



Connecticut Quitline
January 22, 2025



About National Jewish Health

- Founded in 1899
- Dedicated to respiratory health for over 123 years
- As a nonsectarian, nonprofit academic medical research center, every dollar earned is reinvested in research and program enhancements
- Original motto “None may enter who can pay-none can pay who enter”



About the Quitline

Developed in 2002 as a comprehensive tobacco cessation program

Currently the largest nonprofit provider of telephone-based tobacco cessation services in the U.S.

The program is **evidence-based** and builds on our expertise in treating respiratory illnesses

We consistently achieve **one of the highest** quit rates in the nation — almost 37% of our state quitline participants quit tobacco when they engage with counseling and use NRT

We have assisted more than **2.5 million people** with their quit attempts.

Evidence-based

- Research detailed in the 2006 Cochrane review on telephone counseling for tobacco cessation and the 2008 U.S. Public Health Service Clinical Practice Guideline on Treating Tobacco Use and Dependence have demonstrated that phone coaching increases an individual's odds of successfully quitting (odds ratio = 1.6), compared to no counseling or self-help materials alone, and suggests that completing three or more calls further improves the odds of quitting.

Table 6.10. Meta-analysis (2000) Effectiveness of and estimated abstinence rates for number of person-to-person treatment sessions (n = 46 studies)

| Number of sessions | Number of arms | Estimated odds ratio (95% C.I.) | Estimated abstinence rate (95% C.I.) |
|--------------------|----------------|---------------------------------|--------------------------------------|
| 0-1 session | 43 | 1.0 | 12.4 |
| 2-3 sessions | 17 | 1.4 (1.1 - 1.7) | 16.3 (13.7 - 19.0) |
| 4-8 sessions | 23 | 1.9 (1.6 - 2.2) | 20.9 (18.1 - 23.6) |
| > 8 sessions | 51 | 2.3 (2.1 - 3.0) | 24.7 (21.0 - 28.4) |

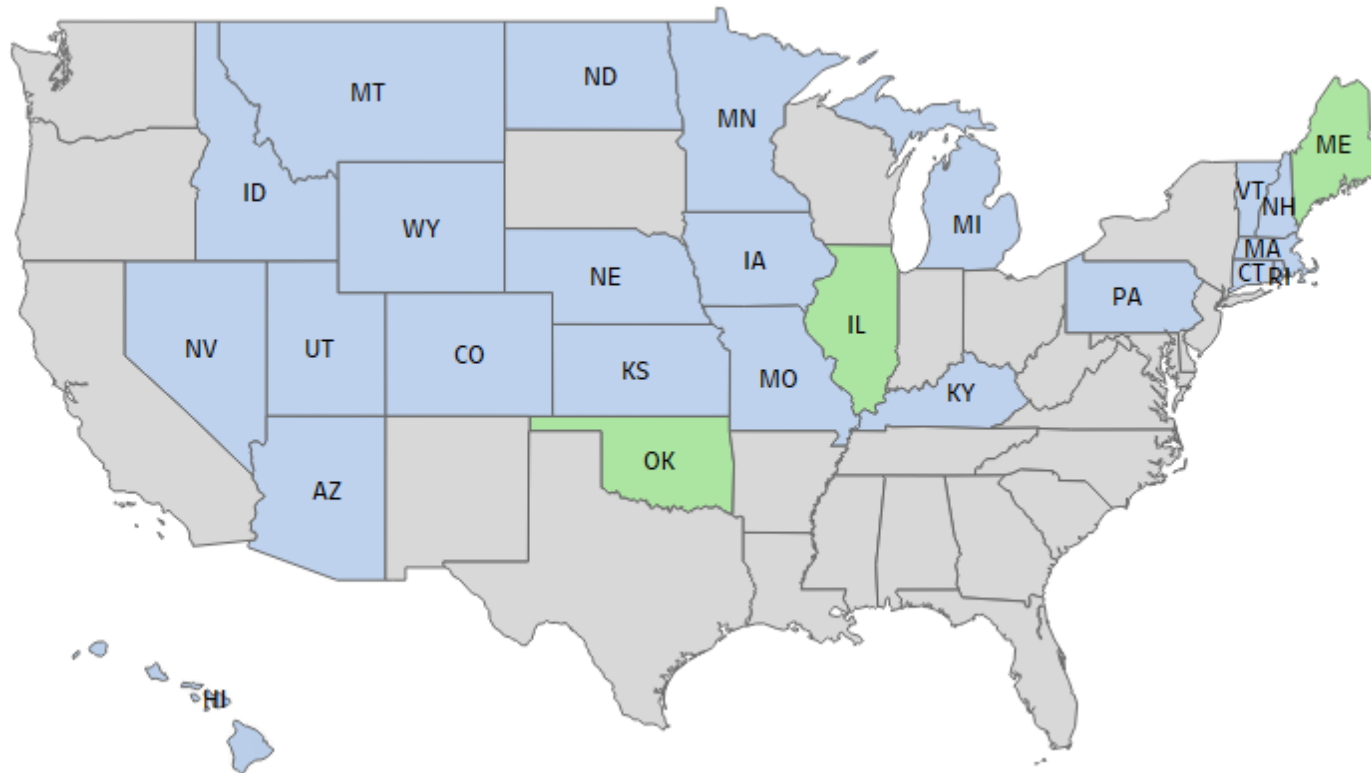
Table 6.16. Meta-analysis (2008) Effectiveness of and estimated abstinence rates for quitline counseling compared to minimal interventions, self-help, or no counseling (n = 9 studies)

