

Tobacco Cessation in Kentucky

Heather Shaw

August 27, 2020




Kentucky Public Health
Prevent. Promote. Protect.

Key Facts about Adult Tobacco Use



Half of adults who smoke said they were motivated to quit because their health care provider recommended it!

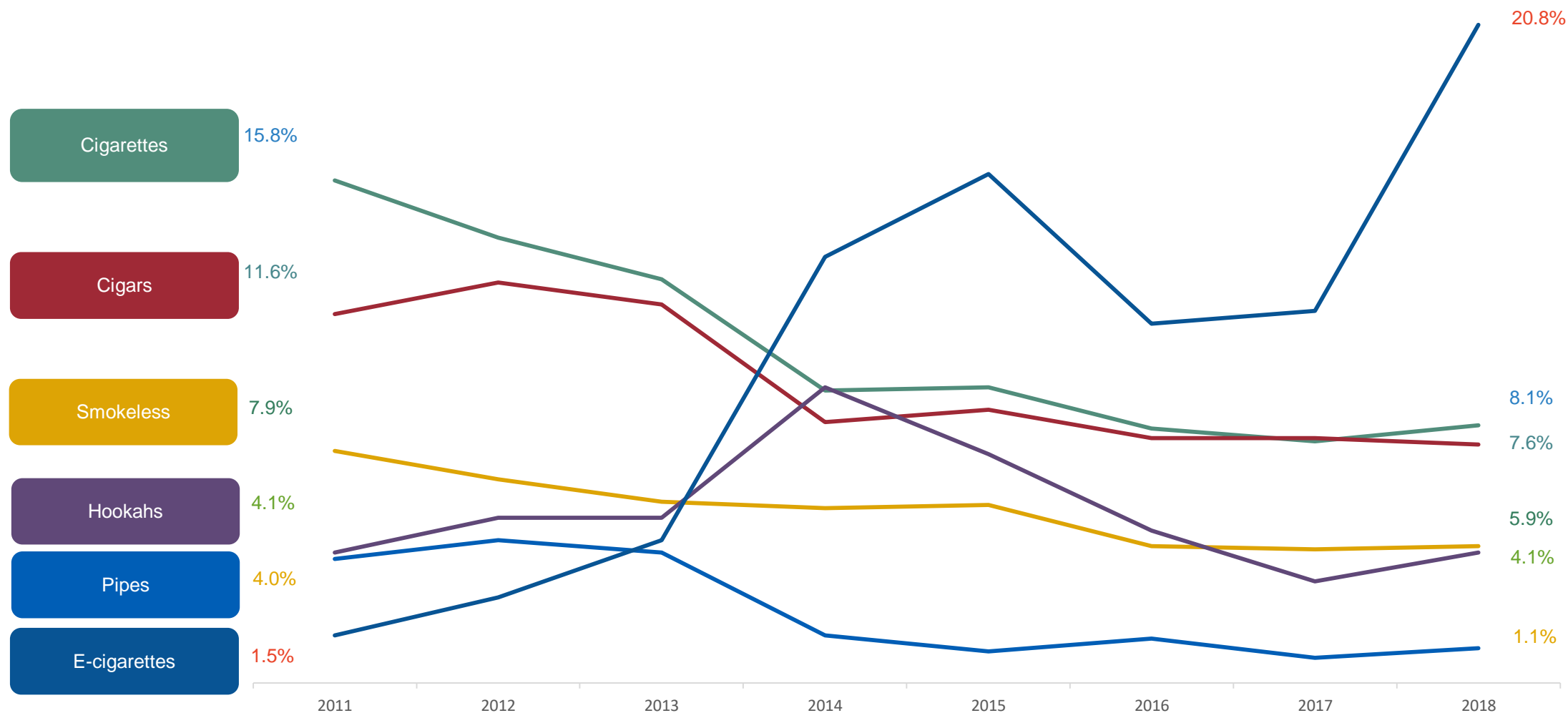
- 24.4% of Kentucky adults smoke
- 70% of smokers want to quit smoking
- About 80% of smokers visit a clinician's office each year, but only 25% of them receive evidence-based counseling and/or medication



Although cigarette and cigar smoking have been decreasing among U.S. teens, **e-cigarette use increased from 2015 to 2019**

Comprehensive, population-based **tobacco control strategies** can help **reduce tobacco use among teens**

Tobacco Product Use Among U.S. High School Students †



Benefits of Quitting

- Health benefits of quitting start immediately
- Quitting smoking before the age of 40 reduces the risk of dying from smoking-related disease by about 90% and it is never too late to quit



