

To our partners in health,

An important message from the Department of Health

Tobacco use remains a leading cause of preventable death and disease in Washington State. Telling your patients, “*Quitting is the single most important thing you can do to protect your health as well as your family*” really does make a difference in the number of quit attempts. Evidence demonstrates that even brief clinical interventions can significantly increase the rates at which patients quit smoking.

**The following resources and new tools can help you reach the two tobacco measurements outlined in the Washington State Common Measure Set for Health Care Quality and Cost.**

Please take a minute to review the cessation resources available for 2015:

**The Washington State Tobacco Quitline** (1-800-QUIT-NOW) remains open to the uninsured and underinsured (those with an insurance plan that doesn’t cover smoking cessation). Callers to the state quitline receive one counseling call to set up a quit plan or to help them remain quit. The quitline currently has no free nicotine gum or patch.

**NEW! Smartphone App:** A smartphone app called [SmartQuit™](#)\* is free to anyone that lives in Washington State. We need your help to share this new resource with people who are ready to make a quit attempt and want to try something new. SmartQuit™ is proven effective in a [clinical trial](#). The SmartQuit™ App follows the Acceptance and Commitment Therapy behavior change model that teaches participants to accept and master cravings instead of traditional methods to ignore or replace them. What you can do: Encourage clients, patients, co-workers or employees to try SmartQuit™. Instructions for patients:

Before you go to the App Store, remember 1, 2, 3 get the App 4 FREE

1. Take a short survey at [www.doh.wa.gov/smartquit](http://www.doh.wa.gov/smartquit)
2. Get the free access code
3. Use the code to download the app

If you’d like to promote the SmartQuit™ app, download the free [promotional flyer](#) from the Department of Health. *\*Anyone can download the free, lite version of the app from Google Play or iTunes app stores. Please reserve the free full app downloads for Washingtonians who want to quit smoking.*

### **Health Plan Coverage**

**Apple Health (Medicaid)** covers 8 calls per year and 12 weeks of medication with gum and patch from the quitline. Most Apple Health Plans use 1-800-QUIT-NOW. Coordinated Care uses a separate quitline. Please see the [Frequently used quitline phone numbers](#) list which is located on the [www.quitline.com](http://www.quitline.com) page. Three Medicaid programs have limited coverage: Alien Emergency Medical, Family Planning Only and Take Charge are considered underinsured and qualify for one call at 1-800-QUIT-NOW or 1-800-784-8669.

**Private insurance** should be covering counseling and medication for patients. The Affordable Care Act requires most health plans to offer the following co-pay free services:

- Screening for tobacco use
- Counseling for two quit attempts per year (four sessions each), lasting at least 10 minutes each:
  - Individual counseling
  - Telephone-based (or wellness plan)
  - Group counseling
- FDA approved medications - 90 days per quit attempt, when prescribed by a health provider
  - Nicotine patch
  - Nicotine gum
  - Nicotine lozenge
  - Nicotine inhaler
  - Nicotine nasal spray
  - Bupropion (Zyban)
  - Varenicline (Chantix)

Please visit the [Office of the Insurance Commissioner](#) if you find an insurance company not helping enrollees with counseling or medications.

## Resources for your office

### Web pages:

- [Tobacco Cessation Resources for Healthcare Providers](#)
- Current Quitline coverage: [Getting Help to Quit Tobacco](#) – covers who qualifies for quitline services and the Asian Language Quitline
- Frequently used phone numbers for [Medicaid and the Health Exchange Insurance Plans for Quitlines and Wellness Plans](#)
- Printable E-cigarette and vapor products webpage:  
<http://www.doh.wa.gov/YouandYourFamily/Tobacco/OtherTobaccoProducts/ECigarettes.aspx>
- WA Poison Center- Toxic Trends <http://www.wapc.org/sample-page-2/toxic-trends/>
- To order materials please send a request (including mailing address) to <mailto:PCHClearninghouse@doh.wa.gov>
- [www.SmokeFreeWashington.org](http://www.SmokeFreeWashington.org) – Tips, smoking policy and laws to prevent exposure to secondhand smoke.
- NEW! Smartphone App to quit: SmartQuit™  
<http://www.doh.wa.gov/YouandYourFamily/Tobacco/SmartQuit>
- [SmartQuit™ promotional flyer](#) or [SmartQuit™ e-card](#)

### Trainings and Toolkits

AAFP - [http://www.aafp.org/dam/AAFP/documents/patient\\_care/tobacco/practice-manual.pdf](http://www.aafp.org/dam/AAFP/documents/patient_care/tobacco/practice-manual.pdf)

AAFP- [Ask and Act Tobacco Cessation Program](#) - Toolkit (click 3 times for access).

AAFP- A Guide to [Group Cessation](#)

### Health Education Resource Exchange (H.E.R.E.):

[Smoking Cessation During Pregnancy: Guidelines for Intervention](#) (For Providers)

[Substance Free for My Baby](#) poster or patient handout in Spanish and English

[Steps to Help you quit Smoking: How Other Moms Have Quit](#) printable patient booklet in English, Spanish and Russian

### **Educational Materials for Patients**

American Cancer Society, Inc. call 1-800-227-2345 for free copies.

- When Smokers quit: Benefits of Quitting (publication No.560200-Rev. 10/13) Adult
- Living Smoke Free for You and Your Baby (publication No.271700-Rev.04/12) Pregnant Women

### **Marijuana**

<http://learnaboutmarijuanawa.org/factsheets/factsheets.htm>

<http://www.doh.wa.gov/YouandYourFamily/Marijuana/RecreationalMarijuana.aspx>

<http://www.starttalkingnow.org>

If you have questions please e-mail: [Joella.Pyatt@doh.wa.gov](mailto:Joella.Pyatt@doh.wa.gov).