



THE CLINICAL EFFORT AGAINST  
SECONDHAND SMOKE EXPOSURE

Reducing Secondhand  
Smoke Exposure in  
Children

**Jyothi Marbin, MD**

**Medi-Cal  
Incentives to  
Quit Smoking  
(MIQS) Project:  
Connecting to the  
California Smokers'  
Helpline**

**Elisa Tong, MD, MA**

# Disclosure

**First 5 California provides major funding for  
CEASE California.**

**No one involved in the planning or presentation  
of this activity has any relevant financial  
relationships with a commercial interest to  
disclose.**

# Overview

**Smoking & Children in Poverty**

**SHS, THS and their Impact on Children**

**CEASE: A Pediatric Focused Smoking Intervention**

**MIQS/CA Smokers' Helpline**

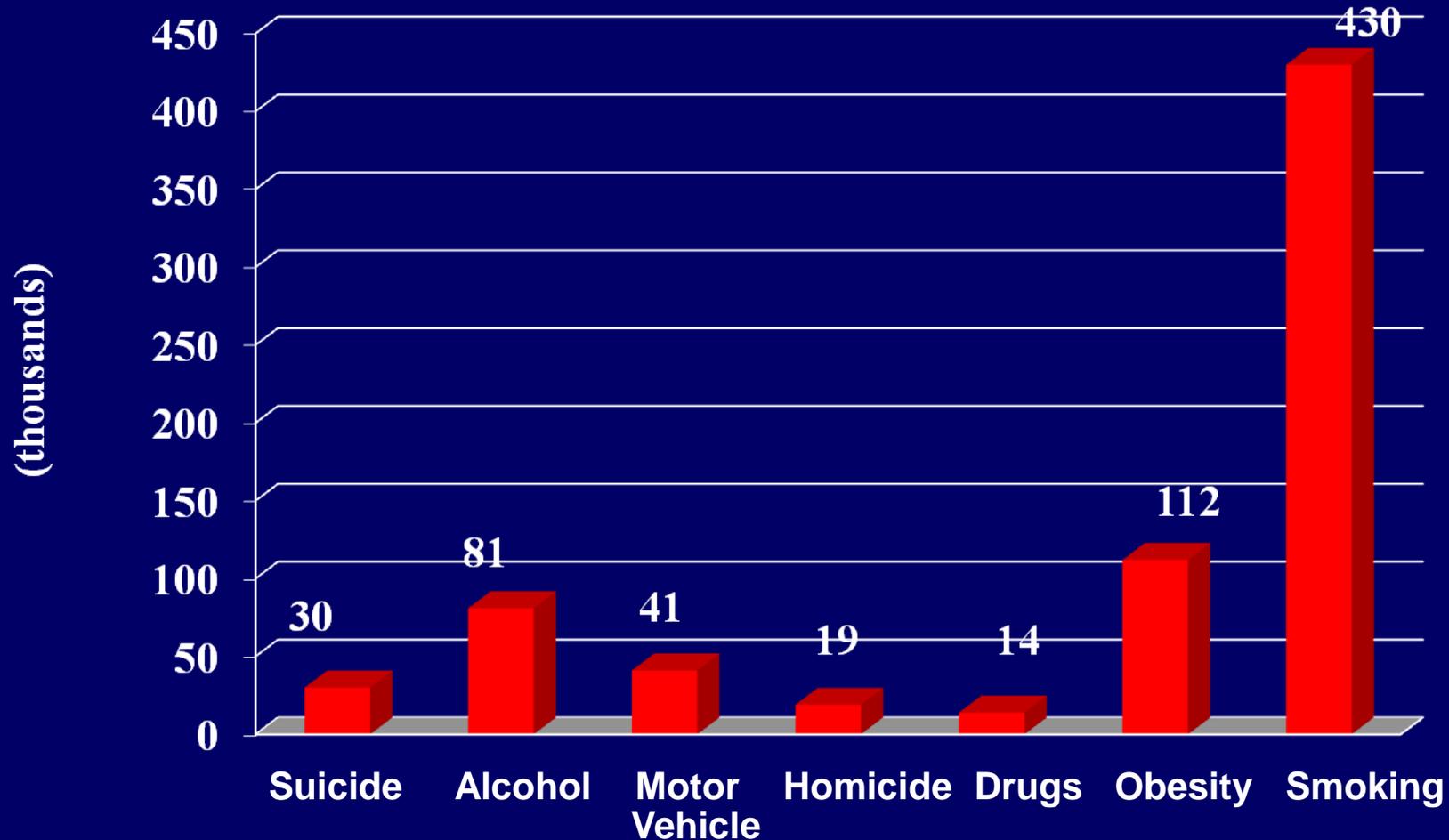
**Questions**



# How Does this Apply to You?

- How does SHS/THS affect the families you/your agencies work with?
- How can you integrate strategies to help smokers quit into your program?
- The Helpline is a great a resource

# Comparative Causes of Annual Preventable Deaths in the US



A close-up photograph of a baby's face on the left side of the frame, looking towards the right. On the right side, a hand holds a spoon with several lit cigarettes on it. The background is a solid light purple color. The text is positioned in the upper right quadrant of the image.