Kentucky's Quitline Services



Quit Now Kentucky



My Life, My Quit

Cost	Free!	Free!
Ages	All ages	Ages 17 and under
Coaching Method	Live support by phone, online, or both – plus extra support via email, text, or online chat	Live support by phone, by text, or through online chat – plus extra support via email or text
Text	QUITKY to 797979	START MY QUIT to 855-891-9989
Call	1-800-QUIT-NOW	855-891-9989
Website	QuitNowKentucky.org	MyLifeMyQuit.com
Hours	7AM to midnight (EST) 7 days a week	Calls: 7AM to midnight (EST) 7 days a week Texting & Chatting: 24/7
Duration	4 calls	5 calls
Nicotine Replacement	Available free to some callers	Not Available

Quit Now Kentucky NRT

- NRT is offered for up to 8 weeks for those who are uninsured or on Medicare
- Some health departments and employers provide NRT through the quitline

Quit Now Kentucky Specialized Programs:

- Behavioral Health Protocol
 - Open to anyone who identifies as having a behavioral health condition, 18+, ready to quit within 30 days
- Pregnancy/Postpartum Protocol
- Young Adult Program- coming by September 2020
 - For young adults 18-24
 - Includes text messaging coaching



Ask, Advise, Refer

Clinician Response

Advise all smokers to quit:



"As your healthcare provider, the best advice I can give to you is to quit smoking."




"Giving up smoking is hard; however it will help with (healing, finances, medication, etc.)."



"In hospital, we have nicotine replacement therapy (e.g. patches/gum) that you can try whether you are currently having cravings or not."

Created by Zim Okoli, PhD at UK Healthcare

Connect with your personal quitting coach today. Call **1-800-QUIT-NOW** or [Enroll today](#).



[Health Care Provider](#)

English **OR** Español

[Home](#) | [Just Looking](#) | [Enroll Now](#)

Hello, [Sign In](#) or [Enroll today](#).

[Home](#) / [Just Looking](#) / [Health Care Provider](#) / [How to Refer Patients](#) / [Provider Web Referral](#)

[How the Program Works](#)

[AAR Model](#)

[Provider FAQs](#)

[How to Talk to Patients About Tobacco](#)

[How to Refer Patients](#)

[Provider Web Referral](#)

[eReferral](#)

[Fax referral](#)