| Intervention | Number of arms | Estimated odds ratio (95% C.I.) | Estimated abstinence rate (95% C.I.) |
|---------------------------------------|----------------|---------------------------------|--------------------------------------|
| Minimal or no counseling or self-help | 11 | 1.0 | 8.5 |
| Quitline counseling | 11 | 1.6 (1.4 - 1.8) | 12.7 (11.3 - 14.2) |

Table 6.17. Meta-analysis (2008): Effectiveness of and estimated abstinence rates for quitline counseling and medication compared to medication alone (n=6 studies)

| Intervention | Number of arms | Estimated odds ratio (95% C.I.) | Estimated abstinence rate (95% C.I.) |
|------------------------------------|----------------|---------------------------------|--------------------------------------|
| Medication alone | 6 | 1.0 | 23.2 |
| Medication and quitline counseling | 6 | 1.3 (1.1 - 1.6) | 28.1 (24.2 - 32.0) |

Our State Quitline Partners



Arizona
Colorado
Connecticut
Hawaii
Idaho
Illinois - Youth
Iowa
Kansas
Kentucky
Massachusetts
Maine – Youth & AICTP
Michigan
Minnesota
Missouri
Montana
Nebraska
Nevada
New Hampshire
North Dakota
Oklahoma - Youth
Pennsylvania
Rhode Island
Utah
Vermont
Wyoming

State Partner Quit Rate vs NRT

| | Conventional tobacco quit rate | Conventional tobacco +ends quit rate | Available NRT |
|-----------|--------------------------------|--------------------------------------|---------------|
| State 1 | 41.0 | 34.4 | 10 weeks |
| State 2 | 40.7 | 30.9 | 12 weeks |
| State 3 | 40.5 | 35.4 | 8 weeks |
| State 4 | 40.0 | 35.7 | 12 weeks |
| State 5 | 35.8 | 29.4 | 4 weeks |
| State 6 | 35.5 | 33.2 | 8 weeks |
| State 7 | 34.9 | 32.8 | 8 weeks |
| State 8 | 32.7 | 26.1 | 6 weeks |
| NAQC Goal | 30.0 | | |
| State 9 | 28.6 | 24.0 | 8 weeks |
| State 10 | 28.6 | 25.6 | 4 weeks |

Our Staff



**90+ devoted QuitLogix®
staff members**



**Tobacco Cessation
Coaches**

Coaches complete with
more than 150 hours of
training, including our
accredited Tobacco
Treatment Specialist
training



