



The Michigan Tobacco Quitlink-Your Connection to a Tobacco Free Life

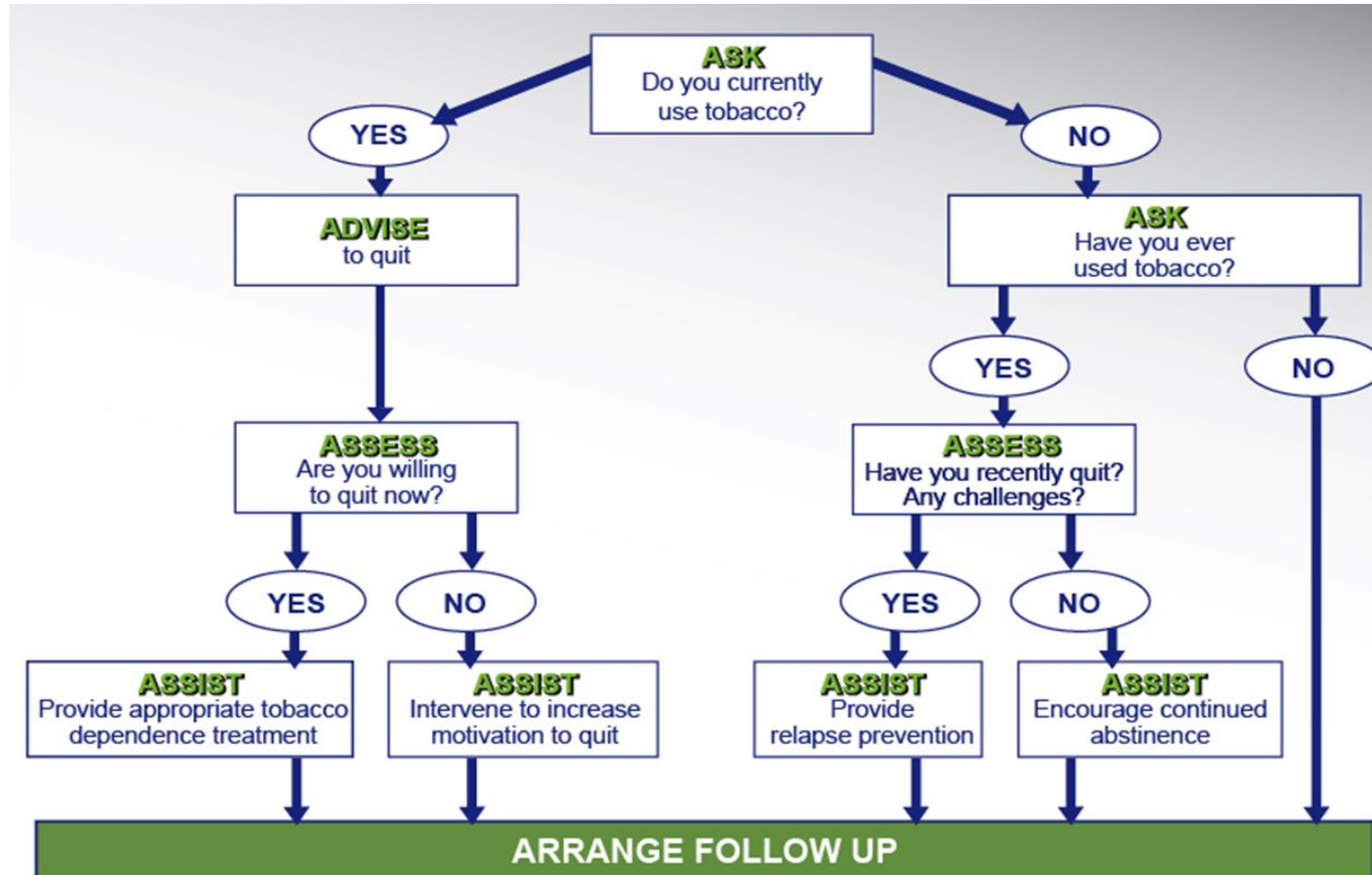
Commercial Tobacco Smoke and Asthma

- Tobacco smoke is a common trigger for asthma
- Secondhand and thirdhand smoke are also triggers
 - Smoke from burning tobacco products, such as cigarettes, cigars, or pipes
 - Smoke that has been exhaled (breathed out) by someone who smokes
 - Particulates from smoke that cling to clothing, curtains, carpet, furniture
- 21% of people with asthma use tobacco products.
- A recent study showed current e-cigarette use was associated with 39% higher odds of self-reported asthma compared to never e-cigarette users. ¹
- Exposure to secondhand e-cigarette aerosols can increase the odds of having an asthma attack. ²

You Can Do It!