**HYDROGEN CYANIDE**

**CARBON MONOXIDE**

**ARSENIC**

**LEAD**

**AMMONIA**

**CADMIUM**

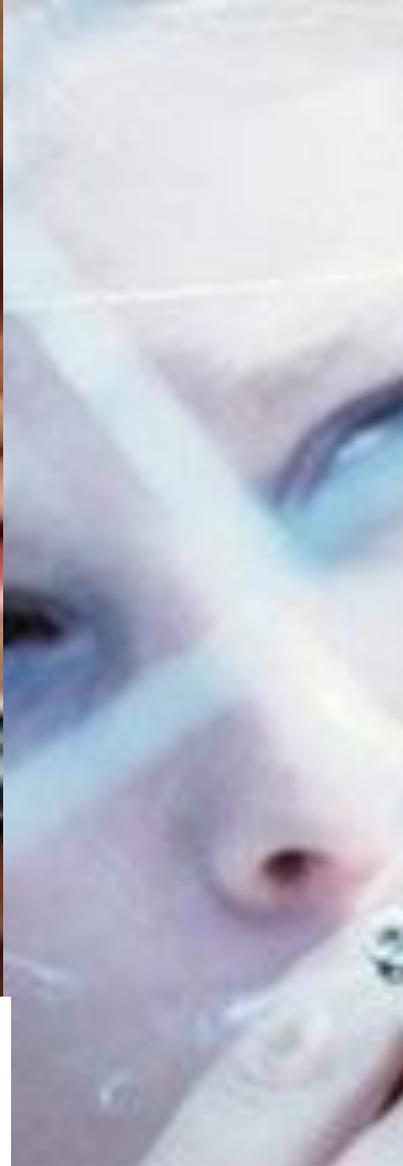
**AND MORE...**



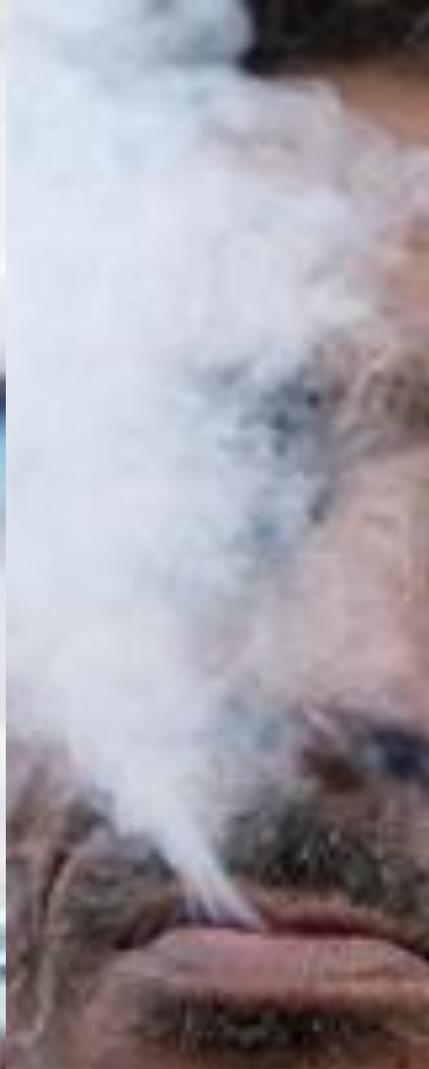
- SIDS
- RSV



- Asthma
- Cognitive Issues
- Otitis Media
- ADHD



- Absenteeism
- Nicotine Addiction



- Cardiac Disease
- Cancer
- COPD



- Low BW
- Stillborn
- Nicotine Addiction

# No safe level of SHS exposure for children



**Young children at increased risk**

# Cotinine levels highest for kids:

- Under 12
- African American
- Living below poverty level

# Sites of Exposure

- Home



- Car

*–legal in 43 states!*

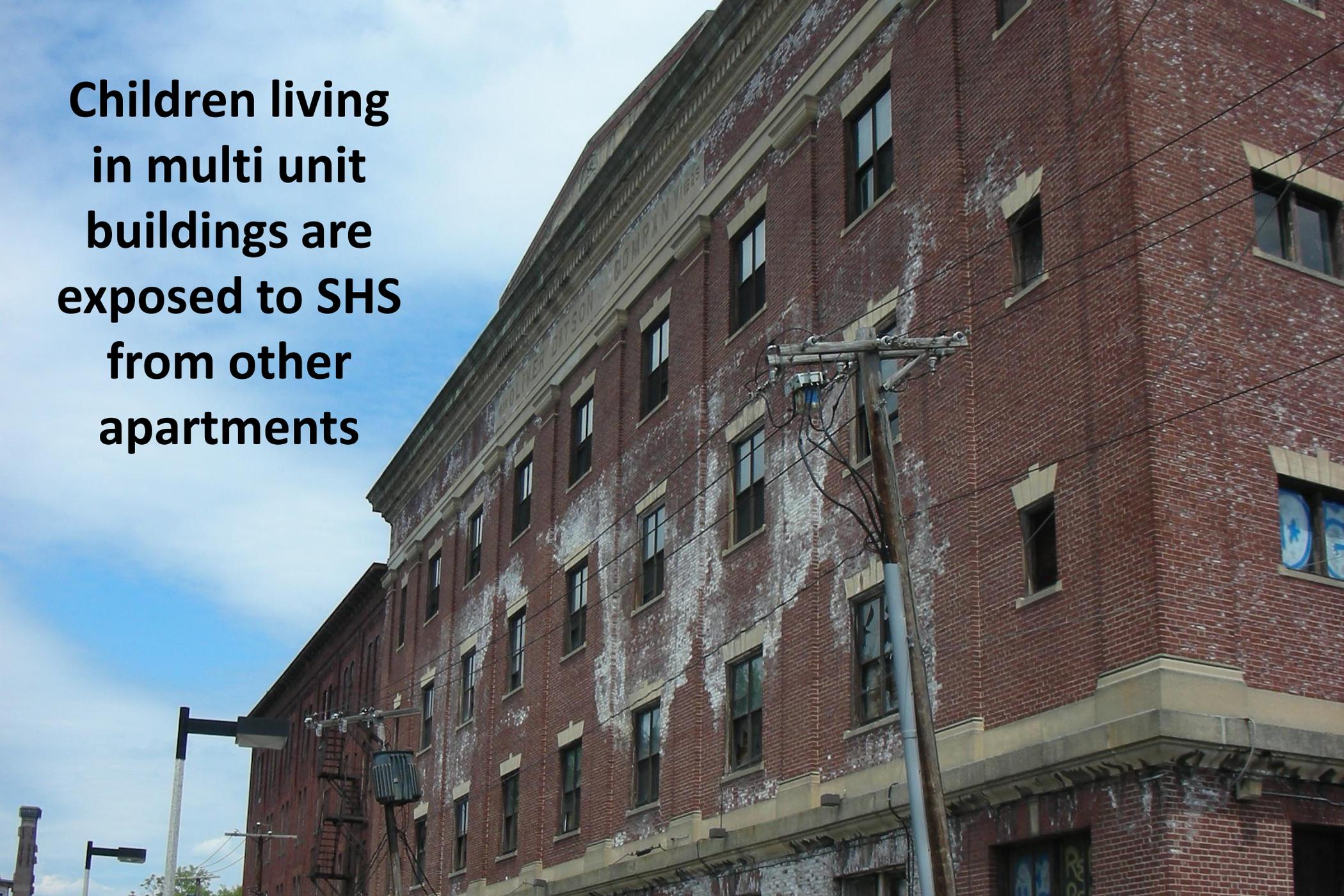


- Multiunit housing

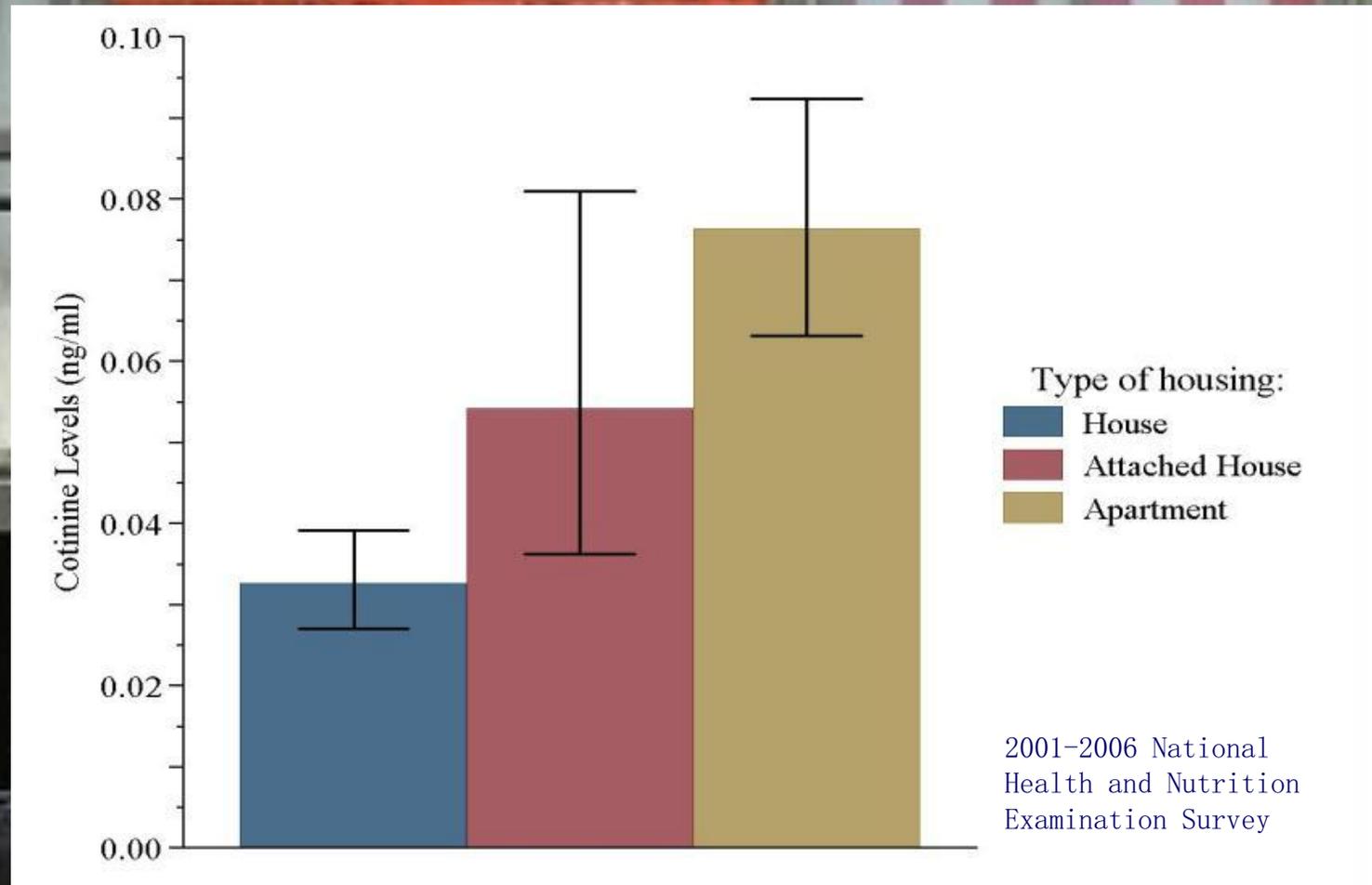
- Public places



**Children living  
in multi unit  
buildings are  
exposed to SHS  
from other  
apartments**



# Cotinine Levels by Housing Type



# Where are we?



- **33 jurisdictions in CA have some regulations around MUH & smoking**
- **54 cities/counties have restrictions around smoking in outside spaces around MUH**
- **Senate Bill 332 gives landlords the right to make rental properties smoke free**

# Where are we?

- **Vast majority of Californians (~70%) support nonsmoking sections of buildings**
- **82% renters would prefer to live in smoke free apartments**
- **American Lung Association, HUD, AAP have great resources**



# Thirdhand Smoke



The residue  
remaining after a  
cigarette has  
been  
extinguished

# The 3 R's of Third Hand Smoke

**Remains**

**Re-emitted**

**Reacts**

**Latest Research  
Links THS to:**

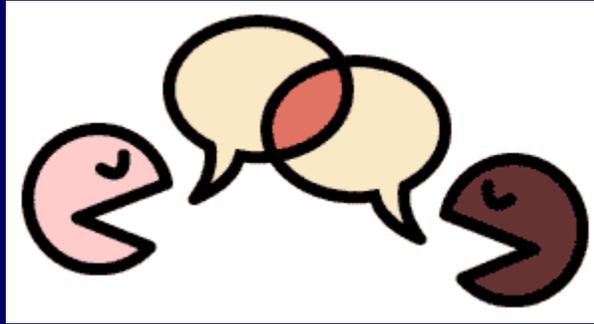
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-damage to  
human DNA

-elevated lipid  
levels and non  
alcoholic fatty  
liver disease in  
mice

-poor wound  
healing in mice

-hyperactivity  
in mice



**Turn to a neighbor.**

**Tell each other about a family/child  
you've worked with who's been  
exposed to SHS/THS? What did  
you notice? Did you do anything?**

# What is CEASE?

---

- **C** Clinical
- **E** Effort
- **A** Against
- **S** Second Hand Smoke