**Clinical Director and
Medical Director
regularly update content
and assist Coaches onsite**



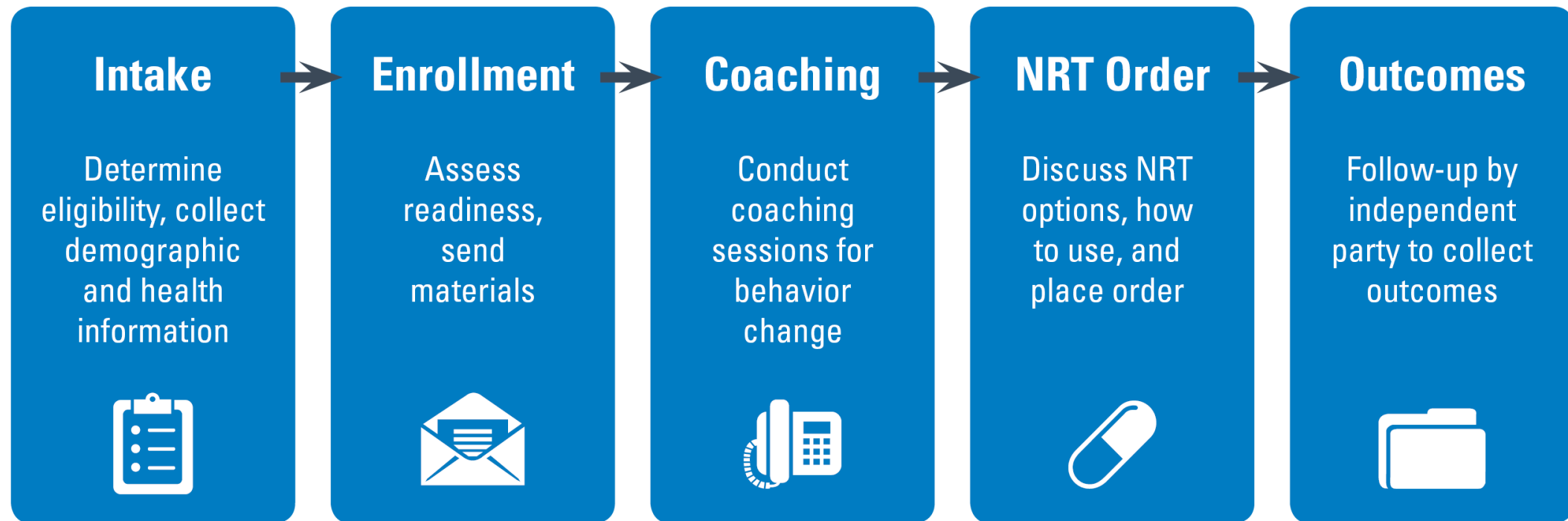
Program Features

- Telephone coaching with experienced Tobacco Treatment Specialist
- A suite of digital services
- Personalized educational materials
- Nicotine replacement therapy (NRT) for eligible participants

Phone coaching is available 7 days a week; online resources are available 24/7. Coaches speak English and Spanish and more than 200 additional languages are offered via translation services.



Process Flow



Program Eligibility

- Connecticut Resident
- 13 years or older
- NRT available to 18 years of age or older

