



MAKE  
**SOMEDAY**  
TODAY.

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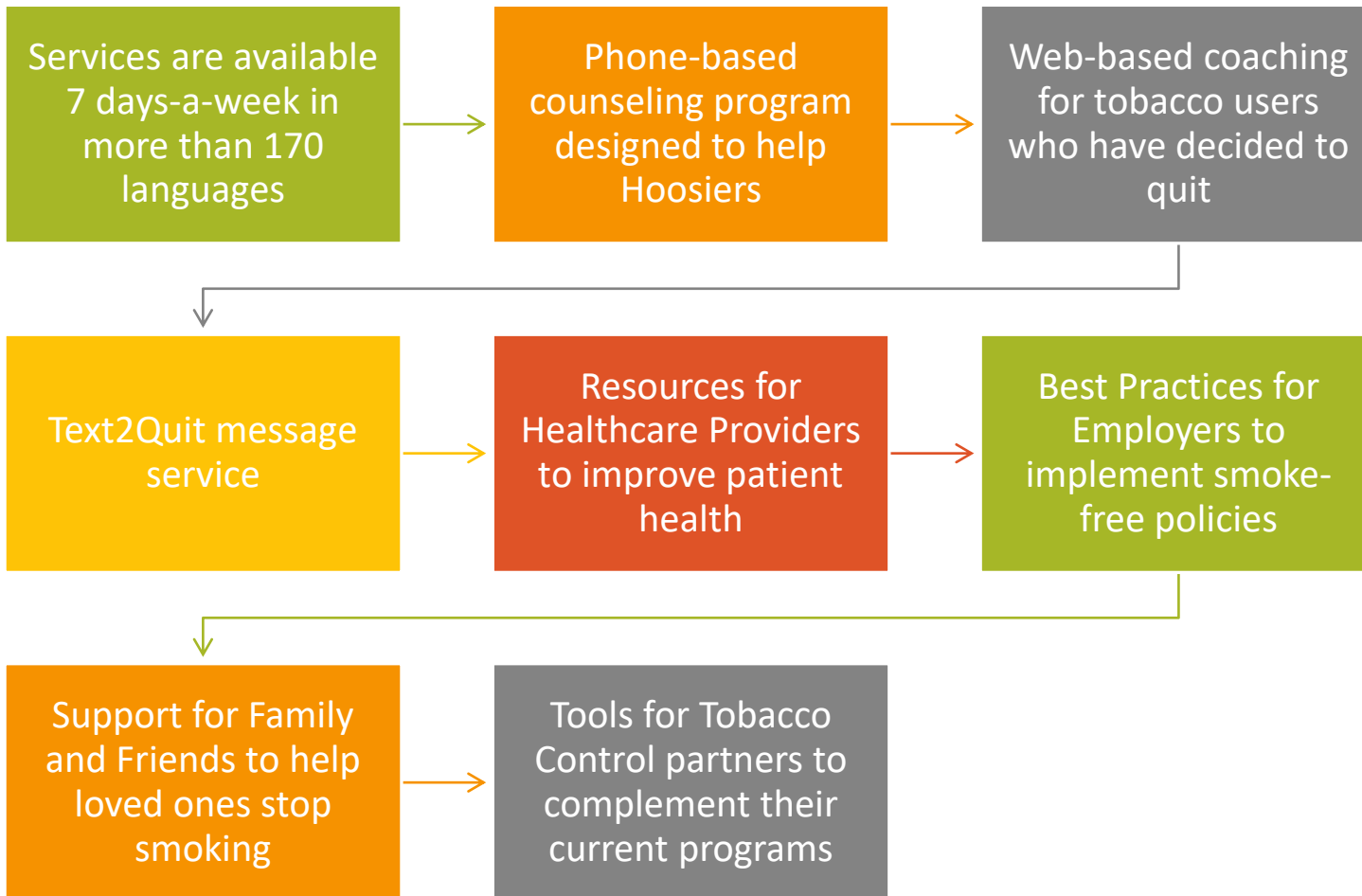
Quit Now Indiana and the  
Indiana Tobacco Quitline



**1.800.QUIT.NOW**

Indiana's Tobacco Quitline

[QuitNowIndiana.com](http://QuitNowIndiana.com)