As few as 3 minutes of counseling can increase the success rate of smoking cessation!

The "5 A's" Model for Treating Tobacco Use and Dependence - 2008



2 A's and an R/Screening, Brief Intervention, and Referral to Treatment (SBIRT)

- Ask (Screen for Tobacco Use)
 - Do you use tobacco products-cigarettes, spit tobacco, e-cigarettes?
- Advise
 - Quitting is the most important thing you can do to improve your health.
- Refer
 - Refer to local program or the Michigan Tobacco Quitline

What Does the Quitlink Do?

- Referral to local programs
- Intensive counseling proactive sessions
- Unlimited reactive calls for one year
- Free NRT to the uninsured & others
- Self-help materials
- Text and/or email messaging
- Online interactive coaching
- Fax, online, or e-referral for health care providers

Michigan Tobacco Quitlink

- Operating since October 2003—19 years!
- 1-800-QUIT-NOW (784-8669)
- 1-855-DEJELLO-YA (1-855-335356-92)
- 1-855-372-0037 (American Indian Commercial Tobacco Line)
- 1-855-891-9989 (My Life My Quit, Youth E-Cigarette Line)
- 1-877-777-6534 (TTS) Video Relay with sign language is also available
- Calls answered 24/7
- Answering machine if phones are busy (call backs in 24 hours or less)
- <https://michigan.quitlogix.org>
- www.mylifemyquit.com

Quitlink Service Delivery



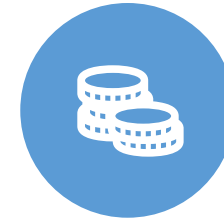
EVERY PARTICIPANT IS VIEWED AS A UNIQUE PARTICIPANT.



COACH ASSESSES MOTIVATION AND WORKS WITH CALLER ACCORDING TO WHERE THEY ARE IN STAGES OF CHANGE.



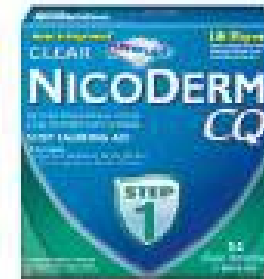
ALL CALLS ARE SCHEDULED BY THE PARTICIPANT IN ORDER TO ACCOMMODATE THEIR SCHEDULE.



ALL PARTICIPANTS CAN CALL INTO TO THE QUITLINE FOR ADDITIONAL SUPPORT AT NO ADDITIONAL COST.

Nicotine Replacement Therapy

- Michigan Tobacco Quitlink NRT
 - All participants medically screened- some conditions require a medical consent form from physician
 - Patches, Gum and Lozenges offered to eligible groups
 - Up to 8 weeks of NRT available
 - Shipped directly to the participant's home
 - Only available to those 18 and older
 - No cost to the participant
 - Prenatal must have signed approval from physician



Prenatal Protocol

- There are specially trained counselors who have been dedicated to working with prenatal callers
- The same counselor works with the caller throughout the process
- Prenatal enrollees will receive 9 counseling calls-5 prior to delivery and 4 post-partum
- Prenatal enrollees receive incentives for participation
- Enrollees receive \$10 for each completed prenatal appointment and \$20 for each completed post partum appointment.