Program Overview

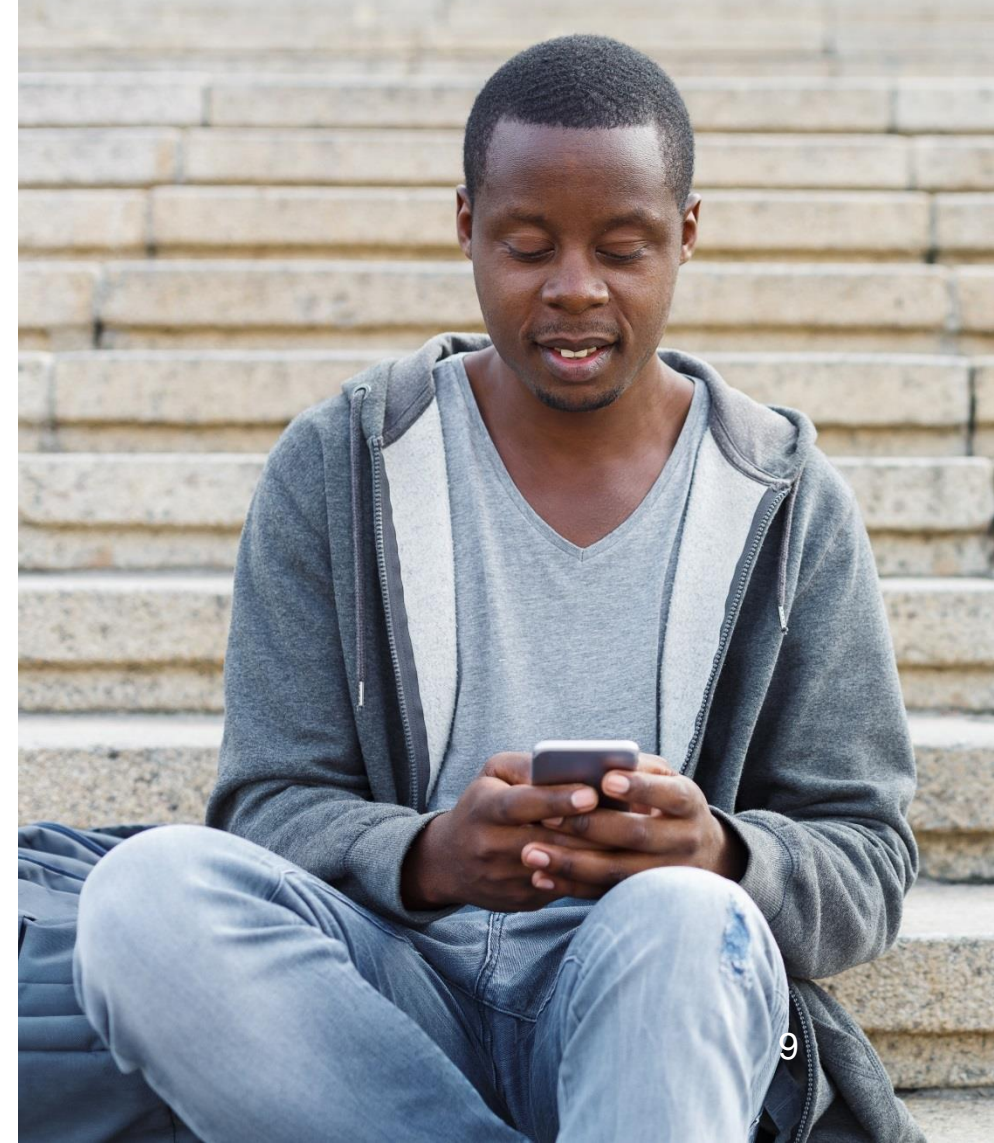
- Participants can enroll by
 - Calling 1-800-QUIT-NOW / 1.855.DEJELO YA
 - Enroll online
 - Referred by a health care provider (Fax, Web, eReferral)
 - Specialized phone and website for MLMQ
- 5-Call Program and Special Protocols
 - 1 intake call
 - Up to 5 coaching calls (outbound at scheduled times)
 - Coaches speak English and Spanish and more than 200 additional languages are offered via translation services

Participant Follow-up

- Phone program –
 - 3 attempts within 5 days are made to reach every participant for initial contact or missed appointment.
 - Participants eligible for NRT are offered NRT during the first coaching call and instructions are reviewed.
 - The time between coaching calls averages 7-10 days.
 - At the end of each call, Coaches schedule the next session within a specific date (within two weeks) and range of time (two- to three-hour time blocks)
- Web Program –
 - Web/Phone participants are scheduled within 24 hours of initiating contact
 - Follow-up call scheduled 7-10 days after any online NRT order.