Quit Now Indiana

# Intervening With A Tobacco or Nicotine User



# The Indiana Quitline Program



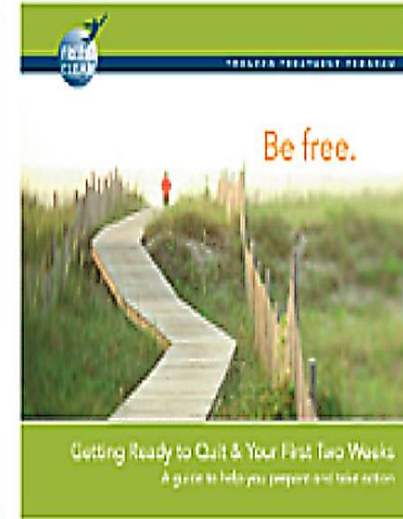
**QUIT COACH®**  
Specialized  
Training



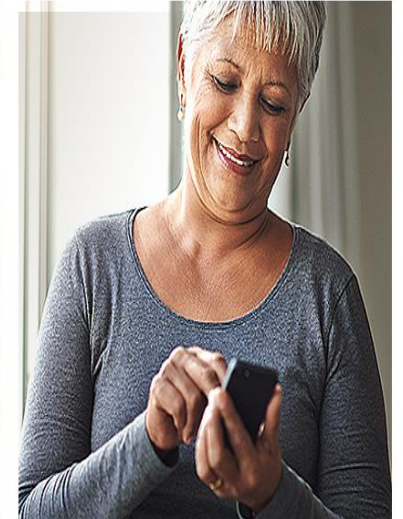
**MEDICATION**  
Nicotine Gum, Patches  
or Lozenges



**WEB COACH®**  
Fully  
Integrated



**QUIT GUIDES**  
Stage  
Based



**TEXT2QUIT®**  
Messages  
and Tips



Text2Quit<sup>®</sup> sends up to 300 messages tailored to an individual's quit plan.



Quit call reminders and prompts sent so the quitter can instantly connect with a Quit Coach<sup>®</sup>



Medication reminders and other helpful suggestions



Tips and games to help manage urges and craving



Mobile tracking of tobacco usage, urges, cost savings, and other measures

Text2Quit<sup>®</sup>

# The Participant Experience

## Registration

- Demographics collected
- Descriptions of service provided
- Ship stage-based Quit Guide
- Direct transfer to Quit Coach



### Quit Guides

- Mail within 24 hours direct
- Stage-based materials
- Low literacy level
- Includes Ally Guide

## Initial Intervention

- Tobacco use history
- Develop personal profile
- Develop Quit Plan
- Set Quit Date
- Decision support for medication



### NRT/Medication

- Enrollment in Multiple Call Program
- Sent Directly to Eligible Participants

## Follow Up Sessions

- Proactive session scheduled near quit date & after to prevent slips & relapse
- Medication use support
- Unlimited inbound support



### End of Program Call

- Outbound call 7 months post-enrollment by non-quit coach to assess quit status and satisfaction with program