- **E** Exposure

# CEASE: Three Easy Steps

## Ask:

- Universal screening

## Assist:

- Prescribe NRT

## Connect:

- CA Smokers' Helpline



# **Pediatric Interactions are a Teachable Moment for Smoking Cessation**

**Parents see their  
child's providers  
more often than  
their own**



# **This applies to YOU**

- **Educational settings**
- **Developmental screenings**
- **Childcare settings**
- **Home visits**

# Step One: Ask

*“Does Johnny live with anyone who smokes cigarettes?”*



- **SHS** exposure as a vital sign
- **Ask at EVERY visit**



**Turn to another neighbor.**

**What kind of work do you do?**

**How can you ASK your clients  
about smoking?**

**How can you integrate ASKING in your program?**

# Step Two: Assist

- **Use motivational interviewing techniques**
- **Offer nicotine replacement therapy (NRT)**



# Pediatric Providers Can Prescribe NRT to Parents

- **The American Academy of Pediatrics**
  - advises that all clinicians be familiar with pharmaceutical options for smoking cessation and offer them to parents if needed.
- **The American Medical Association**
  - “supports efforts by any appropriately licensed health care professional to identify and treat tobacco dependence in any individual, in the various clinical contexts in which they are encountered”

# Using NRT

- **Replace nicotine from cigarettes**
  - 1 cigarette = 1 mg nicotine
- **Forms of NRT**
  - Patches: Baseline level of nicotine
    - 21 mg, 14mg, 7mg
  - Gum: breakthrough cravings
    - 4 mg
- **Wean down over 3-4 months**
- **Covered by insurance**



# 7 FDA Approved Meds for Quitting

- Gum
- Patch
- Lozenge
- Nasal spray
- Inhaler
- Varenicline
- Bupropriion





**Do you know someone who's tried to quit smoking with medication?**

**If YES: how did it work?**

**If NO: what have you heard about meds and quitting success?**

# Step Three: Connect



**California Smokers' Helpline**  
**1-800-NO-BUTTS**  
**[www.nobutts.org](http://www.nobutts.org)**

# Combination Therapy Works!

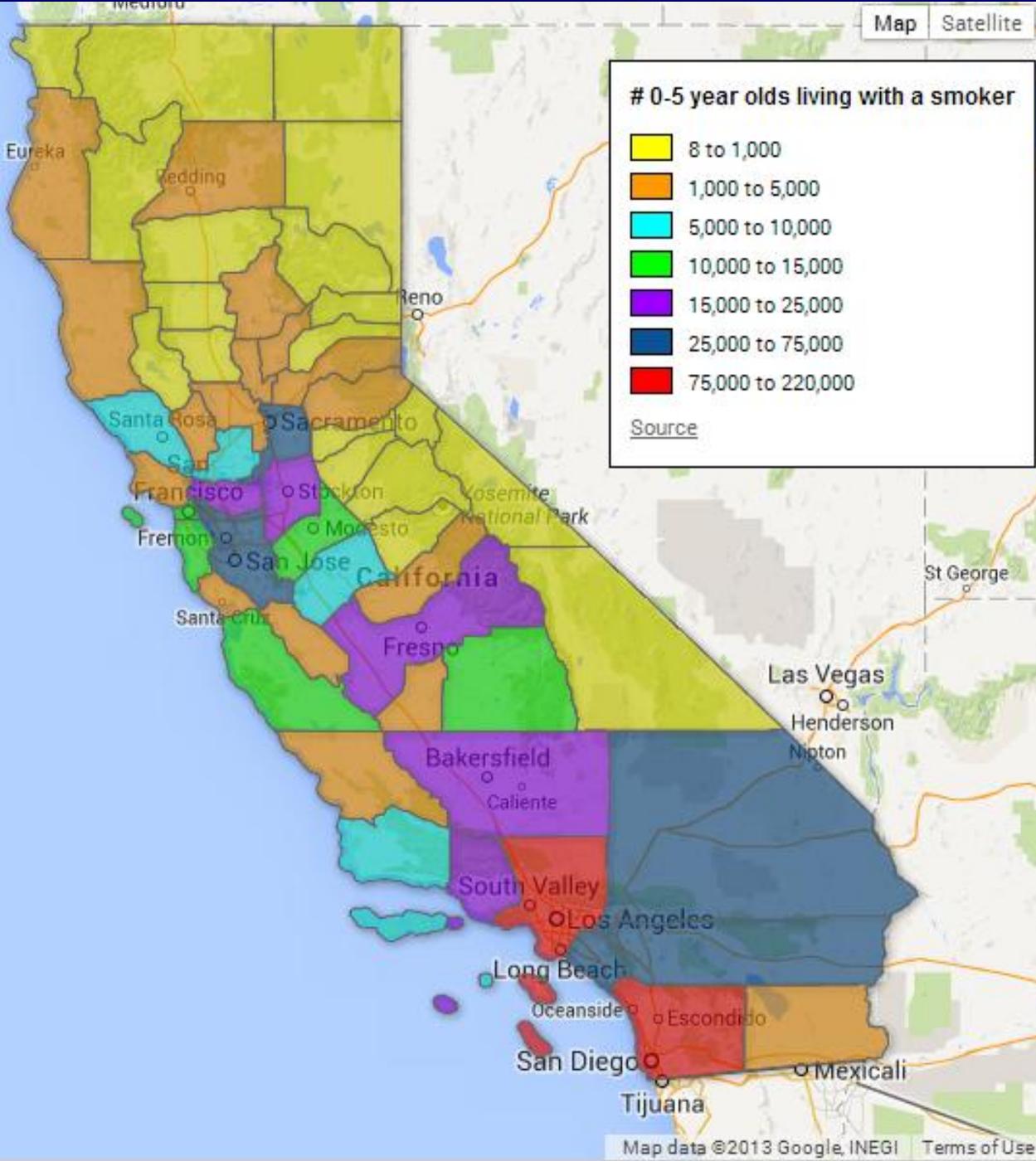
Follow-up 6 months post smoking cessation

