



The Provider Quitkit California Smokers' Helpline and the Medi-Cal Incentives to Quit Smoking Project

As a health care provider, you are the key to your patient's success! Quitting smoking is the single most important step your patients can take to improve their health. Referring your patients to the [California Smokers' Helpline](#) at **1-800-NO-BUTTS** can double their chances of quitting successfully.

This kit contains a list of smoking cessation resources, links to Helpline videos that help you talk to your patients about quitting smoking, a tobacco cessation guide for health professionals, links to the Web-Based Referral Service, and information on how to order free materials.

Resources

The California Smokers' Helpline

1-800-NO-BUTTS

www.nobutts.org

<https://www.facebook.com/nobutts.org>

www.nobutts.org/register/referral

CSH Videos

[How to Talk to Your Patients About Quitting Smoking
Easy, Online Referral to Tobacco Treatment Program](#)

The Medi-Cal Incentives to Quit Smoking Project

www.nobutts.org/miqs and www.nobutts.org/medi-cal

California Tobacco Control Program

<http://www.cdph.ca.gov/programs/Tobacco/Pages/default.aspx>

California Department of Healthcare Services

<http://www.dhcs.ca.gov/individuals/Pages/QuitSmoking.aspx>

https://www.facebook.com/DHCSWelltopia/app_200288356784986

TobaccoFreeCA

<http://www.tobaccofreeca.com/>

<https://www.facebook.com/TobaccoFreeCA>

UC Quits

www.ucquits.com

REFER YOUR PATIENTS

Quickly and Easily to Evidence-Based Tobacco Dependence Treatment



Free Web-Based Referral Service

The California Smokers' Helpline's web-based referral service offers busy health professionals a quick and easy method for referring their patients who smoke to free, evidence-based cessation services:

- Quick, easy, and convenient to use
- System issues email confirmation when referral has been received
- Once a referral is received, a Helpline representative will make five attempts to call the patient over one week
- Aggregate reports of referral disposition are also available upon request

Why Refer Patients to the Helpline?

Asking and advising patients to quit is not just good patient care—it can increase the chance that a smoker will make a quit attempt. And studies have shown that smokers who use Helpline counseling are twice as likely to quit as those who don't.

According to the U.S. Public Health Service *Treating Tobacco Use and Dependence: Clinical Practice Guideline, 2008 Update*, "Telephone quitline counseling is effective with diverse populations and has broad reach. Therefore, both clinicians and health care delivery systems should ensure patient access to quitlines and promote quitline use."

Register Now

To register for our free online referral service, visit www.nobutts.org/referral/register.



CALIFORNIA
SMOKERS' HELPLINE

1-800-NO-BUTTS

Moores UCSD Cancer Center, 9500 Gilman Drive, #0905, La Jolla CA 92093-0905, T: 858-300-1010, F: 858-300-1099, www.NoButts.org
This material made possible by funds received from the California Department of Public Health and from First 5 California.



Free Services from the California Smokers' Helpline

Established in 1992 by researchers at the University of California San Diego, Moores Cancer Center and proven in clinical trials to double a smoker's chance of success, the California Smokers' Helpline offers the following free services over the phone:

- 30-minute session with a trained specialist to develop a quit plan, self-help materials, referral to local cessation programs, and up to five follow-up sessions
- All services and materials available in English, Spanish, Korean, Vietnamese, Mandarin and Cantonese
- Specialized services provided for pregnant smokers, tobacco chewers and teens
- Some Helpline callers are eligible for free nicotine patches, sent directly to their home
- Medi-Cal members may qualify for special incentives to quit
- Text messaging program available at **www.nobutts.org**
- Open Monday to Friday, 7 a.m. to 9 p.m., and Saturdays and Sundays, 9 a.m. to 5 p.m.

Take the Next Step



Order free patient materials at
www.nobutts.org



Learn more about our
free, evidence-based tobacco
cessation services at
www.nobutts.org



Register for our free, online
referral service **www.nobutts.org/referral/register**



**CALIFORNIA
SMOKERS' HELPLINE
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California Smokers' Helpline
1-800-NO-BUTTS

YOU ARE KEY TO YOUR PATIENTS' SUCCESS!

Remember, every quit attempt brings a smoker closer to quitting for good.

