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# Kentucky's Tobacco Quit Line

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1-800-QUIT NOW

1-800-784-8669



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# 1-800-QUIT NOW

- Kentucky's Tobacco Quit Line began 2005
- Area codes
  - 502
  - 859
  - 270
  - 606

Cell phones are routed to the state where the phone owner originally purchased the phone service.

Cell phone vendors have developed procedures for transferring call to the correct quit line.

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# 1-800-QUIT NOW

- Proactive telephone counseling service
    - Tobacco users
      - Smoked and smokeless tobacco
    - Doctors and other health care professionals
      - Fax referral system
      - Information about cessation services
    - Family and Friends of tobacco users
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# 1-800-QUIT NOW

- The quit line has evidence based protocols for:
    - Smoked tobacco
    - Smokeless tobacco
    - Pregnant smokers
  - Kentucky law prevents our Quit Line from counseling anyone under 18 years of age without parent or guardian's consent.
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# 1-800-QUIT NOW

- Tobacco user calls the QL **before** they quit
  - Initially speak with an Intake Specialist
    - Demographic information
    - Level of addiction
    - Ready to quit in 30 days?
    - Speak with a counselor now?
  - The call is transferred to a counselor
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# 1-800-QUIT NOW

- **Speak with counselor**
    - Health and current medications
    - Past quit attempts
    - NRT past and future use
    - Triggers
    - Plan for dealing with triggers
    - Setting a quit date and creating a Quit Plan.
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# 1-800-QUIT NOW

- The quit line also disseminates information about local resources.
    - Cooper/Clayton Method to Stop Smoking
    - NRT Availability
    - Contact information for Tobacco Coordinator/Health Department
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# 1-800-QUIT NOW

- Kentucky's Tobacco Quit Line is not a crisis line to help with nicotine cravings. When planning for the quit date, the caller has been encouraged to establish a support team to help them better handle cravings.
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# 1-800-QUIT NOW

- Counseling takes time
  - To cell phone or not to cell phone



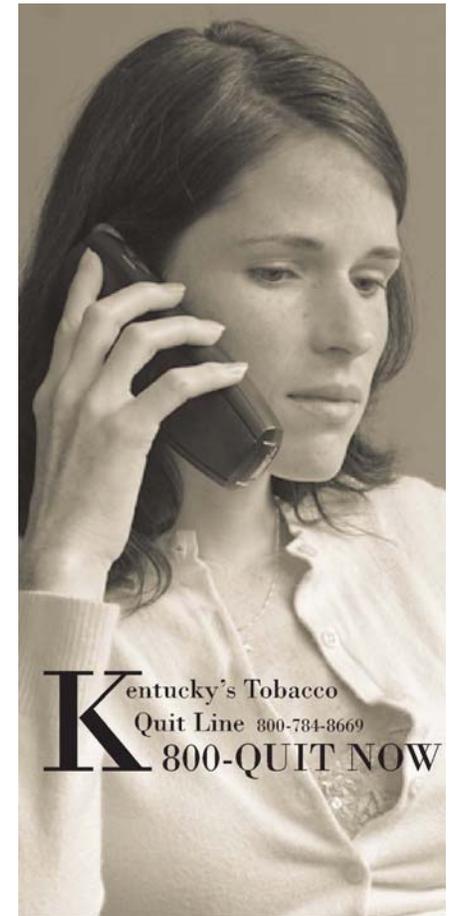
# 1-800 QUIT NOW

## Promoting the Quit Line

### Five versions of the QL Brochure

- ❑ Young female
- ❑ Male
- ❑ Older Female
- ❑ Pregnant smoker
- ❑ Military

Contact me to order copies  
of these brochures



# 1-800 QUIT NOW

- Newspaper ads
- Billboards
- Health Department signs
  - Posters
    - Laundry mats
    - Doctor's offices
    - Dentist's offices
    - Library
    - Court house
    - Work site HR offices

**Before You Light Up,  
Look Down.**



Children exposed to secondhand smoke are more likely to suffer from ear infections and asthma.

**Secondhand smoke hurts.**

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- <http://chfs.ky.gov/dph/info/dpqi/hp/tobacco.htm>
  - Tobacco Contacts
  - Tobacco Free Schools
  - Kentucky Tobacco Laws
  - Kentucky's Tobacco Quit Line **1-800-QUIT NOW**
  - Tobacco Links
  - Kentucky Tobacco Data Reports
  - Tobacco Fact Sheets and Resources
  - Doctors, Dentist and Health Care Professionals
  - HANDS Flyers
  - Coordinator Tools
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1-800-QUIT NOW

Kentucky's Tobacco Quit Line Coordinator

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