



CENTENE[®]
Corporation

Children TAC – Tobacco, Vaping, and Secondhand Smoke (Ages 0–17)

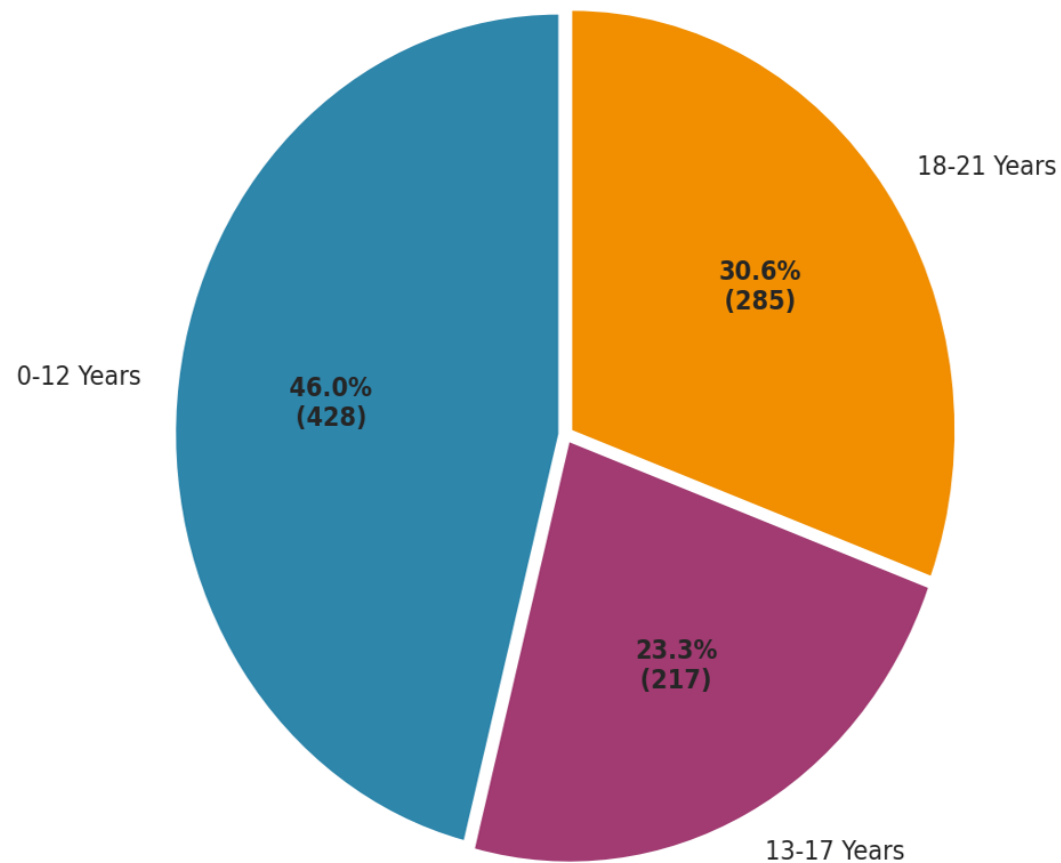
WELLCARE OF KENTUCKY MEDICAID

How We Identify Members

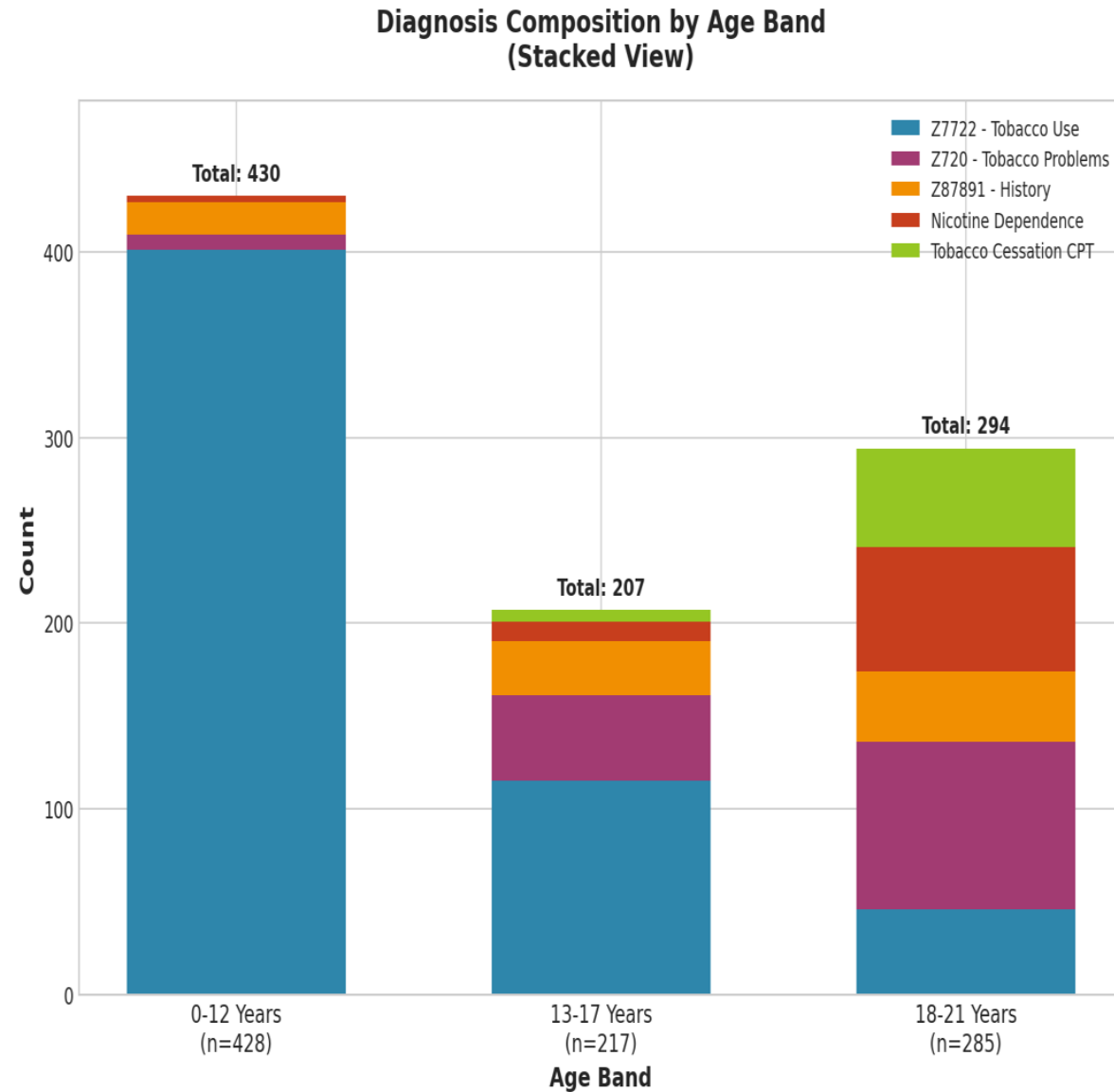
- **Diagnosis coding (tobacco use, nicotine dependence, exposure)**
- **HRA responses (primary driver)**
 - **For member self-reported tobacco use**
- **Gaps in care reporting**
 - **To drive outreach and intervention**
- **Disparity and population health analysis (UMAC/QIC)**
 - **To identify high-risks and underserved populations**