- <5% quit on their own
- 20% quit with counseling
- 20% quit with medication
- **30-40% quit with combination meds & counseling**



**Have you ever used/known  
someone who's used the Helpline?**

**Have you ever referred anyone to  
the Helpline?**



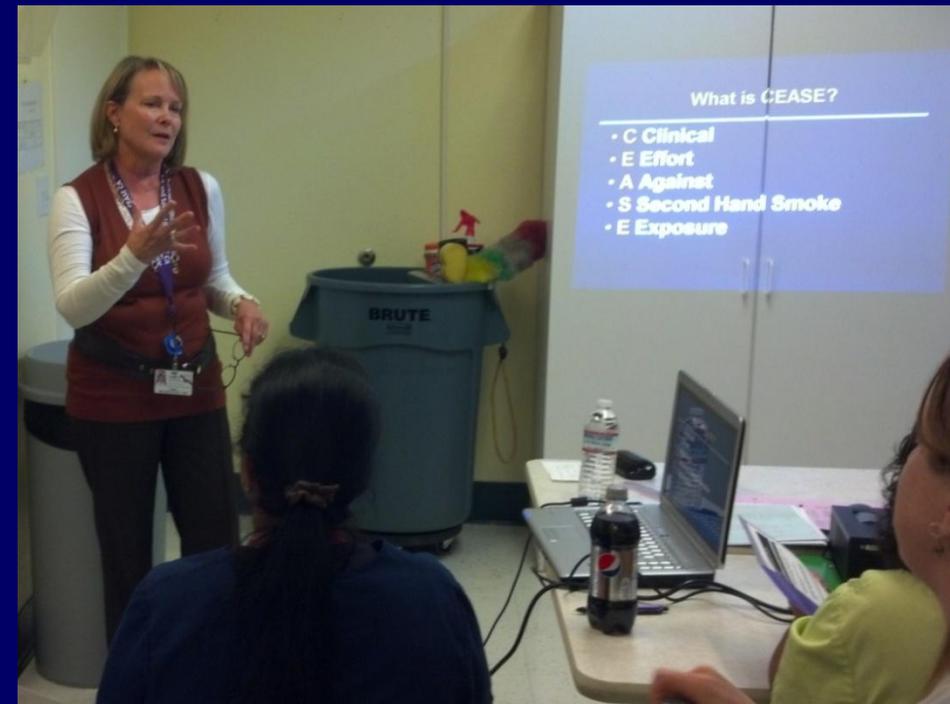
# Expansion of CEASE

- **Pilot program in Northern CA: 2013**
  - Funded by Pfizer/AAP
- **Statewide Expansion: 2014-2016**



# The CEASE Training Package

- **3 Meetings**
  - Initial meeting with champion
  - Second meeting to train staff
  - Follow up eval phone call after 6 months
- **CEASE Toolbox**
- **Continuing Education Credits**



# Results so far...

- 24 trainings in NorCal and 73 in SoCal
- Over 300 Providers & staff trained
- 400+ Helpline referrals
  - 39% clients contacted
  - 73% agreed to counseling/services



# Lessons Learned

- Engage support staff
- Use data from Helpline for feedback to sites
- Barriers to implementation:
  - Limited time
  - Insurance issues



# Summary

- **SHS & THS - big impact on children's health**
- **Anyone working with families can and should ASK about SHS/THS and offer support to parents who smoke**





Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

# Medi-Cal Incentives to Quit Smoking (MIQS) Project:

Connecting to the California Smokers' Helpline

**Elisa Tong, MD, MA**

Associate Professor of Internal Medicine, UC Davis

MIQS Outreach Principal Investigator

# Objectives



- **Understand** the importance of addressing tobacco especially among Medi-Cal members
- **Connect** patients who smoke with the Helpline using the web-based referral
- **Promote** MIQS materials and messages to your patients

# Overview

Medi-Cal Incentives to  
Quit Smoking (MIQS)



Ask about **FREE** patches  
and \$20 gift card bonus!  
Call 1-800-NO-BUTTS.

## Understand Medi-Cal and Tobacco

Connect to California Smokers' Helpline

Promote Medi-Cal Incentives to Quit Smoking (MIQS)

# Medi-Cal Members Smoke More

## Smoking prevalence

- >3M smokers in CA
- 19.9% Medi-Cal vs. 12% general CA

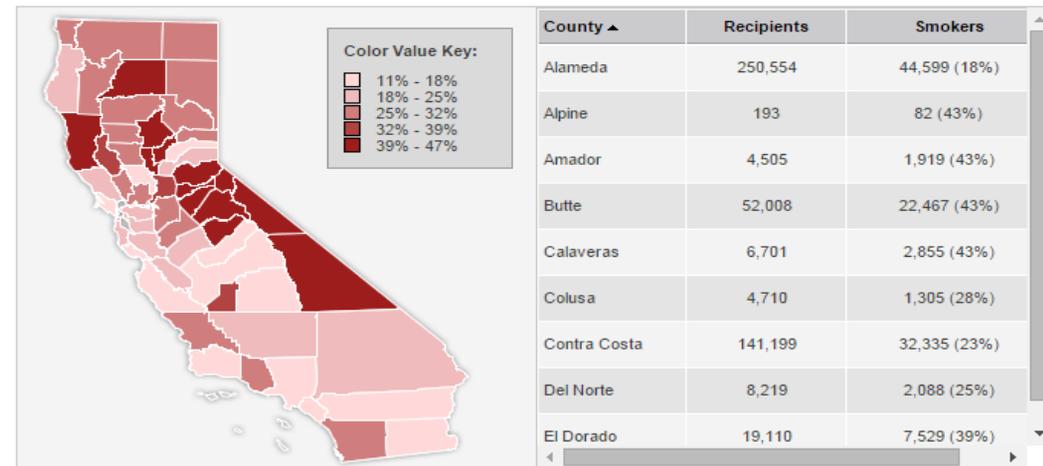
## Some counties higher

- Rural counties: 40-45%
- Sacramento: 35%

CHIS Medi-Cal Smoking Prevalence Data by CA County, Interactive Map

2007 - 2009 California Health Interview Survey (CHIS)

