgia.org

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