

Georgia Tobacco Quitline
English: 1.877.270.STOP (1.877.270.7867)
Spanish: 1.877.2NO.FUME (1.877.266.3863)
Hearing Impaired, TTY Services: 1.877.777.6534

What is the Georgia Tobacco Quitline?

The Georgia Tobacco Quitline is a public health service funded by the Georgia Department of Public Health through the Georgia Tobacco Use Prevention Program (GTUPP). GTUPP partners with a national tobacco cessation vendor to provide telephone and web-based counseling services in accordance with the United States Public Health Service Treating Tobacco Use and Dependence Clinical Practice Guideline. The counseling services are available at no-cost to Georgia adults, pregnant and postpartum women, and teens (ages 13 and older). Georgia Tobacco Quitline coaches are trained in evidence-based tobacco cessation counseling, having assisted over 94,825 adult Georgians with making a quit attempt and remaining tobacco free since its inception in 2001.

Who can call the Georgia Tobacco Quitline?

- ✓ An array of Georgians can call the quitline for their specific needs including tobacco users themselves; family members, friends, healthcare providers, public health professionals, employers, and any other Georgian.
- ✓ Services are available 24 hours a day, 7 days a week including holidays.

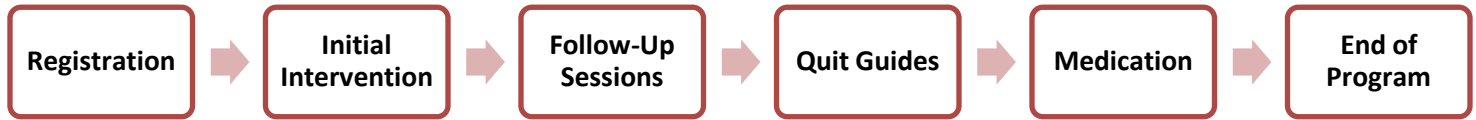
Which services are provided by the Georgia Tobacco Quitline?

- ✓ Provides free & confidential, professional tobacco cessation telephone & web-based counseling to Georgia tobacco users aged 13 years and older as well as pregnant and postpartum women.
- ✓ 5-call program available to all Georgians.
- ✓ 10-call specialty program available to pregnant and postpartum women.
- ✓ Cessation services address the use of all tobacco products, including smokeless tobacco products.
- ✓ Qualified interpreters work with specialists to accommodate callers who speak different languages.
- ✓ **While supplies last during the year, a **free, 4-week supply** of Nicotine Replacement Therapies (NRTs) (gum and patch) available to Georgia adults aged 18 years and older.*
- ✓ Referral to community resources.

***For more information contact the Tobacco Cessation Coordinator, Keith A Bussey, MPH, at 404.657.6313 or kabussey@dhr.state.ga.us**

How does the Georgia Tobacco Quitline work?

Overview



Registration:

- ✓ Demographics collected
- ✓ Eligibility verified
- ✓ Descriptions of services provided
- ✓ Ship stage-based Quit Guide to caller
- ✓ Direct transfer caller to Quit Coach

Follow-Up Sessions

- ✓ Proactive session scheduled near quit date and after to prevent slips and relapses
- ✓ Medication use support provided
- ✓ Unlimited inbound support provided

Medication

- ✓ Decision support for nicotine replacement therapy (NRT) and prescription medication by Quit Coach
- ✓ *If benefit available, Direct Mail Order NRT
- ✓ Medical screening provided by Quit Coach

Initial Intervention

- ✓ Tobacco use history obtained
- ✓ Develop personal profile
- ✓ Develop Quit Plan
- ✓ Set Quit Date
- ✓ Decision support for medication
- ✓ Community Referrals

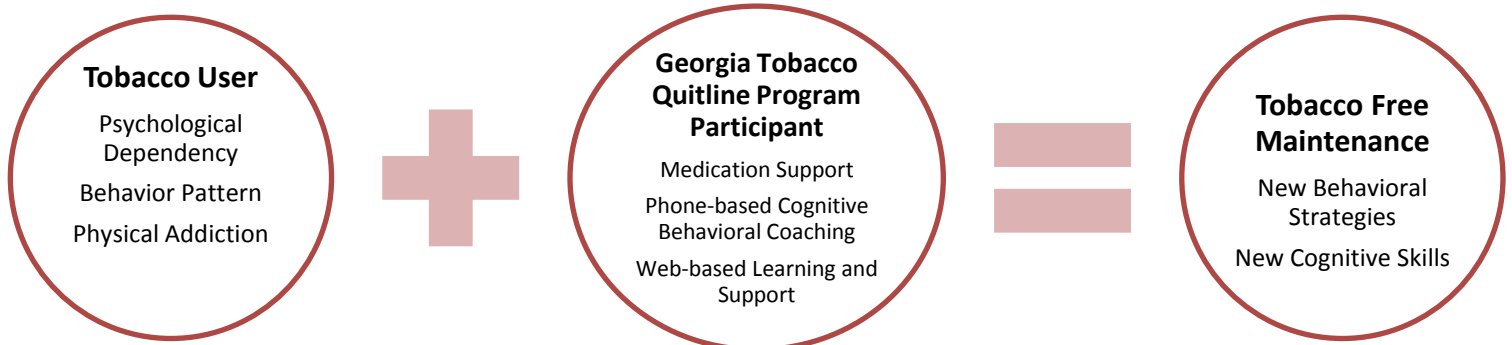
Quit Guides

- ✓ Mail within 48 hours direct
- ✓ Stage-based materials
- ✓ Low literacy level
- ✓ Includes Ally Guide (Quit Kit)

End of Program

- ✓ Outbound call 7 months post-enrollment by non-quit coach to assess quit status and satisfaction with program

Counseling Services Offered by Georgia Tobacco Quitline In Accordance with United States PHS (Public Health Services) Clinical Practical Guidelines For Treating Tobacco Use and Dependence



Timing of Georgia Tobacco Quitline Services

**Enrollment:
Quit Guide Sent**

**Months 2 - 7:
Relapse Prevention Coaching
Outcomes Survey**

**Month 1:
Assessment & Planning, Quit Date, Quit
Date Follow-Up, Inbound Call Support**

