

Kentucky's Tobacco Quitlines

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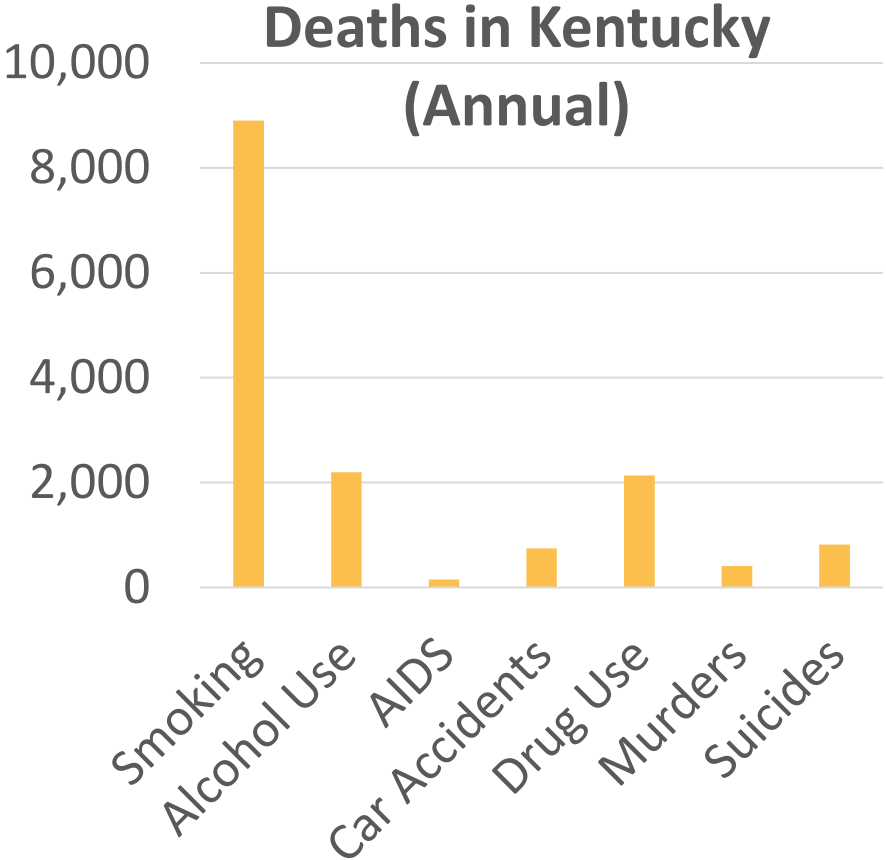
Kentucky Public Health
Prevent. Promote. Protect.



TEAM 
KENTUCKY[®]
CABINET FOR HEALTH
AND FAMILY SERVICES

The Human Toll of Tobacco Use in Kentucky

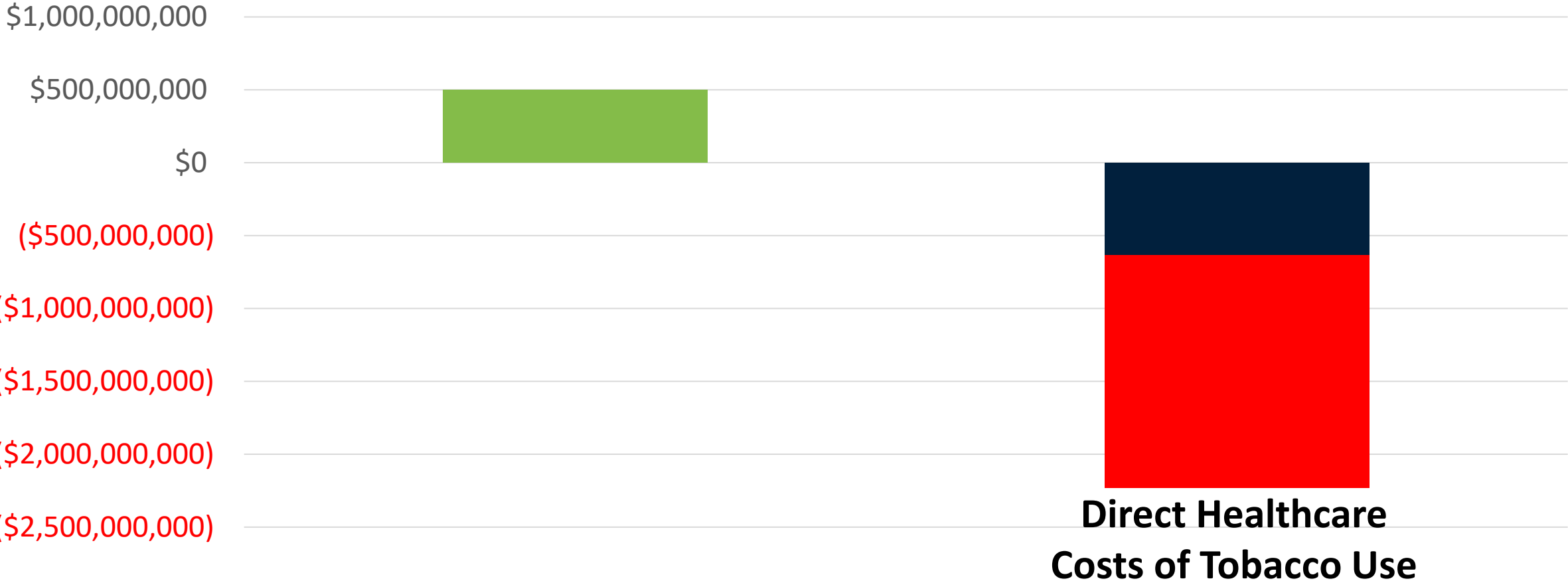
- 🛡️ Tobacco use is Kentucky's #1 cause of preventable disability, disease and death.
- 🛡️ Smoking costs Kentucky \$2.23 billion annually in direct healthcare costs and \$634.0 million in Medicaid costs.



