



Tobacco Cessation in Montana

TOBACCO USE IN MONTANA

- 1600 Montanans die each year from smoking.¹
- 26% of MT adults are tobacco users.²
- 50% of American Indians are tobacco users.²
- 15% of MT women reported smoking during pregnancy.³
- 30% of high school students use electronic cigarettes.⁴

MONTANA TOBACCO



AMERICAN INDIAN
Commercial Tobacco Quit Line
1 (855) 372-0037
MTAmericanIndianQuitLine.com



CONTACT

Montana Tobacco Use
Prevention Program
Phone: (866) 787-5247
E-mail: infotobaccofree@mt.gov
Website: tobaccofree.mt.gov

MONTANA TOBACCO QUIT LINE

A Free Service for all Montanans by Phone or Online

Open seven days a week, quit coaches help callers create a personalized quit plan and discuss current medication options.

All Montana Residents

- Free Nicotine Replacement Therapy (patches, gum, lozenges)
- Reduced cost prescription medication
- Free Pro-Active Coaching

American Indians

- Free culturally sensitive coaching with American Indian coaches
- Additional coaching calls

Pregnant Women

- Dedicated female coach
- Cash incentive for completed coaching calls, up to 9 calls
- Free NRT while pregnant, with a valid prescription
- Additional free NRT for post-partum period

Youth: My Life, My Quit

- Coaching by live text, chat, or phone with a coached trained to work with youth on tobacco cessation
- Confidential enrollment and coaching
- Dedicated toll-free number (1-855-891-9989)
- Website with online enrollment (mylifemyquit.com) and live chat

Three ways to refer to the Quit Line:

- **Fax:** Fax referrals are completed by the provider and the patient. When complete they are faxed to the Quit Line and progress notes are faxed back to the hospital/clinic
- **Web:** Web referrals are completed by the provider and the patient on-line and submitted through the website. When a fax number is provided a progress note is faxed back to the provider
- **Electronic:** E-referrals are a closed loop system connecting the Quit Line and a hospital's/clinic's EHR. The referral is completed and submitted in the EHR and a progress note on the referral is then sent back to the hospital/clinic

For more information, visit: quitnowmontana.com

Over 95,000 Montanans have called the Quit Line since 2004



Tobacco Cessation in Montana

Tobacco Prevention Specialists (TPS)

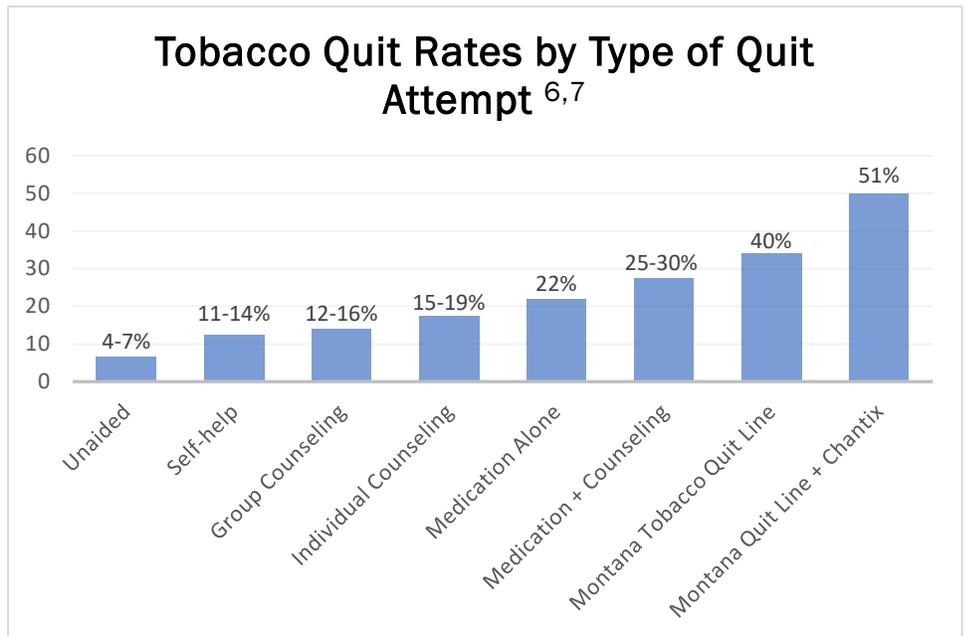
TPS are located in almost every county in Montana. TPS work within their communities to promote cessation through: school education, provider education, media, and other outreach opportunities. Contact your local Health Department or MTUPP to find your local TPS.

SOURCES

1. Campaign for Tobacco Free Kids. The Toll of Tobacco in Montana. <https://www.tobaccofreekids.org/problem/toll-us/montana> Accessed 11/2019.
2. Montana Behavioral Risk Factor Surveillance System, 2018
3. Montana DPHHS. Office of Epidemiology and Scientific Support. Birth Certificate Data, 2017.
4. Youth Risk Behavior Survey, 2019.
5. Centers for Diseases Control and Prevention. Smoking & Tobacco Use: Quitting Smoking. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm. Accessed 08/2019.
6. National Jewish Health, Montana Tobacco Quit Line Data.
7. Fiore, M.C., Jaen, C.R., Baker, T.B., et al. (2008). Treating tobacco use and dependence: 2008 update. Clinical Practice Guideline, Rockville, MD: U.S. Department of Health and Human Services. Public Health Service.

THE MONTANA QUIT LINE WORKS!

- 68% of smokers say they want to quit, 55% try each year.⁵
- Since 2004, over **32,300 Montanans have successfully quit** tobacco after calling the Quit Line.⁶



TOBACCO CESSATION INTERVENTIONS: How to talk with clients or patients about their tobacco use.

2A's and 1R:

- **Ask:** Ask all individuals about their tobacco use
- **Advise:** Advise people who use tobacco to quit
- **Refer:** Refer tobacco users who are interested in quitting to tobacco cessation resources such as the Montana Tobacco Quit Line.

5 A's:

- **Ask:** Ask all individuals about their tobacco use
- **Advise:** Advise people who use tobacco to quit
- **Assess:** Assess readiness to quit (stage of change)
- **Assist:** Assist individuals interested in quitting