Digital Services

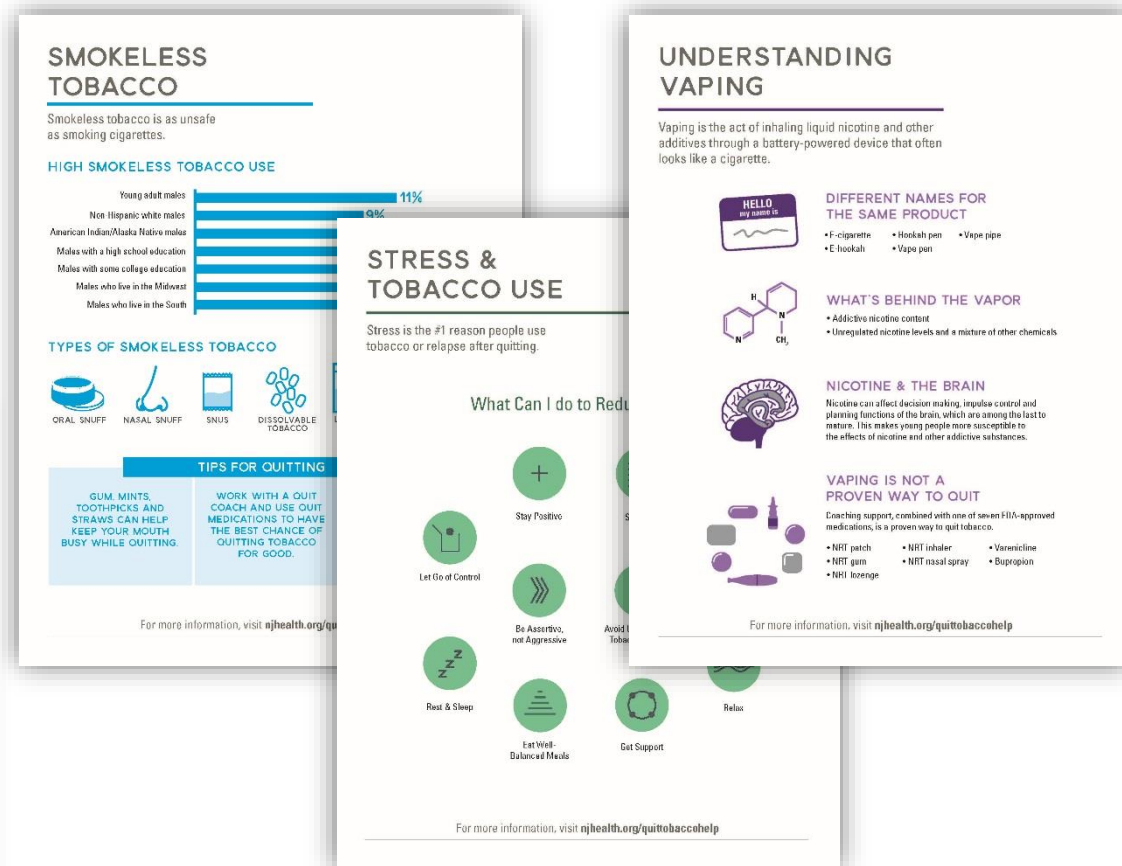
- Telephone coaching supplemented with a suite of digital services, including:
 - A mobile-friendly website in English and Spanish
 - Interactive online resources
 - Motivational text and email messaging based on system triggers such as quit dates and appointment reminders
 - Two-way chat available online



Educational Materials

- Participants receive a personalized Welcome Package with:
 - A welcome letter
 - The industry renowned *My Quit Journey*® workbook
 - Additional educational content relevant to each participant
- Information gathered during intake personalizes the contents of the Welcome Package
- Educational materials are available in digital or printed format and in English and Spanish

A participant welcome letter.



Examples of educational materials on specific topics.

Nicotine Replacement Therapy (NRT)

- NRT increases a participant's chances of success when combined with telephone coaching.
- Participants must be medically eligible and at least 18 years old.
 - NRT eligibility screening occurs during intake.
- NRT is shipped within 1-2 business days to the participant's home.
- Eligible once per year
- NRT Options:
 - 6 weeks of patch, gum or lozenge
 - Web-only participants receive 2 weeks
 - Combo therapy available:
 - 2 weeks patch plus 2 weeks of gum or lozenge; and then 2 weeks of single product
- Coaches encourage callers to call insurance for further NRT support.



Pregnancy and Postpartum Program

- 9 coaching calls, 5 during pregnancy and 4 post-partum.
- Same dedicated female Quitline coach.
- Must be currently pregnant to enroll in the program.
- Tailored text messages and emails throughout the program.
- Recently incentivized
 - \$20 gift card for completion of calls 1-5 (pregnancy)
 - \$30 gift card for completion of calls 6-9 (postpartum)
- 44% made a quit attempt during the program.
- 68% of participants who completed 3+ calls during pregnancy and 3+ calls post-partum had remained quit at 6 month follow up.



My Life, My Quit[™] Youth Program

- Dedicated text shortcode, toll-free number, and website (36072; 855-891-9989; mylifemyquit.com)
- Youth require parental consent to enroll in coaching.
- Five coaching sessions by phone, text or online chat with youth coach specialist.
- Tailored automated texting program for youth with content for vaping.
- Simplified registration and intake process.
- Promotional and education materials developed for youth and by youth