## Programs by Population

## PLUS the Following:

4 Prearranged calls for **Adults**

5 Prearranged calls for **Youth**

10 Prearranged calls for  
**Pregnant Women**

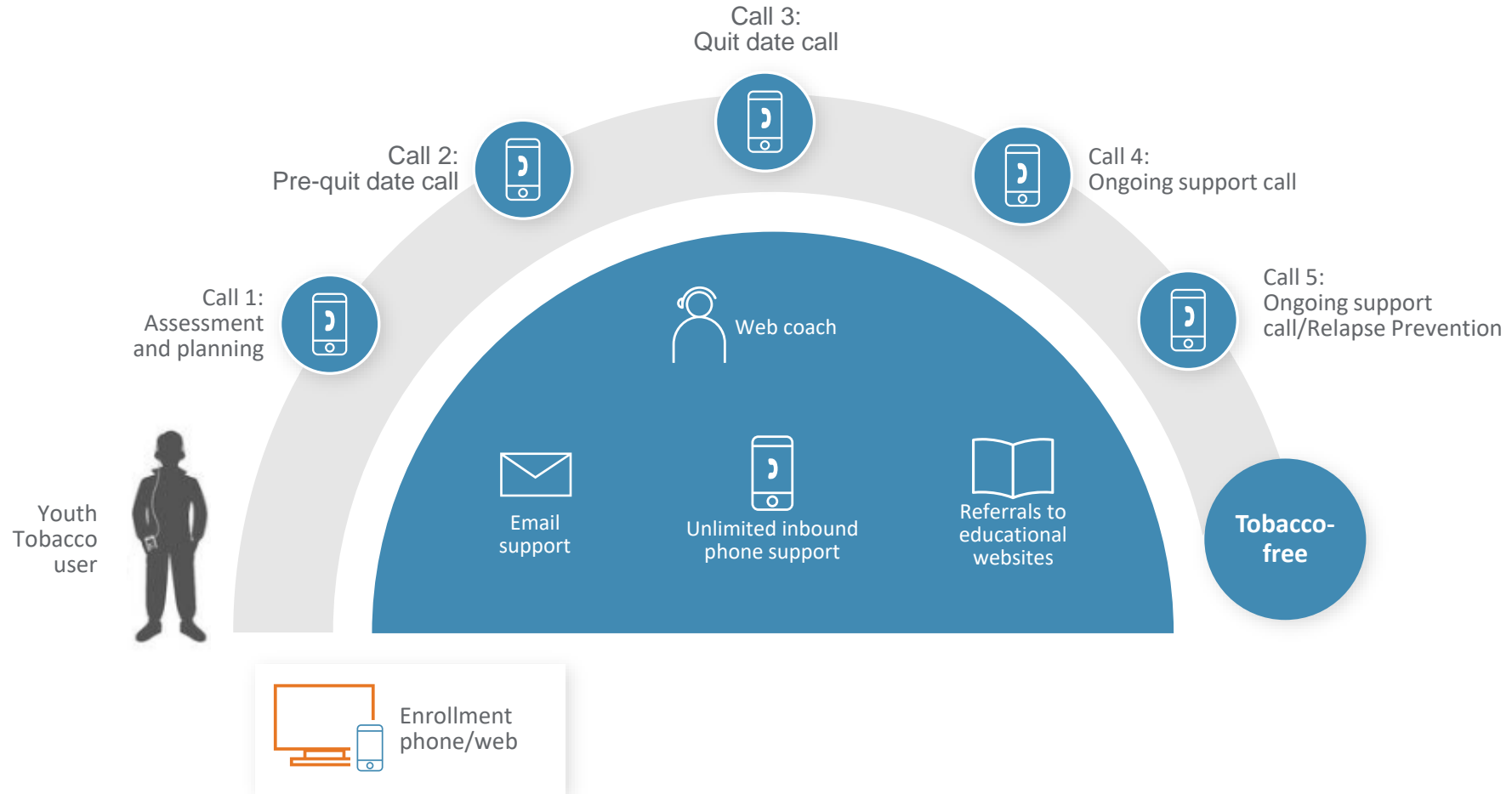
7 Prearranged calls with Quit Coach for  
**Behavioral Health consumers**

Quit Coaches have received additional training on mental illness and tobacco cessation.

- Unlimited call-ins to the ITQL
  - Text messages to connect with Quit Coach
  - Access to online tools, videos, and educational materials on [www.QuitNowIndiana.com](http://www.QuitNowIndiana.com)
  - Two weeks of free nicotine replacement therapy (NRT) products (patch, gum, or lozenge), if eligible.
- 
- Unlimited call-ins to the ITQL
  - Text messages to connect with Quit Coach
  - Access to online tools, videos, and educational materials on [www.QuitNowIndiana.com](http://www.QuitNowIndiana.com)
  - **Free 12-week regimen of combination therapy NRT (patch + gum or lozenge)**
  - **Letter sent to provider informing of quit attempt**

