

The Missouri Tobacco Quitline

Call. It's free. It works.

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1-800-QUIT-NOW (1-800-784-8669)

The Missouri Tobacco Quitline can help Missourians stop using tobacco. The Quitline offers telephone and online counseling and resource materials to assist individuals who want to quit smoking. The Quitline is free to anyone in Missouri. Call or use the web to get help to quit smoking or chewing. Both the toll-free number and the web enroll will register you to talk to a trained Quit Coach. The Quit Coach will help you plan your quit. The coach can also suggest other resources to help, like nicotine replacement therapy.

Call or register online at: www.quitnow.net/missouri

The Quitline can assist:

- Tobacco users in any stage of readiness to quit
- Pregnant smokers
- Smokeless tobacco users
- Former smokers seeking to prevent a relapse
- Health care providers wanting assistance with patient treatment

Hours of operation: Registration is open and coaching services are available 24 hours a day, seven days a week.



Assistance available: Three levels of assistance are available based on need and eligibility.

Level 1 - Information and consultation

- All callers will be offered a set of materials to assist them in quitting.
- Spanish speaking callers are routed to a Spanish speaking Quit Coach.
- Callers speaking other languages will be helped with the aid of a translator service.
- Callers who are deaf or hard of hearing will be helped through the electronic telecommunications device for the deaf (TDD) system.

Friends and family members wanting to help their loved ones quit can also get written materials. These will help them talk about quitting tobacco use.

Health care professionals can call the Quitline for information about the service. They can learn about proper use and dosing of nicotine replacement therapy. They can also learn about written materials covering a broad range of topics related to tobacco cessation.

Online services are available through the Web Coach system. Web Coach provides an interactive, online community that offers learning tools, support and information about quitting. Any caller who registers for services and has an e-mail address will receive a “welcome” e-mail containing instructions and access information to Web Coach.

Level 2 - Single in-depth counseling session

Missourians interested in quitting will speak with a trained Quit Coach. The coach will explore their patterns of tobacco use and barriers to successfully quitting. The coach will also discuss their strengths that would contribute to successful quitting. They also will give information on nicotine replacement products or other cessation aids and will help callers learn about accessing cessation benefits that may be available to them through their employer or insurance provider.

Eligible callers interested in follow-up after the single-call will have the option of enrolling in the Quitline's intensive telephone-based program. All callers will be offered self-help materials and a Quit Kit.

Access to Web Coach continues to be available.

Level 3 - Intensive intervention

Those eligible and interested in getting follow-up help can enroll in the Quitline's intensive telephone-based program. Callers will receive specialized materials, a Quit Kit, and a series of three additional calls with the same Quit Coach during a three to four month period. The timing of the calls will be based upon the caller's quit date and availability. Quit Coaches will work with callers to determine their readiness to quit. They will also discuss options for using nicotine replacement products or other cessation aids. Coaches will assist in developing an individually-tailored quit plan as well. Eligible callers may schedule up to three follow-up sessions designed to increase motivation and assist with behavior change.

Access to Web Coach continues to be available.

The Quitline operation: The Missouri Department of Health and Senior Services contracts with Alere Wellbeing, Inc. to operate The Missouri Tobacco Quitline. Alere has more than 20 years of experience providing telephone-based tobacco cessation services and currently operates 25 unique state quitlines and serves participants from more than 600 employers and 50 health plans across the nation.

The Quit Coach: Quit Coaches have bachelor's degrees in health education, counseling or a related field. They are nonsmokers or former smokers who have not used tobacco in at least two years. They are experienced in telephone counseling, one-on-one interviewing and behavior change.

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More information about smoking cessation can be found at:

www.dhss.mo.gov/living/wellness/tobacco/smokingandtobacco/index.php

Alternate forms of this publication for persons with disabilities may be obtained by contacting:

Missouri Department of Health and Senior Services
Bureau of Health Promotion ■ Telephone: 573-522-2820
P.O. Box 570, Jefferson City, MO 65102-0570
Hearing- and speech-impaired citizens can dial 711.