(Click on individual county to view Medi-Cal smoking prevalence data)

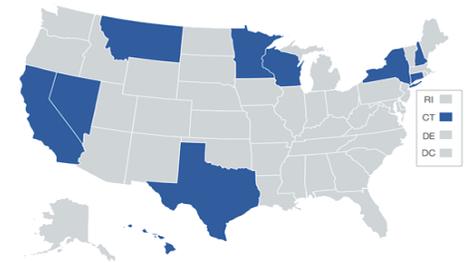


[www.nobutts.org/miqs](http://www.nobutts.org/miqs)

# Medicaid Incentives to Prevent Chronic Disease Program

Funded by Centers for Medicare and Medicaid (CMS)

- 10 states awarded funding through ACA
- 2011-2016
- Priorities: Tobacco, Obesity, Diabetes



Economic incentives work 73% of the time on changing consumers' preventive behavior (Kane AJPM 2004)

- Reviewed 47 randomized controlled trials
- Best with short-term, well-defined goals
- Little evidence for Medicaid



# Medi-Cal Incentives to Quit Smoking (MIQS) project

**GOAL:** Increase calls to the California Smokers' Helpline

- Free telephone-based counseling

**STRATEGY:** Incentivize Medi-Cal members to quit smoking



# MIQS Incentives

## Incentives through 2015

- Have eligible 14 digit ID



## Nicotine patches: Helpline screens

- Mailed free to smoker
- 1 month supply, refills as needed



## Members **ASK** for the \$20 gift card

- Sent after completing the first counseling session
- Major stores: Walmart, Target, CVS



# Overview



Understand Medi-Cal and Tobacco

**Connect to California Smokers' Helpline**

Promote Medi-Cal Incentives to Quit Smoking (MIQS)

# Every Encounter: An Opportunity to Quit

- 70% of smokers want to quit
- 30-second intervention from a provider can help someone to quit
- Greater patient satisfaction if provider offers smoking cessation interventions
- Every encounter by a health provider is an opportunity to address tobacco



If at first you don't succeed...



# California Smokers' Helpline



Free telephone counseling  
Operated by UC San Diego

## *Services:*

- Self-help materials, referral to local resources, certificate for med coverage, and telephone counseling.
- Clients receive up to six follow-up sessions with a counselor
- Languages: Spanish, Chinese, Korean, Vietnamese
- M-F 7am-9pm; Sat/Sun 9am-5pm



# Who Can Call the Helpline?

- Smokers
  - Teens
  - Pregnant
  - Chew
  - Thinking about quitting
- Friends or families of smokers
- Parents or guardians of child exposed to secondhand smoke



# Real-world Effectiveness

## EVIDENCE OF REAL-WORLD EFFECTIVENESS OF A TELEPHONE QUITLINE FOR SMOKERS

SHU-HONG ZHU, PH.D., CHRISTOPHER M. ANDERSON, B.A., GARY J. TEDESCHI, PH.D., BRADLEY ROSBROOK, M.S.,  
CYNTHIA E. JOHNSON, B.A., MICHAEL BYRD, M.A., AND ELSA GUTIÉRREZ-TERRELL, M.A.

### ABSTRACT

**Background** Telephone services that offer smoking-cessation counseling (quitlines) have proliferated in recent years, encouraged by positive results of clinical trials. The question remains, however, whether those results can be translated into real-world effectiveness.

**Methods** We embedded a randomized, controlled trial into the ongoing service of the California Smokers' Helpline. Callers were randomly assigned to a treatment group (1973 callers) or a control group (1309 callers). All participants received self-help materials. Those in the treatment group were assigned to receive up to seven counseling sessions; those in the control group could also receive counseling if they called back for it after randomization.

**Results** Counseling was provided to 72.1 percent of those in the treatment group and 31.6 percent of those in the control group (mean, 3.0 sessions). The rates of abstinence for 1, 3, 6, and 12 months, according to an intention-to-treat analysis, were 23.7 percent, 17.9 percent, 12.8 percent, and 9.1 percent, respectively, for those in the treatment group and 16.5 percent, 12.1 percent, 8.6 percent, and 6.9 percent, respectively, for those in the control group ( $P < 0.001$ ). Analyses factoring out both the subgroup of control subjects who received counseling and the corresponding treatment subgroup indicate that counseling approximately doubled abstinence rates: rates of abstinence for 1, 3, 6, and 12 months were 20.7 percent, 15.9 percent, 11.7 percent, and 7.5 percent, respectively, in the remaining subjects in the treatment group and 9.6 percent, 6.7 percent, 5.2 percent, and 4.1 percent, respectively, in the remaining subjects in the control group ( $P < 0.001$ ). Therefore, the absolute difference in the rate of abstinence for 12 months between the remaining subjects in the treatment and control groups was

**A**MONG services recommended by the U.S. Preventive Services Task Force, tobacco-cessation counseling is ranked in the highest priority category with the lowest delivery rate.<sup>1</sup> The clinical guidelines of the Public Health Service recommend use of the telephone to deliver cessation-counseling services, in part because such "quitlines" have the potential to reach large numbers of smokers.<sup>2</sup> In recent years, such programs have proliferated. Thirty-three states have established quitlines, and more are preparing to do so. Many other countries have established national quitlines.

The Public Health Service recommendation is based on positive results of clinical trials,<sup>2,5</sup> but the question remains whether quitlines can translate these results into real-world effectiveness. Proven treatments sometimes fail in practice, because translation from clinical trials to service settings may involve changes in the conditions under which the original results were obtained.<sup>6,7</sup> The staff may differ in skills and enthusiasm, and quality control, a critical element in behavioral interventions, may suffer under the pressure to meet clients' expressed needs. Given the increasing public investment in quitlines, it is therefore important to determine whether such services can maintain the effectiveness found in clinical trials. We examined the real-world effectiveness of the California Smokers' Helpline, a statewide quitline based on a successful clinical trial.<sup>8</sup> In operation since 1992, the program has been the model for many other quitlines.<sup>9</sup>

The most rigorous way to assess effectiveness in practice would be to conduct a randomized, controlled trial in the context of service operation. However, few smokers calling a fully operational quitline would ex-

Double a smoker's chances of long-term quitting (*Zhu et al. NEJM 2002*)

Randomized controlled trial with delayed counseling for control group

No smoking (abstinence)

1 month: 21%

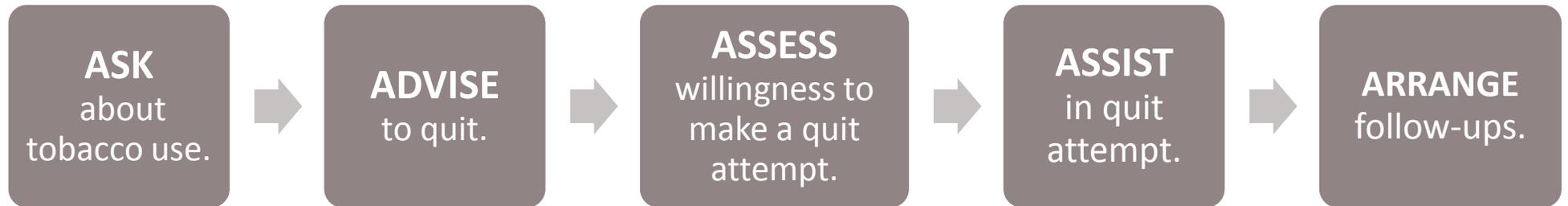
3 months: 16%

6 months: 12%

12 months: 7.5%

# Smoking Cessation Models

Public Health Services - 5 A's Model (**gold standard**)