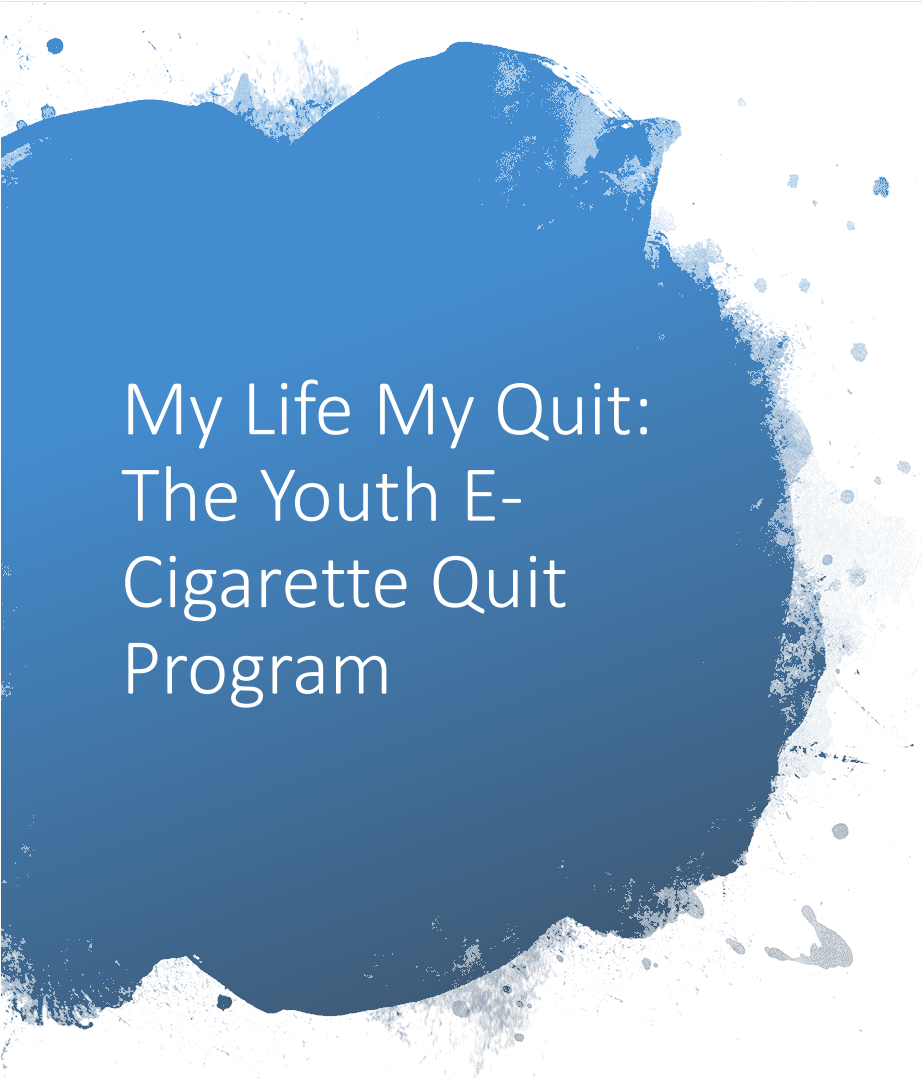
Arabic Language Line

- The Michigan Tobacco QuitLink has an Arabic-speaking coach on staff
- Why? Nearly 500,000 people in Michigan speak Arabic (This population is under-estimated in the US Census due to immigration issues)
- This eliminates the need for a third-party translator service during the calls
- Option on phone menu to connect right to this coach
- Hours: 11:30am- 8:00pm



American Indian
Commercial
Tobacco Quitline
1.855.372.0037

- Up to 10 coaching calls per quit attempt with a dedicated Native coach
- Protocol designed in conjunction with American Indian tribal members in several states including Michigan
- Focus is on commercial tobacco use
- 8 weeks of NRT to all participants with combination medication as an option.



My Life My Quit: The Youth E- Cigarette Quit Program

- My Life My Quit <https://mylifemyquit.com/>
- Text Start My Quit to 855.891.9989
- The first comprehensive program designed just for teens
- Teen focused messages and educational materials created with youth input
- Five real time coaching sessions via live text messaging, online chat or phone
- On-going text messages for encouragement throughout the quit process
- Moderated chat rooms
- Advertising campaign available for use!
- Young Adult option available!
- A water-marked certificate of completion of the program that can be given to school administrators

What You Will Find on MLMQ

- Information about tobacco company targeted youth marketing
- Youth quizzes
- Texting and online chat function
- Information about e-cigarettes and their ingredients in e-cigarettes
- Information about cigarettes and spit tobacco
- Information for parents and teachers
- Print on demand posters and business cards

Behavioral Health Protocol

- Began October 1, 2020
- Specialized support for individuals with behavioral health conditions
- Appropriate for callers who report depression, anxiety, bipolar disorder, schizophrenia, PTSD, ADHD, or substance abuse disorder offered intensive program
- 7 coaching calls designed to improve coping with stress and behavioral health symptoms while quitting

NEW! Menthol Cessation Incentive Program

- Began May 1, 2022
- Incentive based program to increase reach and engagement.
- All callers are asked about menthol use.
- Coaches are trained in cultural sensitivity training with information on how African American communities have been targeted with menthol advertising.
- Tailored material is sent.
- Callers using menthol are eligible for prepaid Omnicard Visa cards.
- Incentive schedule:
 - Call 1 \$10
 - Call 2 \$15
 - Call 3 \$25
- 277 enrollees who use menthol cigarettes have completed their first coaching call May-June.

