

Colorado Quitline

4/14/2023

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Background

- Funded through A35 tobacco tax
- Free coaching and NRT available for Colorado residents.
- Two quit attempts per year
- Operated by National Jewish Health (NJH) since 2001



Eligibility

To enroll, participant must be:

- State Resident
- At least 12 years of age to participate - Minor consent is not needed.
- 18 years of age or older to receive cessation medication
 - Provider consent is required for pregnant and breastfeeding women, or participants who have been told by a healthcare provider to not use nicotine replacement therapy.

Program Overview

Program Options

- **Online:** develop personalized quitplan
- **Phone:** coaching over the phone
- **NRT only:** learn about and order quit medications
- **Text:** receive motivational, informational, and coaching messages
- **Email:** receive motivational, informational, and coaching messages



Program Overview

Enrollment Options

- 1-800-QUIT-NOW
 - (1-800-784-8669)
- 1-855-DEJELO-YA
 - (1-855-335-3569)
- www.coquitline.org
- Referred by a healthcare provider
 - web
 - fax
 - eReferral



Program Overview

Provider Web Referral

- Easy to use form at:
coquitline.org/en-US/Health-Professionals/Make-a-Referral
- Information is transferred directly into QL system
- If patient consents to text, they will receive a reminder text that the QL will be calling

Program Overview

Fax Referral

- Patient information (name, phone number, and consent to contact) must be captured for a valid referral
- Referring provider or entity information must be provided for follow-up
- If patient consents to text, they will receive a reminder text that the QL will be calling
- Provider consent for NRT required if pregnant or breastfeeding



Program Overview

eReferral

If interested in setting up eReferral

- reach out to me at:
keith.cooper@state.co.us
- I can connect you with a representative from National Jewish Health to get you set up



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Coaches

- Receive over 150 hours of training
- Certified Tobacco Treatment Specialists
- Motivational Interviewing
- Pharmacotherapy methods and dosing
- Continuing education and evaluation

Program Overview

Incoming Calls

- Participants call and are routed to Colorado Tobacco Quitline based on their area code
- The agents confirm the state
- If a Colorado resident with an out-of-state area code calls, they quickly get transferred into the Colorado program.
- Alternatively, if they have an Colorado area code but not a Colorado resident, we transfer them to that state's program.