Utilization – Jul 22nd, 2024 – Dec 31st, 2024

Intakes

463 phone
intakes

564 web intakes

Program Enrollment

0 eReferrals

8 Fax Referrals

9 Provider Web
Referrals

Digital Services

689 Text
Participants

440 Email
Participants

Coaching Calls

369
cc1

407
cc2+

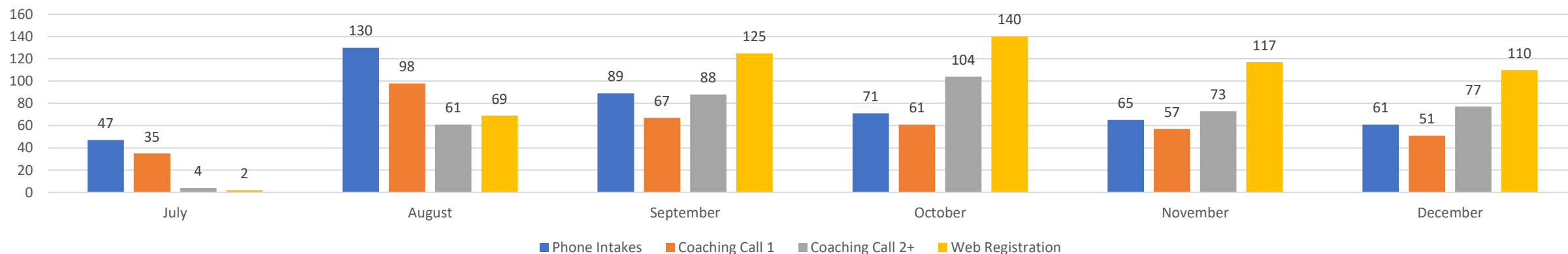
Cessation Medications Enrollments

545 Total NRT
orders

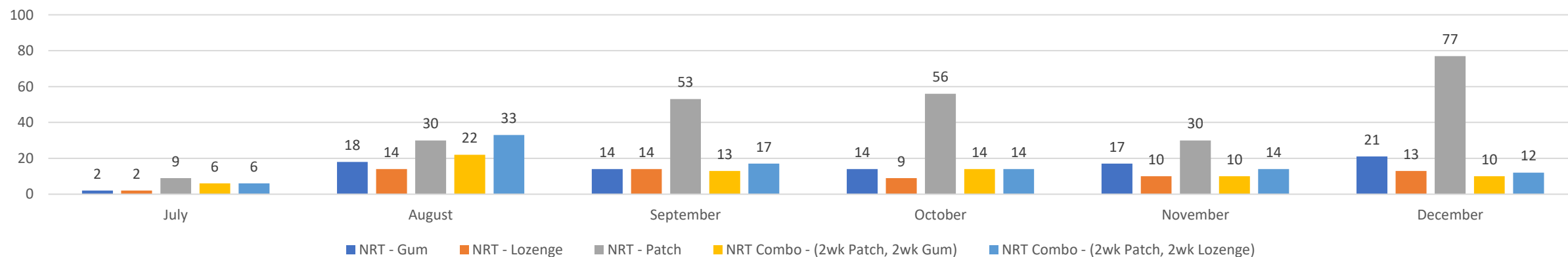
506 Phone NRT

39 Web NRT
(available since
12/12/24)

Connecticut Trending - Participant
July 22, 2024 through December 31, 2024



Connecticut Trending - NRT
July 22, 2024 through December 31, 2024





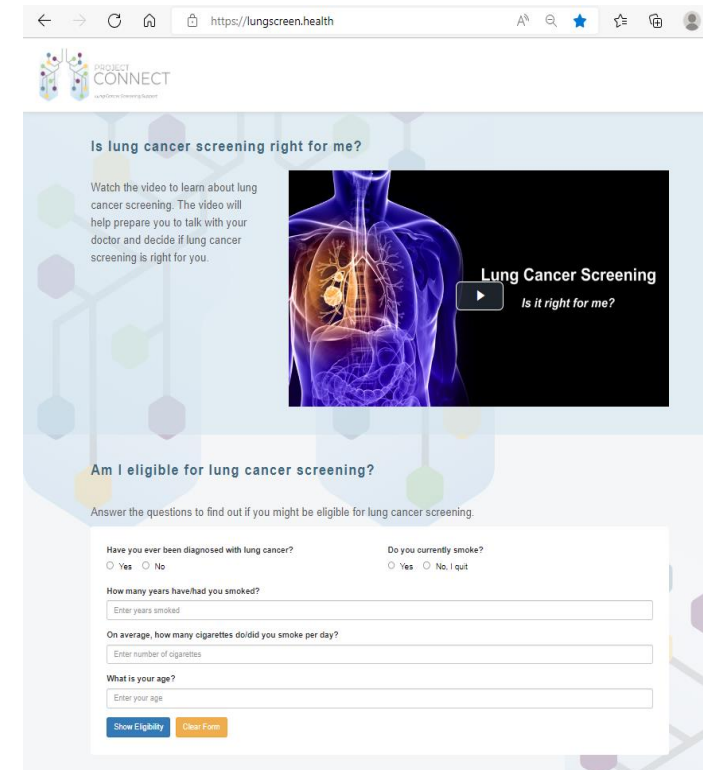
Lung Cancer Screening

- A resource package to support increasing awareness
- Connect eligible callers to information about lung cancer screening services
- 3 Strategies
 - Identify eligible Quitline callers and provide information over the phone
 - Text and email outreach
 - Embedding lung cancer screening information web page



