

Tobacco Cessation in Montana

TOBACCO USE IN MONTANA

- 1600 Montanans die each year from smoking.¹
- 25% of MT adults are tobacco users.²
- 46% of American Indians are tobacco users.²
- 13% of MT women reported smoking during pregnancy.³
- 30% of MT high school students use electronic cigarettes.⁴

MONTANA TOBACCO



AMERICAN INDIAN
Commercial Tobacco Quit Line
1-855-5AI-QUIT
MTAmericanIndianQuitLine.com

CONTACT

Montana Tobacco Use
Prevention Program

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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 by phone or online chat

In addition to the above benefits the following programs offer:

Under 18: My Life, My Quit

- Coaching by live text, chat, or phone with a coach trained to work with youth on tobacco cessation
 - Confidential enrollment and coaching
 - Dedicated toll-free number (1-855-891-9989)
 - Five-digit code for live texting, 36072
 - Website with online enrollment (mylifemyquit.com) and live chat
- *Nicotine Replacement Therapies not approved for people under 18.

Young Adults (18-24)

- Free coaching sessions by live text, online chat, or phone
- Unique five-digit code for texting directly with a coach, 36072

Pregnant Women

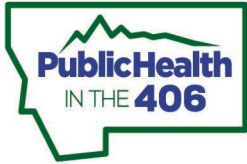
- Dedicated female coach
- Cash incentives for completed coaching calls, \$20 while pregnant (up to 5 calls) \$30 post-partum (up to 4 calls)
- Free NRT while pregnant, with a valid prescription
- Additional free NRT for post-partum period

American Indians

- Culturally sensitive coaching that relates to you and your experiences
- American Indian coaches who can help callers quit commercial tobacco
- Dedicated toll-free number 1-855-5AI-QUIT

For more information, visit: quitnowmontana.com

Over 100,000 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.

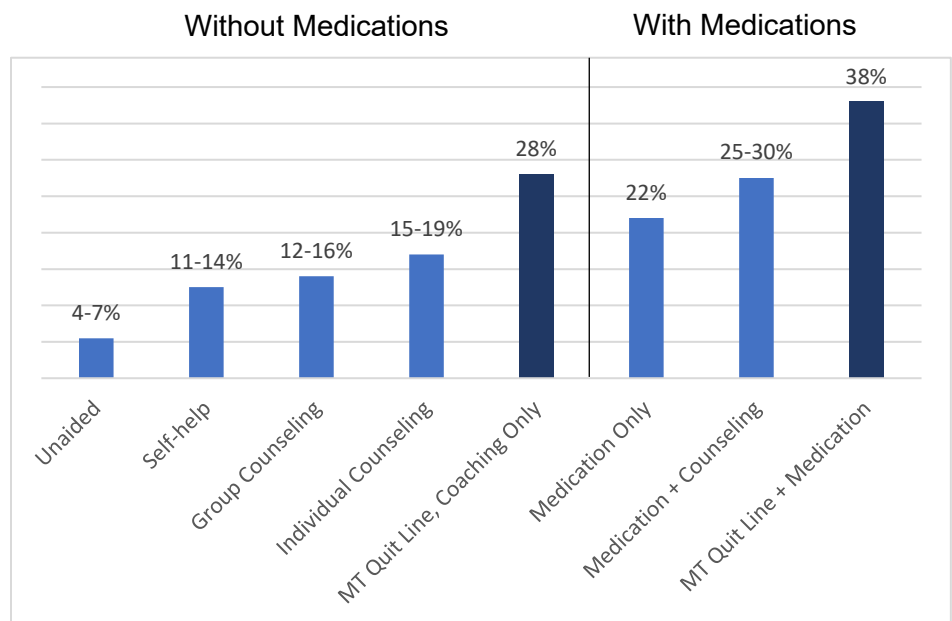
SOURCES

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2. Montana Behavioral Risk Factor Surveillance System, 2019
3. Montana DPHHS. Office of Epidemiology and Scientific Support. Birth Certificate Data, 2019.
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 12/20.
6. National Jewish Health, Montana Tobacco Quit Line Data.
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THE MONTANA QUIT LINE WORKS!

- 68% of smokers say they want to quit, 55% try each year.⁵
- Since 2004, over **36,000 Montanans have successfully quit** tobacco after calling the Quit Line.⁶

Tobacco Quit Rates by Type of Quit Attempt^{6,7}



Referring Tobacco Users to the Montana Tobacco Quit Line

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