Smoking Cost KY Source: *The Campaign for Tobacco-Free Kids. [Broken Promises to Our Children: Kentucky](#). (January 8, 2024)*
Medicaid Cost KY Source: *The Campaign for Tobacco-Free Kids. [The Toll of Tobacco in Kentucky](#). (November 21, 2023)*

The Financial Toll of Smoking in Kentucky

Kentucky's Tobacco-Use-Related Revenue and Healthcare Expenses (Annual)



Tobacco tax revenue source: The Campaign for Tobacco-Free Kids. [Broken Promises to Our Children: Kentucky](#). (January 13, 2023)
Estimated expenses source: The Campaign for Tobacco-Free Kids. [The Toll of Tobacco in Kentucky](#). (May 2, 2023)

Over **88%** of Kentucky adults who smoke say they **want to quit.**

That's over 660,000 Kentuckians!

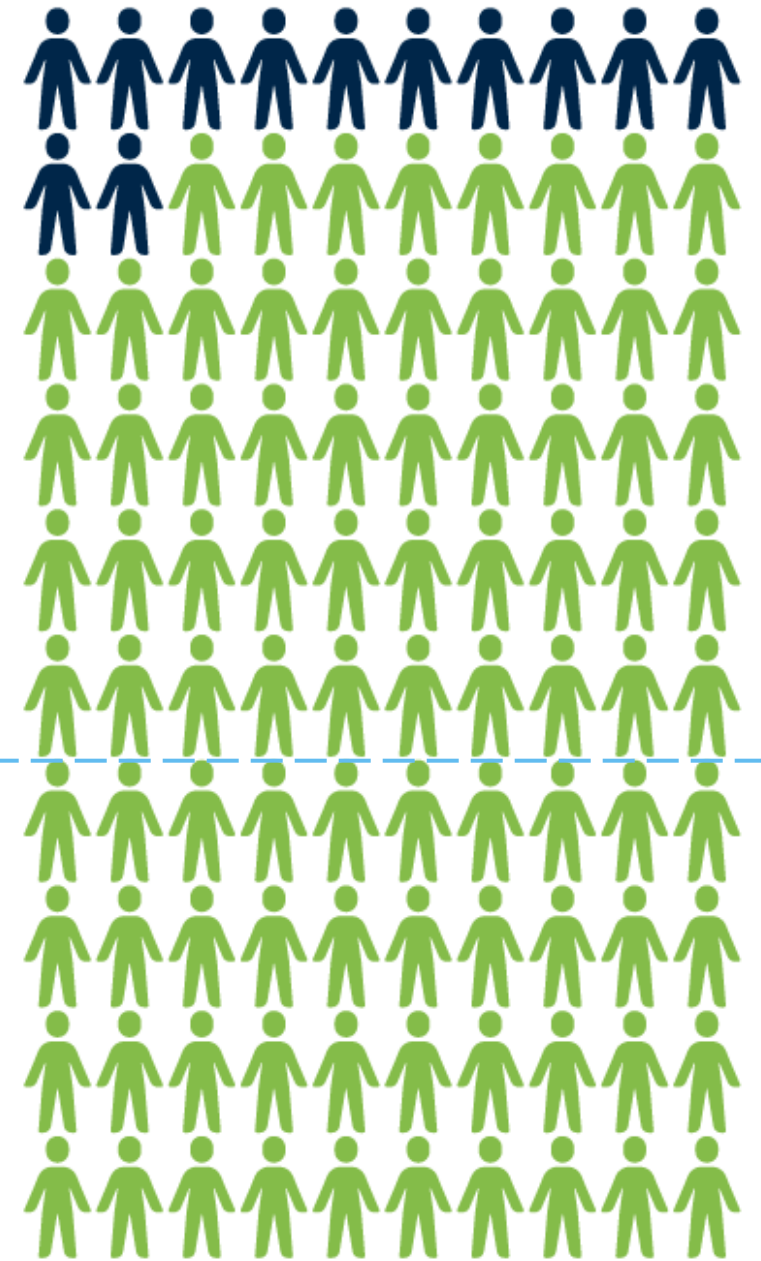


Source: Kentucky Behavioral Risk Factor Surveillance System (BRFSS) 2019

Over **88%** of Kentucky adults who smoke say they **want to quit.**

That's over 660,000 Kentuckians!

Unfortunately, fewer than half of them (40%) know about 1-800-QUIT-NOW.



Source: Kentucky Behavioral Risk Factor Surveillance System (BRFSS) 2019

Quit Now Kentucky

- 🛡️ Double chances of quitting successfully
- 🛡️ Available 24/7
- 🛡️ Free and confidential
- 🛡️ Text and online chat options available



You Can Quit Smoking and Vaping

Quit Now Kentucky can help!

- 1 Sign up free at QuitNowKentucky.org or by calling 1-800-QUIT-NOW 24 hours a day, seven days a week.
- 2 Schedule your first free coaching call for a time that fits your schedule.
- 3 Get a free welcome packet in the mail with tips to help you plan your quit and fight cravings.
- 4 Get quit-smoking medications like gum, patches, or lozenges, delivered straight to your door (with provider consent).
