Talk to your patients about tobacco.

ASK about their tobacco use
ADVISE them to quit
REFER them to Kentucky's tobacco quitline

Kentucky's Tobacco Quitline is a free, statewide, telephone based tobacco cessation service. The quitline offers:

- one-on-one proactive counseling for tobacco users who are ready to quit.
- support for people who want to stop smoking or using other tobacco products
- information on tobacco dependence for health care professionals
- and, information about local resources to help tobacco users quit

The free quitline service is available to everyone in Kentucky age 15 and over who wants to break his or her addiction to tobacco. Services are available in English and Spanish at the time of the call. Counseling in other languages is available free through a third party translation service. Services are also available for the deaf and hard-of-hearing.

Quitline hours of operation are flexible to meet nearly everyone's needs. Counselors are available Monday through Sunday 8:00 am to 1:00 am EST – 119 hours a week.

National Jewish Health operates Kentucky's Tobacco Quitline. Founded in 1899 as a nonsectarian, nonprofit hospital, National Jewish Health is a 501(c) (3) not-for-profit corporation that has been dedicated to respiratory health for 110 years. Due to tobacco's impact on respiratory health, National Jewish is strongly committed to local, regional, and national efforts toward prevention and cessation. They have been providing comprehensive telephonic quitline services since 2002.

Callers to Kentucky's Tobacco Quitline speak with coaches trained to assist them with quitting. Coaches have a minimum of a Bachelors degree or equivalent and are trained in behavioral modification and motivational interviewing. Quitline coaches receive clinical supervision from a PhD. level specialist and work closely with psychologists trained in tobacco cessation and motivational interviewing/behavioral change. The training program in addiction, tobacco cessation techniques, and motivational interviewing/behavioral modification meets all ATTUD (Association for the Treatment of Tobacco Use and Dependence) competencies.

Multiple scientific reviews have established that proactive telephone counseling through quitlines is an effective cessation method. The *U.S. Public Health Service Clinical Practice Guidelines* and the *Guide to Community Preventive Services* both recommend quitlines as an effective method to help people stop using tobacco.

- Advise patients to quit.
- For your patients who are contemplating quitting, refer them to Kentucky's Tobacco Quitline at 1-800-QUIT NOW.
- If your patient wants to quit within the next 30 days, provide them with a fax referral form.

For fax referral forms and other outreach materials, contact Jan Beauchamp at 502-564-9358, extension 3817 or Jan.Beauchamp@ky.gov.

Some outreach materials may be downloaded from the program's web site at http://chfs.ky.gov/dph/info/dpqi/hp/tobacco.htm

Kentucky UNBRIDLED SPIRIT

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