

Quitline Resource Guide

What is Quit Now Virginia?

Quit Now Virginia provides free information and coaching by telephone or online to residents who want to quit smoking or using tobacco. The counseling offered by the specially trained Quit Coaches, combined with medication prescribed by healthcare providers, give the patient the best chance of quitting successfully.

QUIT NOW VIRGINIA
Tobacco Cessation Services
1-800-QUIT NOW / 1-800-784-8669
QUITNOW.NET/VIRGINIA

Quit Now Virginia Services:

- **Available 24 hours a day/ 7 days a week**
- **Qualified Quit Coaches**
- **One-on-one cessation assistance**
- **Service provided to all Virginian residents, ages 13 +**
- **TTY service available for the hearing impaired**
- **Counseling available in English and Spanish**
- **Tailored services for pregnant women**
- **Information and self-help materials are available**
- **Free and confidential**

Cigarette smoking is the leading cause of preventable disease in the United States.

It accounts for about 443,000 deaths each year, or about 20 percent of all deaths — some 50,000 of them from secondhand smoke.

- **Nicotine dependence is the most common form of chemical dependence in the United States.** Research suggests that nicotine may be as addictive as heroin, cocaine or alcohol.
- **One of the most difficult things to do is quit using tobacco.** It often takes several attempts. Users often relapse because of stress, weight gain and withdrawal symptoms.
- **Help is a click or call away.** Trained Quit Coaches are ready to help set a quit date, make a quit plan and support a tobacco free life!
- **Evidence-based services.** Counseling is targeted for diverse populations.

YOU CAN INTEGRATE QUITLINE FAX REFERRAL INTO YOUR PRACTICE

● What is the Quit Now Virginia Fax Referral?

The Fax Referral is the patient's direct link to the Virginia tobacco user Quitline. With the Fax Referral, tobacco users no longer have to take the first step in calling the Quitline - a Quit Coach will proactively contact the tobacco user to provide assistance after the fax referral form has been completed and signed. The Quitline will also send materials tailored to your patient. All services are **free**.

● How does the Fax Referral work?

The Fax Referral gives tobacco users the option of having a Quit Coach contact them to provide an individualized quitting intervention. A clinician is able to assist the tobacco user by referral to a Quit Coach to help with the quit attempt planning, strategies for coping with urges and stress, and obtaining social support.

After the patient gives informed consent, the signed form is sent to the Quitline. A Quit Coach then contacts the tobacco user within 48 hours of receiving the form to begin the intervention. The Quitline has Spanish speaking Quit Coaches and translation services and materials are available in a variety of languages.

● Is the Fax Referral data confidential?

Yes. By providing consent, tobacco users agree to have the Quitline contact them and share the intervention results with a healthcare provider. The consent does not authorize the release of any personal information to other parties. The Quitline complies with all HIPPA regulations.

● What is the Benefit to the Medical Practice?

It is extremely important that tobacco dependence treatment be systematically integrated into routine medical practice. The Fax Referral protocol is a free service clinicians can offer to a tobacco dependent patient. It can easily be integrated into a medical practice by implementing procedures that are tailored to each practice to ensure completion of the following steps, regardless of the patient's reason for the office visit:

A FAX REFERRAL INTERVENTION IN FIVE EASY STEPS

1. **ASK:** Identify tobacco use.
2. **ADVISE:** Talk with patient about tobacco use.
3. **ASSESS:** Determine if patient is willing to make quit attempt at this time.
4. **ASSIST:** If patient is ready to quit, prescribe medication (if appropriate).
5. **ARRANGE:** Refer patient to Quit Now Virginia by sending fax form or providing Quitline brochure.

The VDH Tobacco Use Control Project's (TUCP) mission is to promote comprehensive tobacco use control and help empower Virginians to become full participants in a healthy lifestyle.

Visit www.vdh.virginia.gov/ofhs/prevention/tucp for additional information, forms, data and statistics and health district profiles.

The Centers for Disease Control and Prevention (CDC) Office on Smoking and Health provides grant funding to support all components of Quit Now Virginia services.



Tobacco User Quitline

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Quitnow.net/Virginia