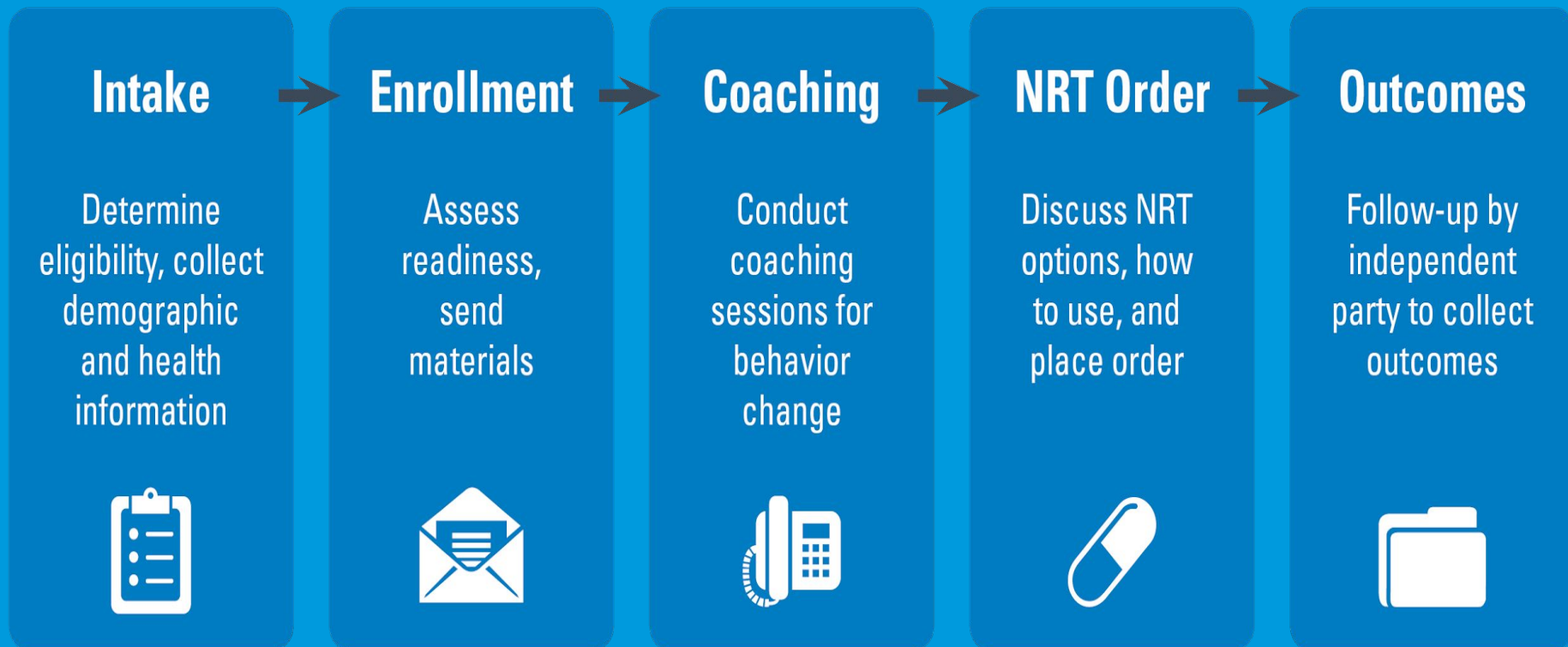
Program Overview

Outbound Calls for Referrals

- Calls are dialed out from an automated system
- Once the call is answered from the automated system, the individual asked to please hold the line while they are transferred to a live coach
- If the participant does not answer, 5 attempts are made within the next 10 days.



Process Flow



Quitline Materials

My Quit Journey + 8 page booklet

- Welcome letter
- 3 pieces of static content:
 - Secondhand Smoke
 - Vaping
 - Stress
- 2 personalized pieces based on responses at intake



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Quitline Materials

Personalized content based on answers to intake

- Priority Group #1
 - Smokeless
 - Pregnancy
 - Teen/Tween
 - LGBTQ
 - American Indian/Alaskan Native
- Priority Group #2
 - High Blood Pressure
 - Diabetes
 - COPD
- Default Priority List
 - High Blood Pressure
 - Mental Health



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A Quitline for All

- Pregnancy and Postpartum Protocol
- American Indian Commercial Tobacco Program
- My Life, My Quit
- Behavioral Health
- Available in over 170 languages



Pregnancy and Post-Partum Protocol (PPP)

- 9 Coaching Calls- 5 during pregnancy & 4 during postpartum
 - Same dedicated Quitline coach for all calls
 - Must be currently pregnant to enroll in this special program
 - Tailored text messages & email throughout program
- Outcomes:
 - 44% made a quit attempt during the program
 - 71% reduced cigarettes per day without quitting
 - 68% of participants who complete 3+ calls during pregnancy and 3+ calls postpartum were tobacco free at 6 months



American Indian Commercial Tobacco Program

- Dedicated toll-free number (855-5AI QUIT) and website aiquitline.org
- Phone or web-phone protocols offered
- 10 coaching calls with dedicated AI coaches
- Culturally-tailored for American Indian or Alaska Native callers
 - Respects the use of traditional, ceremonial tobacco
- 7-month follow up quit rate was 38% (compared to 30% national benchmark)
- 94% would recommend the AICTP program to another AI person trying to quit



My Life, My Quit

- Confidential phone, text, and web protocols offered for youth 12-18
- 5 coaching sessions by phone, text, or online chat with youth coach specialist
- Dedicated toll-free number to text or call (855-891-9989) and website mylifemyquit.com
- Tailored automated texting program for youth and content for vaping
- Simplified registration and intake process. No consent required
- Promotional and education materials developed with youth input



Behavioral Health Protocol

- Approximately 1 in 4 people have a behavioral health condition*
- Research suggests individuals with BH conditions require more intensive support for cessation.
- Additional coaching sessions by phone, text, or online chat
- Coaches trained to understand the challenges of tobacco-free recovery

* [Johns Hopkins Mental Health Disorder Statistics](#)



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Questions?
coquitline.org

keith.cooper@state.co.us



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Meet your local tobacco control contacts