Lung Cancer Screening

- Identify eligible Quitline callers and provide information over the phone
 - Identify Quitline eligible callers (defined by age and pack years)
 - Provide information about lung cancer screening and directed to lungscreen.health website
- Text and email outreach
 - Participants who qualify for Lung Cancer Screening AND consented to receive texts and/or emails will receive the following
- Embedded lung cancer screening information web page
 - NJH worked with MD Anderson to create a state specific lungscreen.health page
 - Embedded in the state's Quitlogix site
 - Appears in the drop-down navigation and prominent link on home page



The screenshot shows a web browser at the URL <https://lungscreen.health>. The page features the "PROJECT CONNECT" logo and a video player titled "Is lung cancer screening right for me?". The video player includes a play button and the text "Lung Cancer Screening Is it right for me?". Below the video, there is a section titled "Am I eligible for lung cancer screening?" with the instruction "Answer the questions to find out if you might be eligible for lung cancer screening." The questionnaire includes the following questions and input fields:

- Have you ever been diagnosed with lung cancer?
☐ Yes ☐ No
- Do you currently smoke?
☐ Yes ☐ No, I quit
- How many years have you smoked?
- On average, how many cigarettes did you smoke per day?
- What is your age?

At the bottom of the form are two buttons: "Show Eligibility" and "Clear Form".