# Programs by Population

# Youth tobacco cessation program





# Behavioral Health Program Eligibility

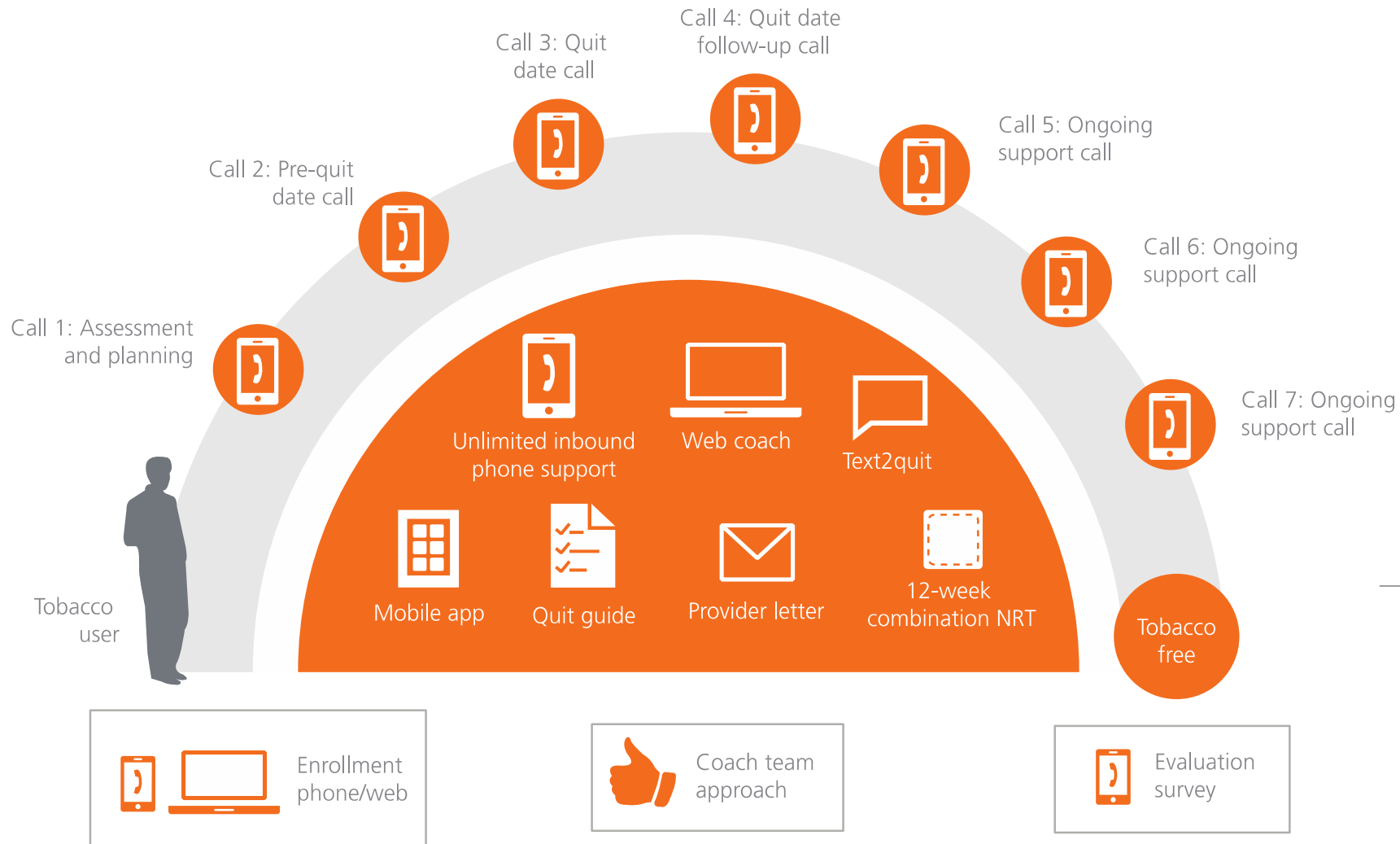
**Question #1: “Do you currently have any mental health conditions, such as:”**

- **Bi-Polar Disorder** – *automatically offered enrollment*
- **Schizophrenia** – *automatically offered enrollment*
- Drug or Alcohol Use Disorder (SUD)
- Generalized Anxiety Disorder
- Post Traumatic Stress Disorder (PTSD)
- Depression
- Attention Deficit Hyperactivity Disorder (ADHD)

**Question 2: “Do you think that these mental health conditions or emotional challenges might interfere with your ability to quit?”**

- If “yes”, then caller is offered enrollment!

# Behavioral Health tobacco cessation program



# What is Individual Services?

New!  
Effective  
August 2020



## Four stand-alone **services**:

Text2Quit + email messaging + materials + NRT starter kit with 1 follow-up call



**Enrollment** online or phone



**Flexibility:** Participants can pick any service they want and add more services at a later date through a dashboard



**Intake data:** Questions asked during enrollment differ from integrated and web only



**Goal:** Reduce barriers, increase quit attempts, and increase reach