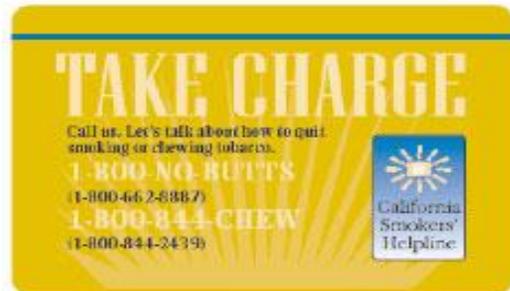


Ask, Advise, and Refer (AAR) Model

# Connecting Patients to Helpline

Ask, Advise, Refer

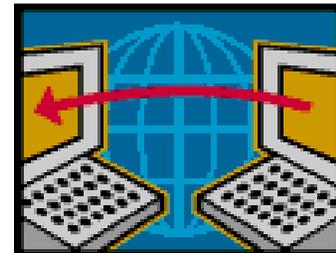
*“Please call 1800 NO BUTTS”*



Ask, Advise, Connect

*“The Helpline will contact you in 1-2 days.”*

- Web-based referral
- eReferral (UCs)
- Texting program



# www.nobutts.org/referral

nobutts.org/referral/



## Welcome to the California Smokers' Helpline Web-Based Referral Service

This system provides health professionals with a quick and easy method for referring their patients/clients who use tobacco to free, clinically proven cessation services.

Simply complete steps 1, 2, and 3 below for each patient you refer, and click "Save." Once the information is received, a Helpline representative will make five attempts to call the patient over one week.

If your parent or referring organization is not listed below, please visit our registration page [here](#).



**Important Technical Note:** To view this page properly, you must enable Javascript and use one of the following browsers: Firefox, Chrome, or Internet Explorer 10 or above. If you continue to experience technical issues, contact your technical support team or the California Smokers Helpline at (858) 300-1010.

For instructions on how to bookmark this web page on your Android tablet, please click here: <http://www.dummies.com/how-to/content/how-to-bookmark-a-web-page-on-your-android-tablet.html>. For instructions on how to bookmark this web page on your iPad, please click here: <http://www.dummies.com/how-to/content/how-to-use-bookmarks-on-the-ipad.html>.

Thank you for referring your patients/clients to the California Smokers' Helpline!

## California Smokers' Helpline Web-Based Referral Registration

Welcome to the California Smokers' Helpline web-based referral registration. This system offers health professionals a quick and easy method for referring their patients who use tobacco to free, clinically proven cessation services.

If you are unable to find your "Parent or Umbrella Organization" or your "Referring Organization" from either of the drop-down lists below, please click "Can't find from list" and complete the required information.

**Important Technical Note:** To view this page properly, you must enable Javascript and use one of the following browsers: Firefox, Chrome, or Internet Explorer 10 or above. If you continue to experience technical issues, contact your technical support team or the California Smokers Helpline at (858) 300-1010.

You will be notified within 5 business days if your registration is approved.

Thank you for using the Helpline's web-based referral service!

**Parent or Umbrella Organization**

Parent or Umbrella Organization :

Can't find from list

Referring Organization :

Can't find from list

Type of Organization:

Street Address :

City :

State :

Zip Code :

First Name :

Last Name :

Position / Title:

Phone :

Ext:

Email :

*Parent or Umbrella Organization is part of or is organization. For example, that is part of a ment or a n.*

# Step 1: Select Organization

**CALIFORNIA SMOKERS' HELPLINE**  
**1-800-NO-BUTTS**

## 1. Provider Information

Parent or Umbrella Organization : UC DAVIS

Referring Organization : Breathe California - STAND Project 909 12th Street,Sacrame

- Breathe California - STAND Project 909 12th Street,Sacramento ✓
- Clinica Tepati 1820 J Street,Sacramento
- Occupational Health Services 1 Shields Ave,Davis
- UC Davis Health Care 2315 Stockton Blvd,Sacramento
- University of California, Davis Academic and Staff Assistance Program One Shields Avenue ,Davis
- Willow Clinic 1200 N. B St,Sacramento

## 2. Patient Information

# Step 2: Enter Patient Contact Info

  
CALIFORNIA  
SMOKERS' HELPLINE  
**1-800-NO-BUTTS**

## 2. Patient Information

First Name :

Last Name :

Date of Birth :  /  /

Phone :

Alternate Phone :

Language :  English  Cantonese  Korean  
 Spanish  Mandarin  Vietnamese

# Step 3: Confirm Verbal Consent



## 3. Patient Consent

Please read the following to the patient or parent/guardian of the patient and check the box to indicate that the patient provides consent:

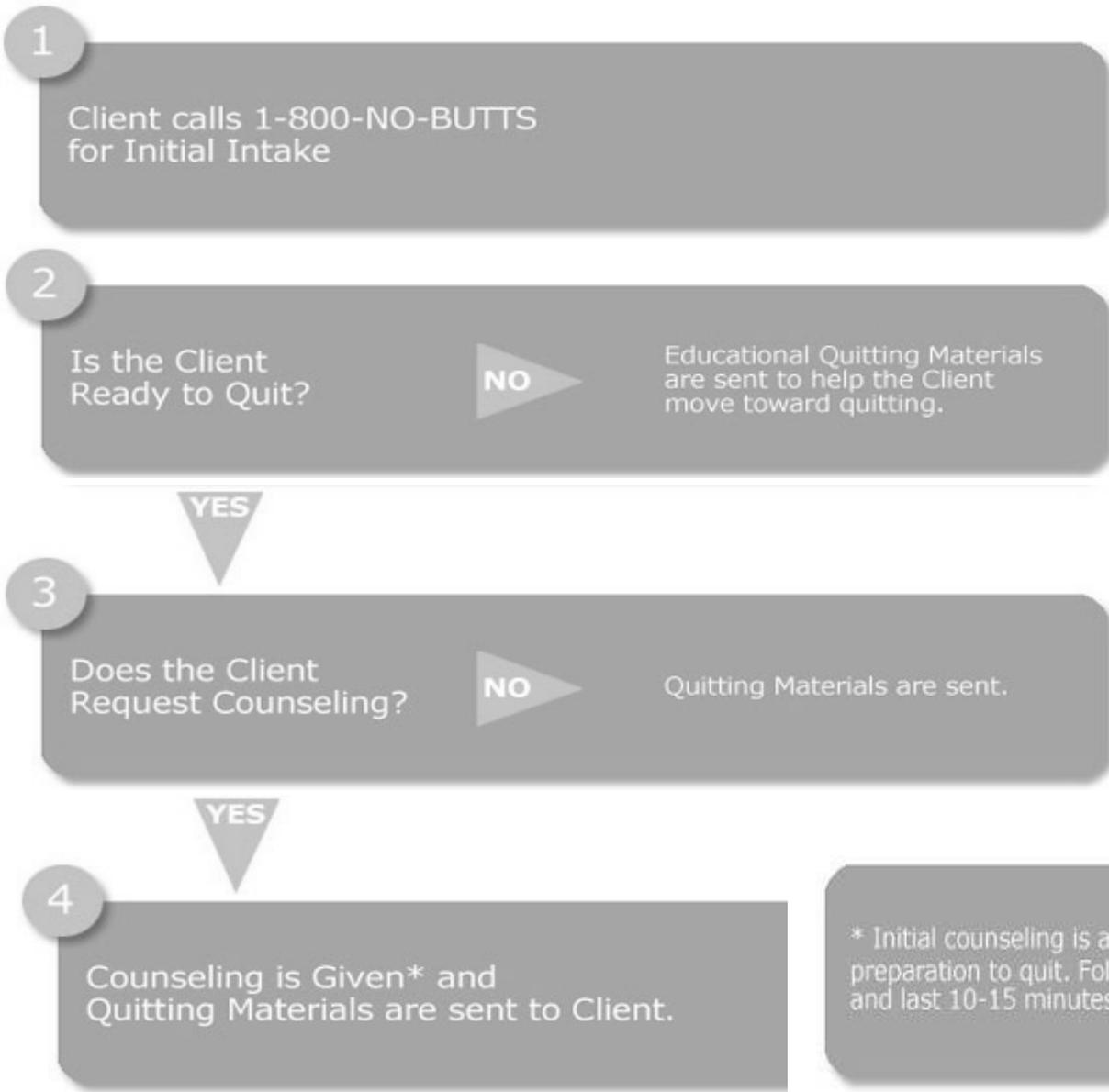
- I give my permission for the above-named organization to share my (or my child's) contact information with the California Smokers' Helpline. I give the Helpline permission to contact me (or my child) to provide help to quit smoking or other tobacco.*