YOU succeed every time you encourage a smoker to quit.

ADVISE

Tobacco users to quit.

Your advice **doubles the chance** that your patients will make a quit attempt.*

* Monogr Natl Cancer Inst 5, 1-22. NIH Publication No. 94-3693

1-800-NO-BUTTS

Operated by Moores UCSD Cancer Center

FREE Cessation Services Include:

- **Self-help materials**
- **Referral to local services**
- **Telephone counseling**
 - Up to 6 one-on-one counseling sessions to help patients create a plan and stick to it.
 - Specialized services available for teens, tobacco chewers, and pregnant smokers.

ASK

Every patient at every visit:

“Do you smoke?”

REFER

Your patients to 1-800-NO-BUTTS.

LET THEM KNOW:

“You can double your chances of quitting successfully by calling **1-800-NO-BUTTS.**”*

* Zhu S-H., Anderson CM, Tedeschi G., et al. Evidence of real world effectiveness of a telephone quitline for smokers. N Engl J Med 2002; 347: 1087-93

All services are FREE

- | | |
|--|---|
| English
1-800-NO-BUTTS
(1-800-662-8887) | Vietnamese
1-800-778-8440 |
| Spanish
1-800-45-NO-FUME
(1-800-456-6386) | Chewing Tobacco
1-800-844-CHEW
(1-800-844-2439) |
| Mandarin & Cantonese
1-800-838-8917 | TDD: Deaf or Hard of Hearing
1-800-933-4TDD
(1-800-933-4833) |
| Korean
1-800-556-5564 | Hours of Operation
Monday–Friday: 7am – 9pm
Saturday and Sunday: 9am – 5pm |

➤ **ORDER FREE PATIENT MATERIALS AT** WWW.NOBTUTTS.ORG

7 Suggestions for Clinical Use of Pharmacotherapies for Smoking Cessation (The information contained within this table is not comprehensive)

PHARMACOTHERAPY	SIDE EFFECTS	DOSAGE	DURATION	PRODUCT NAME & AVAILABILITY
Nicotine Patch	Local skin reaction; Insomnia	21 mg/24 hours 14 mg/24 hours 7 mg/24 hours	4-6 weeks then 2 weeks then 2 weeks	Nicoderm CQ (OTC) Generic (Rx & OTC)
Nicotine Gum	Mouth soreness; Dyspepsia	1-24 cigs/day-2 mg gum. (To start: every 1-2 hrs, up to 24 pcs/day) 25+ cigs/day-4 mg gum. (To start: every 1-2 hrs, up to 24 pcs/day)	Up to 12 weeks	Nicorette, Generic (OTC) Original & various flavors
Nicotine Nasal Spray	Nasal irritation	8-40 doses/day. (To start: every 1-2 hrs)	3-6 months	Nicotrol NS (Rx)
Nicotine Inhaler	Local irritation of mouth and throat	6-16 cartridges/day. (To start: every 1-2 hrs)	Up to 6 months	Nicotrol Inhaler (Rx)
Nicotine Lozenge	Mouth soreness; Local irritation of throat; Hiccups	2 mg or 4 mg. (To start: every 1-2 hrs, up to 20 pcs/day)	12 weeks	Commit, Generic (OTC)
Bupropion SR** (Precautions/contraindications include history of seizure and eating disorder)	Insomnia; Dry mouth	150 mg every morning for 3 days, then 150 mg twice daily. (Begin treatment 1-2 weeks pre-quit)	7-12 weeks; Maint. up to 6 months	Zyban, Generic (Rx)
Varenicline*** (Precautions/contraindications include pregnant or breastfeeding women, children under 18, history of kidney problems)	Nausea; Headache; Insomnia; Flatulence; Vomiting	0.5 mg once a day for 1-3 days, then 0.5 mg twice daily (1 in am, 1 in pm) for 4-7 days. On day 8 through completion, 1 mg twice daily. (Begin treatment 1 week pre-quit)	12 weeks; Maint. option: add'l 12 weeks	Chantix (Rx)



Medi-Cal Incentives to Quit Smoking (MIQS)
 Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

General Fact Sheet

BACKGROUND

Smoking is a risk factor for the development of heart disease, lung disease, cancer, and type 2 diabetes. Medi-Cal members are at risk of these diseases because they smoke at higher rates than non-members. The Medi-Cal Incentives to Quit Smoking (MIQS) Project aims to reverse these trends and motivate smoking cessation by incentivizing attempts to quit smoking. The California Smokers' Helpline is a free telephone-based counseling service operated by the University of California, San Diego.

