



South Carolina Department of Health and Environmental Control

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# **SC Tobacco Quitline**

*Free Quit Services for All*

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**Smokefree SC Summit 2022**

# Disclosure

*Dr. Wynne has no disclosures, conflicts, or commercial interests related to this presentation.*

# Statewide Cessation

*Baby & Me Tobacco Free ~ Data & Surveillance*

*MUSC Health Tobacco Treatment Program*

*Quit the Hit ~ Medicaid Access & Cost Sharing*

*Community Based Tobacco Disparities*

*Cessation Support of Tobacco-Free Public Housing*

*CAN-Quit Oncology ~ Health Regions 2As+R Efforts*

*Alternative Cessation Resources for Local Courts*

*Indian Health Service ~ Catawba Indian Nation*

*Midlands Tech Dental Program ~ Coalitions*

*Parents/Families ~ Faith Organizations*

*Community Health Workers ~ Policy Makers*

# Quitlines – National / S.C.

- Quitlines provide **free** “quit services” to support quitting tobacco products, including vaping.
- Services focus on **behavioral counseling** and **medication** support with a coaching team.
- Every State and U.S. Territory has a Quitline.
- **S.C. Tobacco Quitline** launched in **Aug 2006**.
- All services are free – **no insurance** required.
- Coaches are trained tobacco treatment specialists (**TTS**).
- Barrier-free access – **open 24/7** (except major holidays – open New Year’s Day).

# SC Tobacco Quitline

## ▪ 1-2-3 Enrollment – Call, Click, or Text

- Call toll free 1-800-QUIT-NOW (800-784-8669)
- Click online at <http://quitnow.net/southcarolina>
- Text “Ready” to 200-400

## ▪ Multiple Languages & Accessibility

- Ages 13 and up
- Spanish speaking call 1-855-DÉJELO-YA
- Native American Indians call 1-888-AI7-QUIT
- Deaf/Hard of Hearing 1-877-777-6534/direct TTY machine
- Others are transferred automatically to someone who speaks their preferred language

# Customized Programs

## ▪ Increase Reach & Advance Health Disparities:

- **Low Income** – uninsured, underinsured, Medicaid, Medicare
- **Behavioral Health** – co-occurring, triaged at intake
- **Pregnant/Postpartum** – women followed during pregnancy and after delivery to prevent relapse
- **Live Vape Free (LVF) Program** – 2 mobile/online support components: Youth & Parents
- **American Indian Commercial Tobacco Cessation (AICTC) Program** – reaching SC's Indigenous Native American Tribal Groups
- **Rural Health/Oncology** – working with FQHCs and cancer centers to implement eReferrals

# Tobacco Treatment Services

- *Focus shift – **nicotine dependence***
- ***Behavioral counseling** support with a coaching team.*
- *Counseling only for under age 18 and pregnant or breastfeeding.*
- ***NRT** patch, gum, lozenge, or combo – from 2-wk starter kits up to 12 weeks of dosing (4-wk shipments).*
- ***Quit Guide** booklet for adult participants.*
- ***Social, mobile, digital** resources for youth participants.*
- ***Customized support materials** for smokeless, vapers, users with chronic health conditions, others.*

# Behavioral Health Services

## ■ Co-Occurring Mental Health Conditions

- *Depression, GAD, ADHD, Bi-Polar, Schizophrenia*
- *Dedicated coaching team*
- *Intensive behavioral counseling methodologies*
- *12-weeks of combo NRT dosing*
- *Referral to community treatment resources*

## ■ Co-Occurring Substance Use Disorders

- *Alcohol Abuse, Other Drugs*
- *Dedicated coaching team*
- *Intensive behavioral counseling methodologies*
- *12-weeks of combo NRT dosing*
- *Referral to community treatment resources*



# Vaping

## ▪ Live Vape Free™ for Teens

- *GET STARTED: text **VAPEFREE to 873373***
- *Access with a mobile phone*
- *Enroll and see what motivate you*
- *Interactive content*
- *1-on-1 support with a coach via their phone*

## ▪ Live Vape Free for Parents/Families

- *EXPLORE MORE AT: **[rallyhealth.com/live-vape-free](http://rallyhealth.com/live-vape-free)***
- *Helps you talk with your teen about vaping*
- *Self-paced online course*
- *1-on-1 support with a coach online*
- *Downloadable toolkit*

# Provider Services

## ▪ Referral Program

- **Fax** referral (DHEC-1617 form) – fax to Optum and faxed outcomes returned to provider; Health Regions (d-1042)
- **Electronic** referral (via **SC Tobacco eReferral Hub**) – EHR referral >> eHub >> Optum and electronic outcomes returned to provider
- eHub vendor: TelASK, Inc.