- 5 Enjoy at least five free, no-judgement coaching calls to learn how to quit and stay quit.

BE TOBACCO FREE
QUIT NOW
KENTUCKY

Text QUITNOW to 333888

1-800-QUIT-NOW | QuitNowKentucky.org | 1-855-DÉJELO-YA

Quit Now Kentucky

- 🛡️ Confidential and offered at no cost to callers
- 🛡️ For those 17 and younger
- 🛡️ Text -to-quit with live coaches (not 'bots' is available 24/7



Quit Now Kentucky Programs

- 🛡️ General Coaching Program
 - 5 Outgoing Calls
- 🛡️ Behavioral Health Program
 - 7 Outgoing Calls
 - » Anxiety, Depression, Bipolar, Schizophrenia, ADHD, PTSD, Substance Use Disorder
- 🛡️ Pregnancy Program
 - 9 Outgoing Calls
 - » 5 during pregnancy; 4 postpartum



Each program has an initial intake call followed by subsequent coaching calls.

Nicotine Replacement Therapy (NRT)

Using NRT is shown to double a person's chances of quitting successfully (quitting and staying quit).

Quit Now Kentucky provides free NRT to those who are uninsured or are enrolled in Medicare, and some others.

QUICK REFERENCE FOR TAILORED TOBACCO TREATMENT

TAILORED TOBACCO TREATMENT OPTIONS

A practice tool to help clinicians decide on tobacco treatment options

TOBACCO TREATMENT PHARMACOTHERAPY OPTIONS*

MONOTHERAPY

Long Acting Options
Varenicline, Bupropion, & Nicotine Patch (21 Mg, 14Mg, 7Mg)

Short Acting Options
Inhaler, Lozenge (2mg, 4mg) & Nicotine Gum (2mg, 4mg)

Varenicline Bupropion Patch Inhaler Lozenge Nicotine Gum

COMBINATION THERAPY** (Long and Short Acting)

Bupropion + Nicotine Patch (21 Mg, 14 Mg, 7 Mg) Nicotine Patch (21 Mg, 14Mg, 7Mg) + Lozenge (2 Mg, 4 Mg)

Bupropion + Nicotine Lozenge (2 Mg, 4 Mg) Nicotine Patch (21 Mg, 14Mg, 7Mg) + Gum (2 Mg, 4 Mg)

