

Tobacco use is a major problem in Missouri.

- More than one million adults in Missouri smoke.
- Tobacco use is the leading cause of preventable death in Missouri. Nearly 10,000 Missourians die from tobacco-related illnesses every year.
- Missouri has one of the highest adult smoking rates in the nation, ranking 5th in the country in 2010.
- Half of the smokers in Missouri have attempted to quit, but only 2.8 percent have tried smoking cessation counseling.

As a health care professional, you can help.

More information

A fact sheet and other information about smoking cessation can be found at:
www.health.mo.gov/smokingandtobacco



The Missouri Tobacco Quitline
When you're ready, it's in your hands.

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

QUITLINE HOURS

Monday - Friday, 8:00 a.m. - 5:00 p.m.
 Saturday, 9:00 a.m. - 1:00 p.m.
 Sunday and holidays, closed

Fax Referral: 1-800-1-HEFFI

The Missouri Department of Health and Senior Services is coordinating the Missouri Tobacco Quitline service through Alere Wellbeing, Inc. With 20 years experience in tobacco treatment, Alere currently provides tobacco treatment to more than 25 states, 600 employers and 50 health plans across the nation.

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

**Missouri Department of Health and Senior Services
 Health Promotion Unit
 P.O. Box 570, Jefferson City, MO 65102-0570
 Telephone: 573-522-2861 www.jcgnj.mo.gov**

Hearing impaired citizens telephone 1-800-735-2966.

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The Missouri Tobacco QUITLINE



**HELP YOUR PATIENTS
 QUIT FOR GOOD**



The Missouri Tobacco Quitline

The Missouri Tobacco Quitline is a highly effective, evidence-based tobacco cessation program available by phone to Missouri residents. Funded by the Centers for Disease Control and Prevention, this service was developed to provide free tobacco cessation assistance and resource information.

Health care providers in Missouri can refer their patients who smoke to the Quitline for tobacco cessation counseling.

The Quitline can assist:

- ❖ Tobacco users, in any stage of readiness to quit
- ❖ Pregnant smokers
- ❖ Smokeless tobacco users
- ❖ Former smokers seeking relapse prevention support
- ❖ Health care providers

Multiple counseling sessions are available for eligible callers. Basic counseling and a Tobacco Quit Kit offering self-help materials are available to any Missouri resident who uses tobacco.

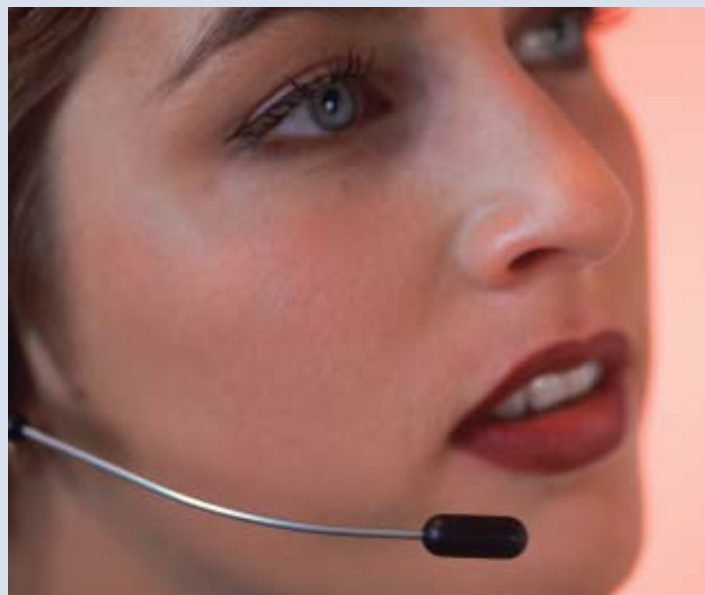
Medical consultation is available to any physician wanting to learn about the Quitline or discuss treatment options with the Quitline medical staff.

HOW THE QUITLINE WORKS

As a health care provider, you advise patients to stop using tobacco and give them the toll-free number for the Missouri Tobacco Quitline:

1-800-QUITNOW
(1-800-784-8669)

In addition, you can proactively refer patients to the Quitline via a toll-free fax number 1-800-811-8357 before they leave your office. With the fax referral system, the health care provider consults with the patient regarding their tobacco use and gains consent for referral with the fax referral form.



When a patient calls the Quitline, a trained specialist will provide:

- An assessment of readiness to quit
- Information about, and referral to, cessation services offered by local resources or by the caller's own health plan
- A Quit Kit of self-help materials to assist callers who want to quit.

STUDIES SHOW IT'S EFFECTIVE

The Centers for Disease Control and Prevention and the U.S. Attorney General identify telephone counseling as an effective intervention to help people quit smoking.

Research shows that telephone counseling produces a significant increase in quit rates—one study revealed a 41 percent increase while another study showed a 56 percent increase in quit rates compared to self-help interventions.

Telephone intervention increases accessibility. Callers can speak to an experienced cessation specialist when it's convenient for them regardless of their mobility or location.

Telephone counseling can provide callers with the individual help they need.