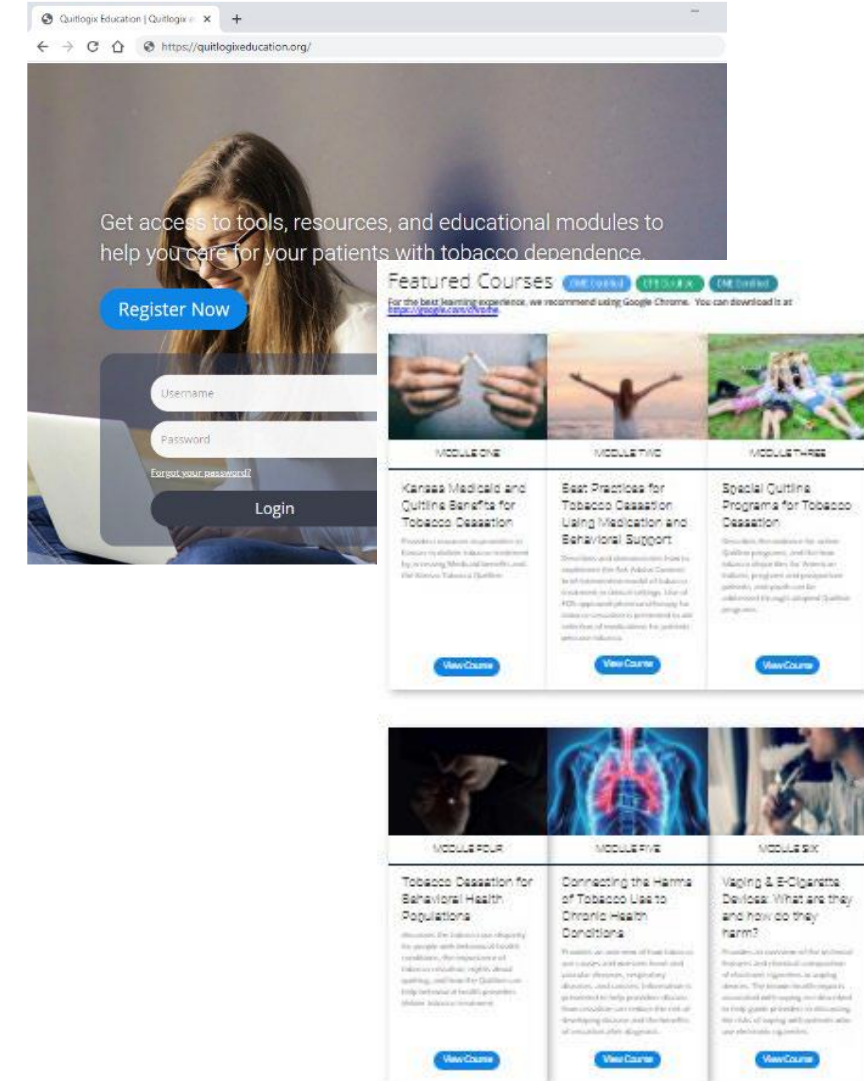
Behavioral Health Protocol

- Expanded 7-call program
- Enhanced coach training for working with participants who report behavioral health conditions
- Specialized and intensive coaching protocol covering topics:
 - Mood management and communication skills
 - Developing social support
 - Behavioral alternatives to smoking
 - Relaxation
 - Developing coping skills for high-risk situations
 - Long-term cessation planning
- Standardized protocol for NRT with combination therapy



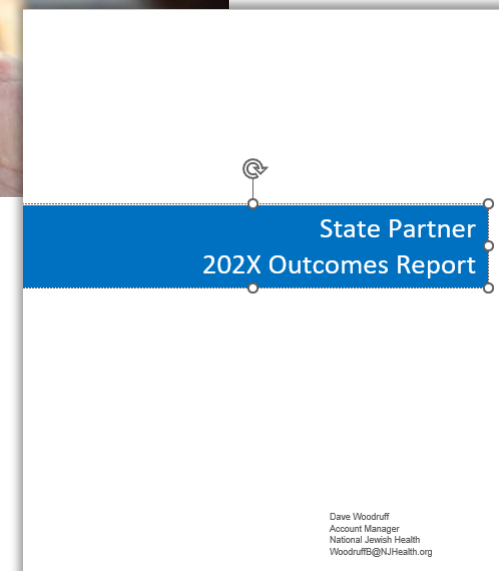
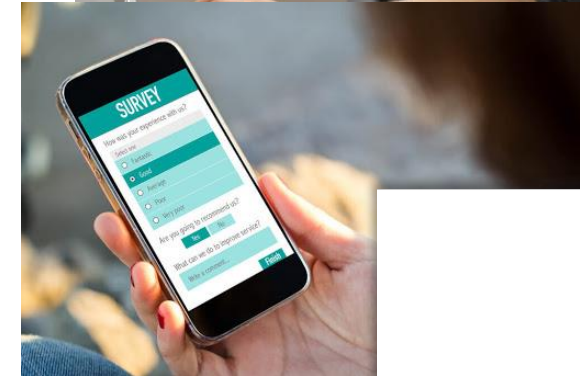
QuitLogix® Education

- NJH offers online CME-, CNE-, & CPE–accredited learning to address the provider education gap in delivering a brief evidence-based intervention.
- Modules are 15 to 30 minutes long to enable busy provider to complete activity during a break.
- Providers can complete as many modules as they wish and can return at any time.
- The library contains a customized state module and several standard modules. :
 - [State] Medicaid and Quitline Benefits
 - Best Practices for Tobacco Cessation Using Medication and Behavioral Support
 - Special Quitline Programs for Tobacco Cessation
 - Tobacco Cessation for Behavioral Health Populations
 - Connecting the Harms of Tobacco Use to Chronic Health conditions
 - Vaping and E-Cigarette Devices: What are they and how do they harm?
 - Conversations for Screening, Responding, and Preventing Vaping
- State have the option of adding additional modules unique to the state and meet a specific need.



Evaluations

- Method
 - Use third-party evaluator, Westat, for phone survey.
 - Evaluation process follows NAQC standards for follow-up
 - Consent obtained at intake and conducted 7-months after intake.
- Phone Survey
 - Normal
 - 3 outreach attempts
 - Enhanced
 - Pre-notification letter sent, up to 10 outreach attempts, and a \$25 incentive for completion of survey
- Web Survey
 - Normal
 - Up to 3 email or text outreach messages with a link to the survey,
 - Enhanced
 - Up to 3 email or text outreach messages with a link to the survey, and a \$25 incentive for completion of survey
- Outcomes Report
 - Evaluation report
 - Includes analysis of outcomes, satisfaction data, and demographic information for reviewed period.



Thank you!



**National Jewish
Health®**

Breathing Science is Life.®