Members Age Band

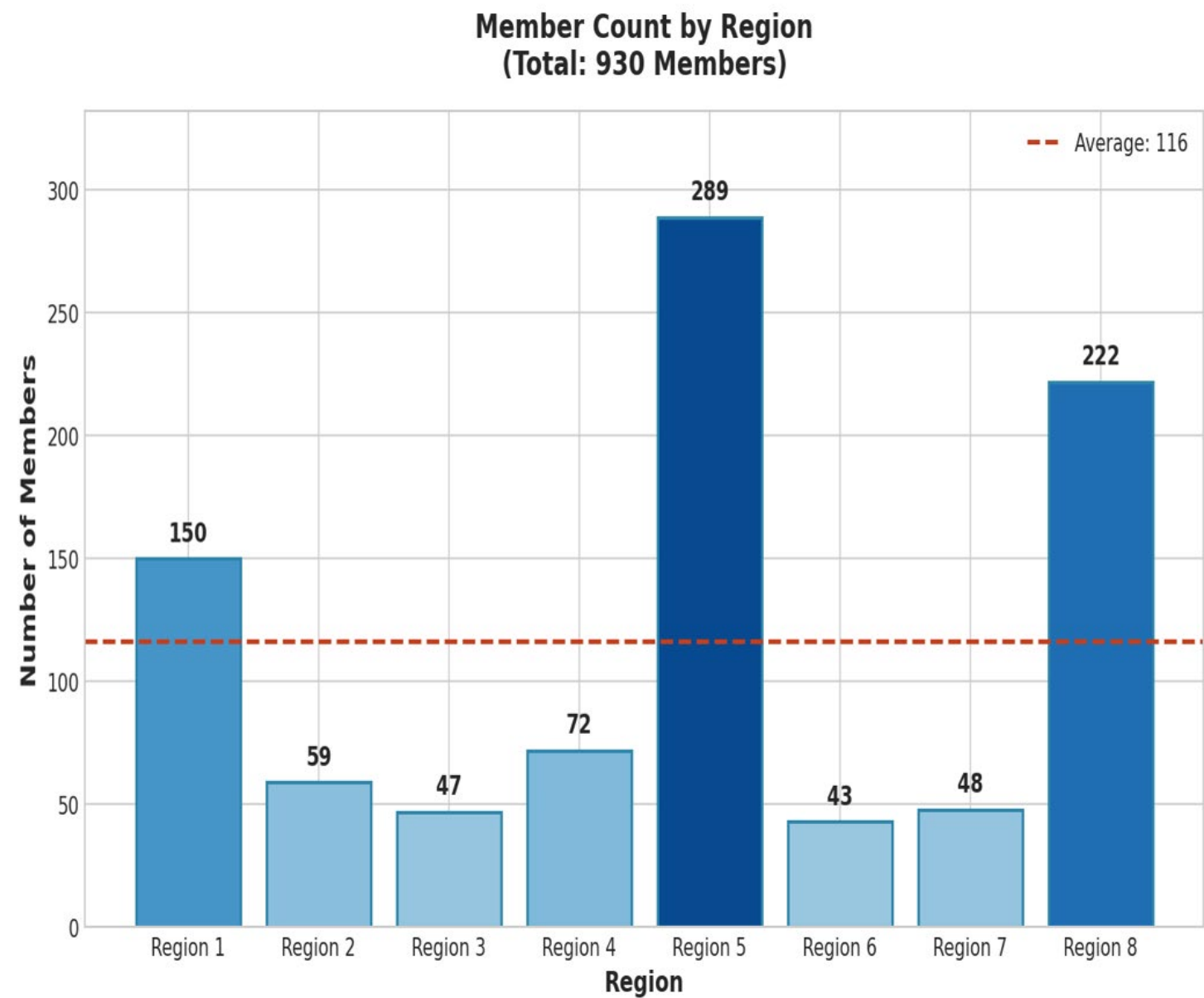
**Member Distribution by Age Band
(Total: 930 Members)**



Diagnosis Composition



Member Count by Region



How Identification Drives Outreach

- **HRA tobacco responses → automatic referral workflows**
 - Trigger real-time identification and routing to appropriate programs
- **Direct referral to KY Quit Now completed by community health workers**
 - Ensures handoff to cessation services
- **Care management outreach and PCP follow-up**
 - Reinforces cessation support through coordinated member and provider engagement
- **Integrated programs (e.g., BabySteps for pregnant members)**
 - Provides targeted, population specific interventions for our identified disparity populations

Targeted Interventions

Pregnant Members

- BabySteps integration + education
- HRA → Quitline referral
- My Health Pays incentives

Adolescents (12–17)

- My Life My Quit
- My Health Pays incentives
- Teen/parent vaping education

POC Members

- CM outreach + PCP referral
- HRA-triggered Quit Now referral
- My Health Pays incentives
- Qualtrics survey for barriers

Programs and Prevention

- **Quit Now Kentucky**
 - Providing free access to evidence-based support for adults
- **My Life My Quit**
 - Youth-focused cessation program tailored to ages 12–17
 - Addresses vaping and nicotine use with age-appropriate coaching and digital engagement
- **My Health Pays incentives**
 - Member rewards program that incentivizes healthy behaviors
- **Care management + medication support**
 - Individualized outreach and follow up support for members
- **Prevention:**
 - HRA-based identification
 - Provider education (including vaping)
 - Targeted education + outreach