HOW THE INCENTIVE WORKS FOR MEMBERS

For a limited time through 2015 or while supplies last, the MIQS Project is offering free nicotine patches and a \$20 gift card bonus to members who call the Helpline and enroll in counseling. Medi-Cal members age 18 and over who smoke are eligible. To receive the nicotine patches and \$20 gift card bonus, the member must have a valid Medi-Cal Beneficiary Identification Card number and complete the first counseling session.

HERE'S WHAT YOU CAN DO TO HELP MEMBERS QUIT SMOKING

1) ASK all Medi-Cal members if they smoke; **2) ADVISE** them to quit smoking; **3) REFER** members who smoke to the Helpline at **1-800-NO-BUTTS** or **www.nobutts.org/referral**. Cessation counseling is available in English, Spanish, Vietnamese, Korean, and Chinese; and **4) MOTIVATE** members to call by telling them about the free nicotine patches and \$20 gift card bonus.

Helpline Launches Web-Based Referrals

The California Smokers' Helpline just made it easier for health professionals to refer their patients who smoke to the Helpline for free, evidence-based, tobacco cessation services in multiple languages. Health professionals can now register online at www.nobutts.org/referral/ for the Helpline's new free, web-based referral service. Once approved, it's easy and convenient to refer patients who want to quit smoking with the Helpline's online referral service: 1) select the provider name from the drop-down menu; 2) enter the patient's name, date of birth, phone number and preferred language; 3) obtain patient consent; and 4) click save!



Free, Effective Help for Smokers
 Our new web-based referral service makes it easy to refer clients to free, evidence-based cessation counseling
Funded by the California Department of Public Health and First 5 California



For more information, visit www.nobutts.org/miqs or contact:

Cynthia Vela, Outreach Specialist
 Email: Cynthia.Vela@dhcs.ca.gov

Susan Kratochvil, Outreach Specialist
 Email: Susan.Kratochvil@dhcs.ca.gov

*Made possible by a grant from the Centers for Medicare and Medicaid Services under the Medicaid Incentives for Prevention of Chronic Diseases program. Some conditions apply. One gift card per person, per year, while supplies last. Medi-Cal Managed Care plans may offer additional tobacco cessation services.



Medi-Cal Incentives to Quit Smoking (MIQS)
 Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

ORDER NOW FREE Postcards and Posters for your Office

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
 Nicotine Patches
 Ask for a \$20 Gift Card Bonus*

Call the California Smokers' Helpline for free tips and a quit plan.
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE
 1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
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Thousands of Medi-Cal members are

QUITTING SMOKING
 You can too! We can help.



FREE Nicotine Patches
 and \$20 Gift Card Bonus*

Call the California Smokers' Helpline today!
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.
 Nicotine patches are mailed directly to your home.
 Remember to ask about the gift card bonus.

CALIFORNIA SMOKERS' HELPLINE
 1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
 Medi-Cal managed care plans may offer additional tobacco cessation services.
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 MIQS1-0214

For more information visit:
www.NoButts.org/Medi-Cal

Miembros de Medi-Cal: Oferta Especial para Dejar de Fumar.



Parches de Nicotina
GRATUITOS
 Pida una tarjeta de regalo de \$20 dólares*

Llame a la Línea de Ayuda para recibir consejos gratuitos y un plan para dejar de fumar.
1-800-45-NO-FUME

Quando llame, tenga su tarjeta de Medi-Cal disponible.

LINEA DE AYUDA
 1-800-45-NO-FUME

*Algunas restricciones aplican. Una tarjeta por persona por año.
 Oferta válida hasta agotar existencias.
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Postcards and Posters are available in English, Spanish, Chinese, Korean and Vietnamese.

To order materials sent to your office: Email: Cynthia.Vela@dhcs.ca.gov

For more information and to order MIQS materials online visit www.nobutts.org/miqs