Provider Web Referral

Patient Information

* Patient's first name

* Patient's last name

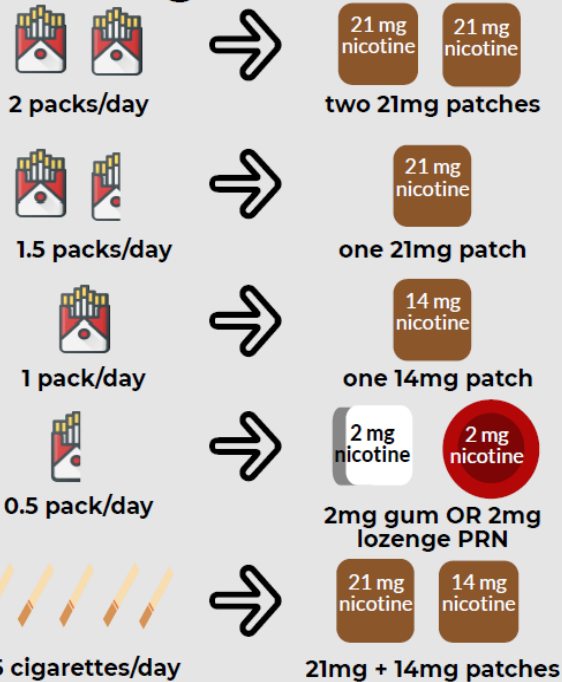
* Patient's DOB

7

Nicotine Replacement Therapy Dosage

Nicotine Replacement Equivalencies

Cigarettes



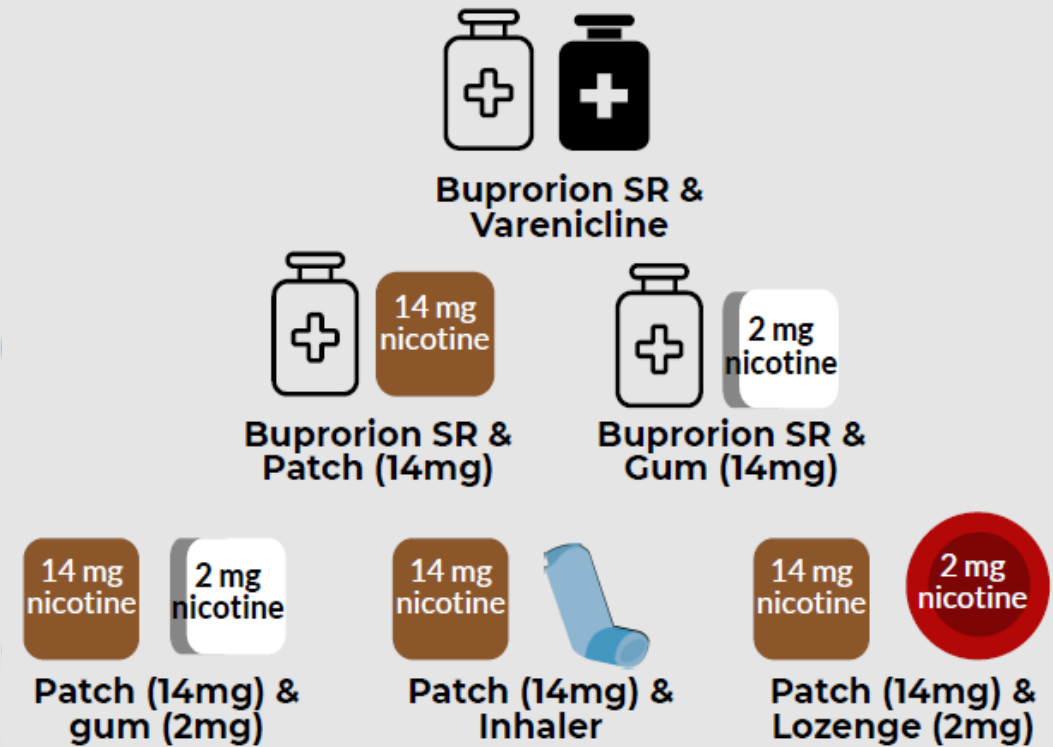
Snuff



Cigars



Combination Therapy



What can schools do?

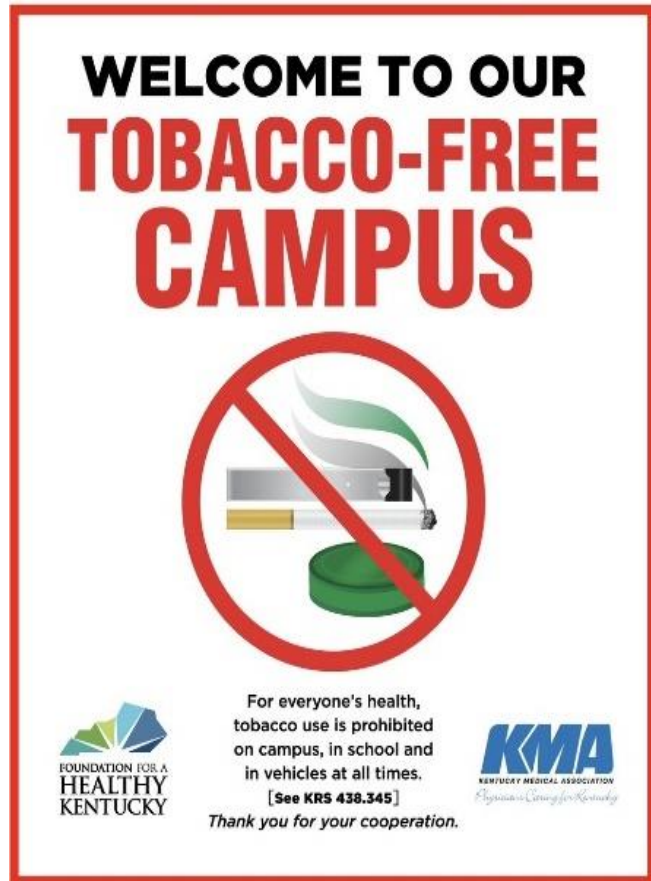


100% Tobacco Free School policies can reduce youth tobacco-use by up to 30%*

*when properly enforced ‡

d.

Clear Communication and Enforcement of Policy



"For the safety of our students, [name of school district] is proud to have a 100-percent tobacco-free policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products and electronic cigarettes during tonight's event is strictly prohibited.

"We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free. Enjoy the game."

INDEPTH
Intervention for Nicotine Dependence:
Education, Prevention, Tobacco and Health



**MY LIFE
MY QUIT**™
mylifemyquit.com
1-855-891-9989

Tobacco Education Resources



Thank you!

Heather Shaw

heather.shaw@ky.gov
www.quitnowkentucky.org



KENTUCKY
TOBACCO
PREVENTION
& CESSATION
PROGRAM



Kentucky Public Health
Prevent. Promote. Protect.