Bupropion + Inhaler Nicotine Patch (21 Mg, 14Mg, 7Mg) + Inhaler

*THE SELECTION OF PATCH DOSE IS GENERALLY BASED ON THE NUMBER OF CIGARETTES/DAY. WITH 1 MG OF PATCH PER CIGARETTE SMOKE. FOR EXAMPLE, A 10-CIGARETTE PER DAY SMOKER WOULD USE A 21 MG PATCH. A PATCH IS APPLIED TO THE CHEST AND REMOVED AFTER 16 HOURS. THE 21 MG PATCH IS USED FOR THE FIRST 7 DAYS, THE 14 MG PATCH FOR THE NEXT 7 DAYS, AND THE 7 MG PATCH FOR THE FINAL 7 DAYS. THE 21 MG PATCH IS USED FOR THE FIRST 7 DAYS, THE 14 MG PATCH FOR THE NEXT 7 DAYS, AND THE 7 MG PATCH FOR THE FINAL 7 DAYS. THE 21 MG PATCH IS USED FOR THE FIRST 7 DAYS, THE 14 MG PATCH FOR THE NEXT 7 DAYS, AND THE 7 MG PATCH FOR THE FINAL 7 DAYS. THE 21 MG PATCH IS USED FOR THE FIRST 7 DAYS, THE 14 MG PATCH FOR THE NEXT 7 DAYS, AND THE 7 MG PATCH FOR THE FINAL 7 DAYS.

**THE FIRST-LINE TREATMENT FOR ENHANCED TOBACCO CESSATION IS COMBINING IN COMBINATION WITH AN ORAL DRUG BY A DENTAL PROFESSIONAL, WITH MEDICATIONS ADDED AFTERWARD AT THE TIME OF THE ORAL DRUG. AMONG MEDICATIONS, VARENICLINE AND LOZENGE WERE FOUND TO BE THE MOST EFFECTIVE FOR ENHANCED TOBACCO CESSATION. THE AMERICAN DENTAL ASSOCIATION. <https://www.aad.org/resources/clinical-research/health-topics/smoking-and-tobacco-cessation> EBBERT, J. G., KRAMER, M. S., & STROUD, L. F. (2018). INTERVENTIONS FOR SMOKING CESSATION: COCHRANE DATABASE OF SYSTEMATIC REVIEWS. (12)

EVIDENCE BASED CLINICIAN APPROACH

Appropriate pharmacotherapy with proper counseling should be offered to all tobacco users willing to reduce or stop their tobacco use.

| ASK about tobacco use | ADVISE to stop | ASSESS readiness to stop | ASSIST to stop | REFER to program |
|--|--|--|---|--|
| "Have you used tobacco in the last 30 days?" | "As a health professional, the best advice I can give you is to stop smoking." | "On a scale of 1-10, how confident and ready are you to stop using tobacco?" | Use practical counseling and offer pharmacotherapy. | 1-800-1UNG-USA (Free from Smoking) 1-800-QUIT-NOW (Quit NOW Kentucky) |

Funded by the Kentucky Department of Public Health LEXINGTON, KY 40536 (859) 323-6606 College of Nursing bhowell.uky.edu

<https://bhowell.uky.edu/sites/default/files/2022-04/Pharmaco%20.0%20KP%20022522.pdf>

Quit-Smoking Medications Now Covered by Insurance



As of January 2023, per 304.17A-168 statutes, all public and commercial health insurance plans in Kentucky must cover:

- All seven FDA-approved quit smoking medications.
- Group, individual, or telephone counseling.



They must not require a co-pay.

Insurance and Quit-Smoking Medications

Commercial and public health insurance plans in Kentucky must cover quit-smoking counseling and medications.

Background on health insurance and tobacco treatment

In 2023, the Kentucky Legislature passed Senate Bill 89, an act relating to health benefit coverage for tobacco cessation treatment. The bill created a new section of Subtitle 17A-168 of KRS Chapter 304 to require all commercial and public health insurance plans, including Medicaid, to cover quit-smoking medications approved by the U.S. Food & Drug Administration (FDA) and services recommended by the U.S. Preventive Services Task Force.

Are there any restrictions?

Commercial and public health insurance plans including Medicaid may not restrict patient access to quit-smoking medications or counseling. They are not allowed to require counseling before providing medications, create limits on the duration of services, or require copayments for tobacco treatment. Prior authorization may be required if you have made more than two attempts to quit within 12 months.