Type the code from image:

42028431

Save

# www.nobutts.org



Certificate of enrollment available after completing one counseling session

\* Initial counseling is approximately 40 minutes long with a focus on preparation to quit. Follow-up calls are delivered at relapse-sensitive times and last 10-15 minutes. Follow-up calls are focused on relapse prevention.

# YouTube Videos



## California Smokers' Helpline

Home Videos Playlists Channels Discussion About Q

All activities ▾



California Smokers' Helpline uploaded a video 4 days ago



### How to Talk to Your Patients About Quitting Smoking

by California Smokers' Helpline · 4 days ago · 54 views

In this short video, Steve Schroeder, M.D., UCSF Professor of Medicine and Director of the Smoking Cessation Leadership Center, discusses the importance of asking and advising all...



California Smokers' Helpline uploaded a video 4 months ago



### Overview of Helpline Services

by California Smokers' Helpline · 4 months ago · 23 views

The California Smokers Helpline offers free services to help you quit smoking in multiple languages-English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese. When you call, a...



California Smokers' Helpline uploaded a video 4 months ago



### Easy, Online Referral to Free Tobacco Treatment Program

by California Smokers' Helpline · 4 months ago · 52 views

Listen to Jyothi Marbin, MD, of UCSF Benioff Children's Hospital Oakland, and JoAnne Roy, LVN, of San Francisco General Hospital talk about the California Smokers' Helpline's free, web-based...



California Smokers' Helpline uploaded a video 4 months ago



### Free, Evidence-Based Tobacco Treatment for Your Patients

by California Smokers' Helpline · 4 months ago · 5 views

Listen to Dr. Patricia Esselitte talk about the benefits of the free, evidence-based, smoking cessation

How to refer & connect in 2 minutes



How the Helpline works



Benefits of Helpline web-based referral



# Overview



Understand Medi-Cal and Tobacco

Connect to California Smokers' Helpline

**Promote Medi-Cal Incentives to Quit Smoking (MIQS)**

# Promote MIQS



Get our MIQS resources

Distribute MIQS materials: providers & patients

- Direct mail to patients who smoke
- Post materials in exam rooms or common areas
- Include in provider/patient newsletters
- Post MIQS badge/banner on social media

Connect within your county to sustain efforts

- Sacramento, Butte, El Dorado, Stanislaus, San Joaquin, Merced, LA, San Diego, Kern, San Bernadino, Riverside

# Find MIQS info & resources

## www.nobutts.org/miqs

### Medi-Cal Incentives to Quit Smoking (MIQS) Tools for Provider Action



#### Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

#### Free Nicotine Patches and Gift Card Incentive for Medi-Cal Members

**Quitting smoking just got easier for Medi-Cal members!** For a limited time through 2015 or while supplies last, the Medi-Cal Incentives to Quit Smoking (MIQS) Project is offering incentives to eligible Medi-Cal members age 18 and older who want to quit smoking or using other tobacco products. These incentives include free nicotine patches and a \$20 gift card bonus for members who call the [California Smokers' Helpline](#) at 1-800-NO BUTTS and enroll in Helpline counseling.

The nicotine patches and the gift card are mailed directly to the member's home. To be eligible for the \$20 gift card bonus when calling the Helpline, members must have a valid Medi-Cal Beneficiary Identification Card number and complete the first counseling session.

#### Help Medi-Cal Members Quit Smoking

##### Ask, Advise, Refer and Motivate:

- 1) **ASK** all patients if they smoke.
- 2) **ADVISE** them to quit smoking to improve their health.
- 3) **REFER** members electronically via the Helpline's web Referral Service for free, telephone-based cessation counseling in [English](#), [Spanish](#), [Vietnamese](#), [Korean](#) and [Chinese](#). Start with two easy steps:
  1. First, register your organization at <http://nobutts.org/referral/register.aspx>.
  2. Once you are registered and receive confirmation from the Helpline, go to <http://nobutts.org/referral/> to sign up your patients.
- 4) **MOTIVATE** Medi-Cal members to enroll in Helpline counseling by telling them about the free nicotine patches mailed to their homes and \$20 gift card bonus.

To order MIQS posters and postcards in multiple languages, please contact:

Cynthia Vela, MIQS Outreach Specialist, Phone: 916-703-5654, Email: [cynthia.vela@dhcs.ca.gov](mailto:cynthia.vela@dhcs.ca.gov)

Sue Kratochvil, Outreach Specialist, Phone: 916-703-5652, Email [susan.kratochvil@dhcs.ca.gov](mailto:susan.kratochvil@dhcs.ca.gov).

Sign Up For the MIQS Newsletter Here

[Sign Up Now](#)

This will open in another window

Read the MIQS E-Newsletters:

October 2014

August 2014

July 2014

May 2014

March 2014

January 2014

December 2013

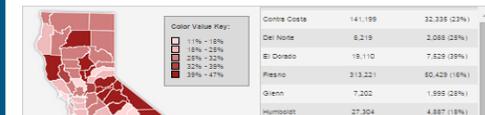
November 2013

October 2013

August 2013

#### CHS Medi-Cal Smoking Prevalence Data by CA County, Interactive Map 2007 - 2009 California Health Interview Survey (CHIS)

(Click on individual county to view Medi-Cal smoking prevalence data)



#### MIQS Tools and Materials for Providers

Downloadable materials are for health care providers and social service organizations that serve Medi-Cal members. Materials include fact sheets; frequently asked questions; member outreach flyers; sample newsletter articles and social media messages in six languages; digital and print badges and banners; and Helpline materials order forms.

If you have questions about the Medi-Cal Incentives to Quit Smoking Project, contact:

Cynthia Vela, MIQS Outreach Specialist, Phone: 916-703-5654, Email: [cynthia.vela@dhcs.ca.gov](mailto:cynthia.vela@dhcs.ca.gov)

Sue Kratochvil, Outreach Specialist, Phone: 916-703-5652, Email [susan.kratochvil@dhcs.ca.gov](mailto:susan.kratochvil@dhcs.ca.gov).

