

American Indian Commercial Tobacco Quit Line

Background:

The Department of Health and Human Services (DPHHS) with their partner National Jewish Health and input from local American Indian Tobacco Prevention programs and various Tribal public health officials across six states has developed a new approach to help reduce commercial tobacco use among American Indians.

Importance:

Nationally, American Indians are more likely to use commercial tobacco and have more difficulty quitting than those in other racial and ethnic groups. Culturally specific cessation resources are vital for tribal communities, which respect cultural traditions around tobacco, ways of communicating, and barriers to smoking cessation. Despite being relatively easy-to-access cessation resources, quit lines have been known for having low rates of use by American Indians and Alaska Natives. With strong oral traditions, tribal communities often value face-to-face communication over telephone communication. Add to that a long history of mistreatment by and mistrust of governmental agencies – it's no surprise that there has been reluctance to participate in telephone surveys and quit lines.

Program:

The American Indian Commercial Tobacco Quit Line is designed to help tend to these issues and provide quality cessation resources to tribal populations in their service areas. The Program connects American Indian quit line callers with American Indian coaches, who provide a culturally sensitive coaching protocol. Coaches work with callers to build increased rapport by reducing initial intake questions, increasing length of coaching calls and focusing intervention on the journey rather than a specific quit date. For the American Indian Program, the goal is reduced use of commercial tobacco products rather than complete tobacco cessation.

Service:

The service offers 10 weeks free counseling, free Nicotine Replacement Therapy, and reduced cost cessation medications. The call line is staffed 7 days a week 10:30AM to 5:30PM. Callers may experience wait time and may need to leave a message to receive a call back from the trained coaches.

To access the American Indian Quit Line please call **1-855-372-0037** or register online and leave a call-back number at [AmericanIndianQuitLine](#). Callers may also enter the American Indian Quit Line by calling

1-800-QUIT-NOW (1-800-784-8669) or online at [QuitNowMontana](#) and identifying as an American Indian.

National Jewish Health:

Based in Denver, National Jewish Health (NJH) is ranked the nation's #1 respiratory hospital by U.S. News & World Report. NJH operates and staffs the Montana Tobacco Quit Line with bachelor-degree or higher-educational level coaches. Coaches have an advanced understanding of nicotine dependency and are skilled at motivational interviewing. Specific counselors specialize in American Indian issues, Prenatal Smokers, Teen Smokers, Spit Tobacco, Stress Reduction, Weight Loss and Exercise Programs. Call today and ask for the specified help you need.