What's covered?

Over-the-counter medications:

- Nicotine patches (AKA 'nicotine transdermal systems')
- Nicotine lozenges (AKA 'nicotine polacrilex lozenges')
- Nicotine gum (AKA 'nicotine polacrilex gum')

Prescription medications:

- Nicotine inhalers
- Nicotine nasal sprays
- Bupropion SR (brand name: Wellbutrin SR)
- Varenicline (brand name: Chantix)

Services:

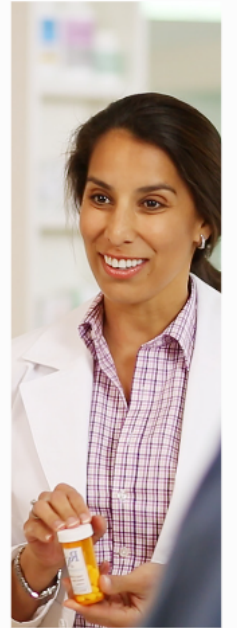
- Individual counseling (such as with a tobacco treatment specialist)
- Group counseling (such as through a Freedom from Smoking class)
- Telephone counseling (such as through Quit Now Kentucky)

Which health insurance plans are exempt?

KRS 304.17A-168 does not apply to Medicare or those who are uninsured. However, most adults in Kentucky can receive quit-smoking medications at no cost by enrolling in Quit Now Kentucky services. Kentuckians covered by Medicare or who may be uninsured can call 1-800-QUITNOW to find out what options are available to them.

How can Quit Now Kentucky help?

Quit Now Kentucky offers free coaching by phone or online to anyone who lives in Kentucky, regardless of whether they have health insurance or what kind of insurance they have. Some people, including those who don't have health insurance, can also get free quit-smoking medications at QuitNowKentucky.org or 1-800-QUIT-NOW.



The information presented in this document is provided for informational purposes only and should not be construed as legal advice.

Nov. 2024

New!

Provider Education

- CEs available on-demand through QuitLogix.
- CMEs, CNEs and CPEs available at no cost.



BE TOBACCO FREE
QUIT NOW
KENTUCKY

Kentucky Public Health
Protect. Promote. Prevent.

You Can Help Your Patients

QUIT TOBACCO

New! Free online continuing education to help you treat your patients who smoke, vape or dip.

Course content includes:

- Medicaid and Quit Now Kentucky benefits for tobacco cessation
- Best practices for tobacco cessation using medication and behavioral support
- Special quitline programs for tobacco cessation
- Connecting the harms of tobacco use to chronic health conditions
- Tobacco cessation for behavioral health populations
- Vaping and e-cigarette devices: what are they and how do they harm?
- Conversations for screening, responding to, and preventing vaping

CMEs, CNEs and CPEs available at no cost.
Get started at QuitLogixEducation.org/kentucky



This activity is provided by National Jewish Health and the Kentucky Tobacco Prevention & Cessation Program at the Kentucky Department for Public Health. For more information, contact Ky.TobaccoFree@ky.gov.

Referring to the Quitline

Web, fax, and EHR referrals are available.

Anyone in a medical office can put in the referral.

The image shows a screenshot of the 'Quit Now Kentucky' website. At the top, there is a navigation bar with the logo 'BE TOBACCO FREE QUIT NOW KENTUCKY' and a language selector for 'English' and 'Español'. Below the navigation bar, there is a breadcrumb trail: 'Home / Just Looking / Health Care Provider / How to Refer Patients / Provider Web Referral'. The main content area is titled 'Provider Web Referral' and contains a form for patient information. The form includes fields for 'Patient's first name', 'Patient's last name', and 'Patient's DOB' (MM/DD/YYYY). Below the patient information fields, there is a 'State Selection' dropdown menu with 'Kentucky' selected. The text below the dropdown reads: 'The My Life My Quit program is only available to participating states. In which state does your patient live?'. To the right of the main form, there is a partial view of another form titled 'MY QUIT VAPING'.

[Make a Referral \(quitnowkentucky.org\)](https://quitnowkentucky.org)

Tobacco Prevention & Cessation Updates



As of January 2023, more Kentuckians can receive quit-smoking medications at no cost per state law.



New free online continuing education (CMEs, CNEs, and CPEs) available.



Refer patients to Quit Now Kentucky using fax, web, or EHR referrals.

Thank you.

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Kentucky Public Health
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CABINET FOR HEALTH
AND FAMILY SERVICES