Quitline Service Protocol

- All Michigan Callers Receive
 - Information & Referral
- Medicaid, Youth & Veterans
 - Counseling
 - 4 sessions for general enrollees
 - 7 sessions for behavioral health
 - 9 sessions for prenatal
- Medicare, Uninsured, Prenatal, Cancer, Behavioral Health Patients & County Health Plan
 - Counseling (same as above)
 - Up to 8 weeks of nicotine patch, gum or lozenge

Michigan Tobacco Quitline Referral

- Any agency can refer someone to the quitline using this link:
<https://michigan.quitlogix.org/en-US/Just-Looking/Health-Professional/How-to-Refer-Patients>
 - Secure Web Referral
 - Fax Referral
-
- HIPAA protected clinics can receive feedback on patient progress.

Quitlink Statistics Fiscal Year 2021

- Total Callers 6,434
- Enrollees 3,598
- Prenatal 20
- MLMQ MI 124 intakes and 38,410 website visits
- MLMQ National 1,154 intakes and 208,030 website visits



CDC Tips[®] Campaign


- In 2021, the campaign began running in March using a combination of new previous year ads.
- Ads aired on network broadcast & cable TV, print, and digital.
- Michigan participant Geri ads ran again this year.

Quick Snapshot- Demographics **2021**

- People who identified as:

• Native American/Alaskan Native	66
• African American	921
• Asian	21
• Native Hawaiian/Pacific Islander	1
• Hispanic/Latinx	94
• LGBTQ+	206
• Transgender/Genderqueer	9
• Arab/Arab American	21





Quick Snapshot- Medical Demographics 2021

Anxiety	69.48%
Asthma	18.42%
Bipolar Disorder	32.28%
Cancer	13.57%
COPD	32.02%
Depression	66.36%
Diabetes	16.45%
High Blood Pressure	35.54%
Pregnant	.72%
PTSD	23.44%
Schizophrenia	13.29%
Substance Use Disorder	10.52%

Medicaid Coverage

- Began January 1, 2016
- Medicaid plans are contractually required to cover ALL tobacco dependence treatment medications without:
 - Copay
 - Prior authorization
 - Step therapy (try another medication first)
 - Annual limits
 - Lifetime limits

Help! I Have A Question About Quitlink.

- Coaches CAN answer questions about how the Quitline works.
- Coaches CANNOT answer questions about your clients. That is HIPAA protected information.
- Coaches CANNOT fill requests for posters and quit cards.
- Best Practice for questions:
 - Email Karen Brown at brownk34@michigan.gov.
- If you have a client question, do not email client names unless it is encrypted. Send general email to Karen with phone contact information.

How Do I Order Materials?

- Material orders can be placed by emailing us at mdhhs-quitkit@michigan.gov
- Please include name, address, and quantity information
- Types of materials available can be viewed at www.Michigan.gov/tobacco

Summary of what's NEW in 2021!

- Website with intuitive click features
- Health professional training videos with free continuing education
 - <https://quitlogixeducation.org/michigan/>
- Updated features for people who are disparately affected by tobacco
 - Updates were completed using advice and input from the National Networks and subject matter experts.
 - Videos feature real Quitline participants from various states that the Quitline serves.
 - <https://michigan.quitlogix.org/en-US/Just-Looking/Tobacco-User/Why-Get-Help/tobacco-and-you>
 - Denise
 - <https://www.youtube.com/watch?v=Nlekf8qe7xY&t=121s>
 - Koren
 - <https://www.youtube.com/watch?v=WAt6POb6It4>

Michigan Tobacco Quitline Contact

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Reference

- 1. Osei, A.D., Mirbolouk, M., Orimoloye, O.A. et al. The association between e-cigarette use and asthma among never combustible cigarette smokers: behavioral risk factor surveillance system (BRFSS) 2016 & 2017. BMC Pulm Med 19, 180 (2019).
<https://doi.org/10.1186/s12890-019-0950-3>
- 2. Bayly JE, Bernat D, Porter L, Choi K. Secondhand Exposure to Aerosols From Electronic Nicotine Delivery Systems and Asthma Exacerbations Among Youth With Asthma. Chest. 2019 Jan;155(1):88-93. doi: 10.1016/j.chest.2018.10.005. Epub 2018 Oct 22. PMID: 30359612; PMCID: PMC6688978.