## ▪ Health Systems Optimization (HSO) Program

- Locally-based **Provider Outreach Specialists** - free on-site and virtual training, TA, other support to S.C. providers.
- PO Specialists are all **TTS trained**.
- HSO goal: Optimize brief tobacco intervention (**BTI**) in standard clinical care across S.C. health systems.

# S.C. HSO Team

- **Optum – Manager of Training & Outreach Programs**
  - *Jo Wardell*
  
- ***South Carolina Provider Outreach Specialists***
  - *Logan Bernstein*
  - *Lorenzo McCray, Jr.*
  - *Amanda Stefanakos*

# Partnerships

- **Joint State Agency Smoking Cessation Initiative** – DHEC-DMH-DAODAS – *all behavioral health*
- **State Opioid Response (SOR)** Grant Program – DHEC-DAODAS – *Opioid Use Disorder (OUD)*
- **SBIRT Grant Program** – DHEC-DAODAS – *SUD*
- **SC Society for Respiratory Care** – DHEC-SCSRC – *respiratory health*
- **Others** – *building health equity partnerships with other entities to address tobacco use and nicotine dependency among high-risk/vulnerable populations*

# Quitline Numbers

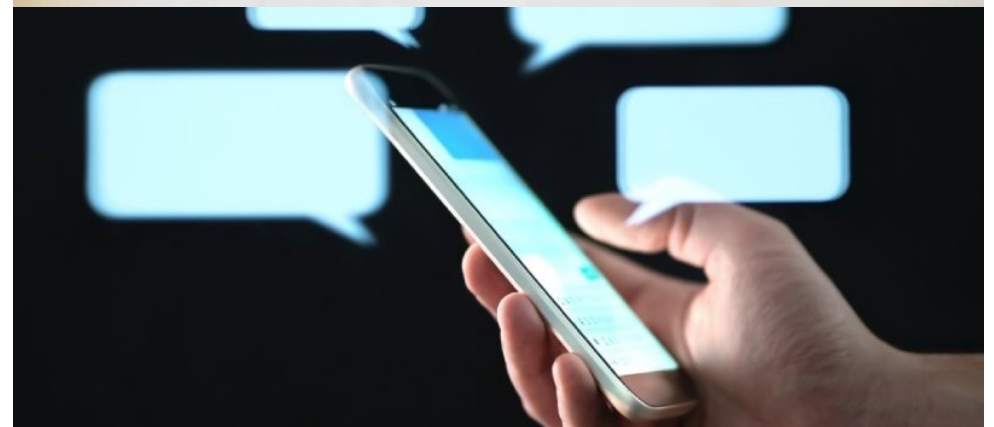
- Total South Carolinians served since start-up: **180,000+**.
- Total provider referrals since start-up: **46,425**
- Current Quit rate: **41%** (compared with **29%** 10 years ago).
- **98%** participant satisfaction with services.
- ROI: **\$2.50 - \$3.50** saved for every \$1.00 invested/spent.

# New on the Horizon

- New **Quit Services** platform.
- **24/7** support from **highly trained coaching team**.
- Individuals can choose from **traditional to digital**.
- **Health equity lens** is of paramount importance.
- **Customized programs** remain the same.
- **Quicker delivery of NRT**.
- **Seamless transition** for the participant.
- Planned **launch in late 2022**.

# The Quitline in 2022

- ***Going DIGITAL!***
- ***More individual preferences.***
- ***Added services to address tobacco, vaping, other products.***
- ***Health-focused, holistic approach.***
- ***Stay tuned – the best is yet to come!***



# Mini Quit Challenge

- A **12-month “challenge”** campaign to encourage quitting across the state.
- **\$100 gift card prize** – 1 winner each month.
- Heavy media – **TV, social, digital** placements.
- Recruitment starting soon – **URL to sign up** will be publicized.
- Launch date set for **May 30, 2022**.
- First **statewide** challenge of this type.
- **Quitline promoted** every month.



# Who to Contact

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