

# The Missouri Tobacco Quitline

Call. It's free. It works.

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**1-800-QUIT-NOW (1-800-784-8669)**

**T**he Missouri Tobacco Quitline can help Missourians stop using tobacco. The Quitline offers telephone and online counseling and resource materials to assist individuals who want to quit smoking or using other tobacco products. The Quitline is free to anyone in Missouri. Call or use the web to get help to quit smoking or chewing tobacco. Both the toll-free number and the web enroll will register you to talk to a trained quit coach. The quit coach will help you plan your quit. The coach can also suggest other resources to help, like nicotine replacement therapy.

**Call or register online at:** [www.quitnow.net/missouri](http://www.quitnow.net/missouri)

## **The Quitline can assist:**

- Tobacco users in any stage of readiness to quit
- Pregnant smokers
- Smokeless tobacco users
- Former smokers seeking to prevent a relapse
- Health care providers wanting assistance with patient treatment

**Hours of operation:** Registration is open and coaching services are available 24 hours a day, seven days a week.

## **Assistance available:**

### ***Registration Information***

- All callers will be offered a set of materials to assist them in quitting.
- Spanish speaking callers are routed to a Spanish speaking quit coach.
- Callers speaking other languages will be helped with the aid of a translator service.
- Callers who are deaf or hard of hearing will be helped through the electronic telecommunications device for the deaf (TDD) system.

Online services are available through the Web Coach system. Web Coach provides an interactive, online community that offers learning tools, support, and information about quitting. Any caller who registers for services and has an e-mail address will receive a "welcome" e-mail containing instructions for how to access Web Coach.

Friends and family members wanting to help their loved ones quit can also get written materials. These will help them talk about quitting tobacco use.

Health care professionals can call the Quitline for information about the service. They can learn about proper use and dosing of nicotine replacement therapy. They can also learn about written materials covering a broad range of topics related to tobacco cessation.

### ***Single call in-depth counseling session***

Missourians interested in quitting will speak with a trained quit coach. The coach will explore their patterns of tobacco use and barriers to successfully quitting. The coach will also discuss their strengths that would contribute to successful quitting. They also will give information on nicotine replacement



products or other cessation aids and will help callers learn about accessing cessation benefits that may be available to them through their employer or insurance provider.

Eligible callers interested in follow-up after the single-call will have the option of enrolling in the Quitline's intensive telephone-based program. All callers will be offered self-help materials and a Quit Kit.

### ***In-depth pregnancy services***

Pregnant women who smoke are eligible for up to ten calls with a quit coach, both while pregnant and after delivery. They can start Quitline services any time during their pregnancy. Enhanced services include 1) several calls in the two weeks after her planned quit date; 2) one call just before her due date; and 3) two calls in the two months after her baby is born.

Women who are breastfeeding and women who are planning to become pregnant in the next three months can participate in up to five proactive coaching calls.

### ***Multiple call in-depth counseling sessions***

Those eligible and interested in getting follow-up help can enroll in the Quitline's intensive multiple call telephone-based program. Callers will receive specialized materials, a Quit Kit, and a series of three additional calls with a quit coach during a three to four month period. The timing of the calls will be based upon the caller's quit date and availability. Quit coaches will work with callers to determine their readiness to quit. They will also discuss options for using nicotine replacement products or other cessation aids. Coaches will assist in developing an individually-tailored quit plan. Eligible callers may schedule up to three follow-up sessions designed to increase motivation and assist with behavior change.

### ***Texting support services***

All tobacco users are eligible to sign up for a texting service which includes an evidence-based series of text-messages personalized to a participant's quitting plan. Tailored messages are sent out before and after a participant's quit date to help prepare for quitting and to prevent relapse after. This service allows participants to track their progress whether they are talking to a quit coach, working on Web Coach, or interacting with their mobile phone.

**The Quitline operation:** The Missouri Department of Health and Senior Services contracts with Alere Wellbeing to operate the Missouri Tobacco Quitline. Alere Wellbeing has more than 20 years of experience providing telephone-based tobacco cessation services and currently operates 28 unique state quitlines and serves participants from more than 600 employers and 50 health plans across the nation.

**The Quit Coach:** Quit coaches have bachelor's degrees in health education, counseling or a related field. They are nonsmokers or former smokers who have not used tobacco in at least two years. They are experienced in telephone counseling, one-on-one interviewing and behavior change.

**Funding:** The Missouri Tobacco Quitline is funded by cooperative agreements with the Centers for Disease Control and Prevention.

More information about smoking cessation can be found at:

<http://health.mo.gov/living/wellness/tobacco/smokingandtobacco/index.php>

Alternate forms of this publication for persons with disabilities may be obtained by contacting:  
Missouri Department of Health and Senior Services  
Bureau of Community Health and Wellness - Telephone: 573-522-2820  
P.O. Box 570, Jefferson City, MO 65102-0570  
Hearing- and speech-impaired citizens can dial 711.