**Webinars:** Follow the link below to download and view a MIQS webinar.

**WEBINAR:** *"Get In the MIQS - The Medi-Cal Incentives to Quit Smoking Project (MIQS)"* Presented by Dr. Elisa Tong, MIQS Outreach Principal Investigator, this webinar explains the links between tobacco use and diabetes, provides an overview of the MIQS Project and the easy action steps to have the Helpline proactively contact and follow-up with your patients, and information about the incentives (free nicotine patches) that Medi-Cal patients can have mailed to them.

The Medi-Cal Incentives to Quit Smoking (MIQS) Project is funded by the California Department of Health Care Services through a grant from the Centers for Medicare and Medicaid (CMS), as part of the Medicaid Incentives for the Prevention of Chronic Disease (MIPCD) Program, under the Affordable Care Act. Some conditions apply, while supplies last.

Connect With Us:



#### Files (Click a File to Download)

- [MIQS Fact Sheet 06\\_25\\_14](#) (955 KB)
- [MIQS Frequently Asked Questions 06\\_25\\_14](#) (322 KB)
- [MIQS Member Patch 03\\_Languages](#) (741 KB)
- [MIQS Provider Patch 03\\_Languages](#) (159 KB)
- [MIQS Provider Newsletter, Patient Articles, User Badges and Banners 06\\_25\\_14](#) (173 KB)
- [MIQS Outreach Tools for Provider Action 07\\_23\\_14](#) (275 KB)

# POSTCARDS and POSTERS

- English/Spanish
- Chinese (traditional/simplified)
- Vietnamese/Korean

Contact: [cynthia.vela@dhcs.ca.gov](mailto:cynthia.vela@dhcs.ca.gov)

**Medi-Cal Members: Special Offer to Help You Quit Smoking.**



**FREE**  
Nicotine Patches  
Ask for a \$20 Gift Card Bonus\*

Call the California Smokers' Helpline for free tips and a quit plan.  
**1-800-NO-BUTTS**

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE  
1-800-NO-BUTTS

\*Some conditions apply. One gift card per person, per year. While supplies last.  
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[www.NoButts.org/Medi-Cal](http://www.NoButts.org/Medi-Cal)



**Miembros de Medi-Cal: Oferta Especial para Dejar de Fumar.**



Parches de Nicotina  
**GRATUITOS**  
Pida una tarjeta de regalo de \$20 dólares\*

Llame a la Línea de Ayuda para recibir consejos gratuitos y un plan para dejar de fumar.  
**1-800-45-NO-FUME**

Quando llame, tenga su tarjeta de Medi-Cal disponible.

LÍNEA DE AYUDA PARA FUMADORES DE CALIFORNIA  
1-800-45-NO-FUME

\*Algunas restricciones aplican. Una tarjeta por persona por año. Oferta válida hasta agotar existencias.  
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[www.NoButts.org/Spanish/Medi-Cal](http://www.NoButts.org/Spanish/Medi-Cal)



**醫療白卡會員：我們為你提供特別的戒煙服務。**



**免費**  
的戒煙貼片  
查詢20元的禮物卡\*

想獲得免費的戒煙資料及訂個戒煙計劃，請即致電華語戒煙專線：  
**1-800-838-8917**

來電時，請先預備好你的醫療白卡。

華語戒煙專線  
1-800-838-8917

\*因條件所限，每會員每年只可以獲得一張禮物卡，送完即止。  
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[www.NoButts.org/Chinese/Medi-cal](http://www.NoButts.org/Chinese/Medi-cal)



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CALIFORNIA SMOKERS' HELPLINE  
1-800-NO-BUTTS \*Some conditions apply. One gift card per person, per year. While supplies last.  
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**Medi-Cal Members: Special Offer to Help You Quit Smoking.**



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CALIFORNIA SMOKERS' HELPLINE  
1-800-NO-BUTTS \*Some conditions apply. One gift card per person, per year. While supplies last.  
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**Tailored Materials: Native American, African American, Pacific Islander, LGBT**

**Medi-Cal Members: Special Offer to Help You Quit Smoking.**



**FREE**  
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**1-800-NO-BUTTS**

When you call, have your Medi-Cal ID card ready.



CALIFORNIA SMOKERS' HELPLINE  
1-800-NO-BUTTS \*Some conditions apply. One gift card per person, per year. While supplies last.  
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**When did smoking become part of us?**

# Poster

Thousands of Medi-Cal members are

**QUITTING SMOKING**  
**You can too! We can help.**



**FREE** Nicotine Patches  
and \$20 Gift Card Bonus\*



Call the California Smokers' Helpline today!  
**1 - 800 - NO - BUTTS**

When you call, have your Medi-Cal ID card ready.  
Nicotine patches are mailed directly to your home.  
Remember to ask about the gift card bonus.

CALIFORNIA  
SMOKERS' HELPLINE  
**1-800-NO-BUTTS**



\*Some conditions apply. One gift card per person. While supplies last.  
Medi-Cal managed care plans may offer additional tobacco cessation services.  
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For more information visit:  
[www.NoButts.org/Medi-Cal](http://www.NoButts.org/Medi-Cal)

# Button & Badge Links to Patient Page [www.nobutts.org/medi-cal](http://www.nobutts.org/medi-cal)



Medi-Cal Incentives to Quit Smoking (MIQS)  
Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

Medi-Cal Incentives to Quit Smoking (MIQS)



Ask about **FREE** patches and \$20 gift card bonus!  
Call 1-800-NO-BUTTS.



California Smokers' Helpline

1-800-NO-BUTTS

**Medi-Cal Members:**  
You Can Quit Smoking. We Can Help.

**Free telephone support**  
The California Smokers' Helpline can help you quit smoking or other tobacco use. We have trained, caring professionals who will work with you to create a plan and stick to it.

Call 1-800-NO-BUTTS or click [here](#) to sign up online.



**Free patches through the Helpline**  
Medi-Cal members can now obtain [free nicotine patches](#) directly from the Helpline. Research has shown that smokers who use counseling AND a quitting aid are more likely to quit for good. If you're eligible, the Helpline will send you a free 4-week supply of patches.

**Bonus \$20 gift card offer**  
While supplies last, you may receive a [free \\$20 gift card bonus](#) for calling the Helpline. To be eligible, you must have a Medi-Cal ID card number, request the gift card when you call, and complete a counseling session to help you quit.

**Getting quitting aids from your pharmacy**  
Medi-Cal members can also get quitting aids from their pharmacy. First, ask your doctor if a quitting aid is right for you and get a prescription. Three quitting aids are on the Medi-Cal Contract Drug List:

- NicDerm CQ® patches release a steady stream of nicotine into your body through your skin. They

Home  
Language Services Available  
Client Processing  
Coverage  
Promotional Materials  
Newsletter  
Local Tobacco Cessation Resources  
Links  
Partnerships  
NoButts blog  
About Us

Major funding for the California Smokers' Helpline provided by:



California CTCP  
Tobacco Control Program



# Take-home points



- Understand Medi-Cal population smokes at higher rates than general population
- Connect with the California Smokers' Helpline web-based referral for direct calls to patients
- Promote MIQS incentives: Free nicotine patches by mail and bonus \$20 gift card



## Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

**Questions:** [elisa.tong@ucdmc.ucdavis.edu](mailto:elisa.tong@ucdmc.ucdavis.edu)

Materials & mailings



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916-703-5654



Newsletter & promotions



**Sue Kratochvil**

[susan.kratochvil@dhcs.ca.gov](mailto:susan.kratochvil@dhcs.ca.gov)  
916-703-5652





- Interested in learning more?
  - Email [aapcease@gmail.com](mailto:aapcease@gmail.com)
  - [www.ceasecalifornia.org](http://www.ceasecalifornia.org)