



The Missouri Tobacco Quitline

*When you're ready,
it's in your hands*

Fact Sheet

The Missouri Tobacco Quitline can help Missourians stop tobacco use. The Quitline offers telephone counseling and resource materials to assist individuals who want to quit smoking.

The Quitline can assist:

- Tobacco users in any stage of readiness to quit
- Pregnant smokers
- Smokeless tobacco users
- Former smokers seeking relapse prevention support
- Health care providers wanting assistance with patient treatment
- A free 4-week supply of nicotine patches or gum may be available to callers that meet eligibility requirements

Quitline number: **1-800-QUIT-NOW (1-800-784-8669)**

Hours of operation: 7 a.m. to 11 p.m. daily

Assistance available: Three levels of assistance are available based on need and eligibility.

Level 1 - Information and consultation

All callers will be offered a set of materials to assist them in quitting. Spanish speaking callers are routed to a Spanish speaking Quit Coach.

Friends and family members interested in helping their loved ones quit can also receive written materials to help them talk effectively about tobacco cessation issues.

Health care professionals can call the Quitline for information about the service, proper use and dosing of nicotine replacement therapy and written materials covering a broad range of topics related to tobacco cessation

Level 2 - Single in-depth counseling session

Missourians interested in quitting will speak with a trained Quit Coach to explore their patterns of tobacco use, barriers to successfully quitting and strengths that would contribute to successful quitting. Specialists also will provide information on nicotine replacement products or other cessation aids and will assist callers with information on accessing cessation benefits that may be available to them through their employer or other insurance provider.

Callers interested in additional follow-up beyond the single-call intervention will have the option of enrolling in the Quitline's intensive telephone-based program. All callers will be offered self-help materials and a Quit Kit.

Level 3 -Intensive intervention

Those eligible and interested in receiving follow-up assistance can enroll in the Quitline's intensive telephone-based program. The callers will receive specialized materials, a Quit Kit, and a series of three calls with the same specialist during a three to four month period. The timing of the calls will be based upon the caller's quit date and availability. Quit Coaches will work with callers to determine their readiness to quit, discuss their options for using nicotine replacement products or other cessation aids, assist them in developing an individually-tailored quit plan and schedule up to four follow-up sessions designed to enhance motivation and facilitate behavior change.

The Quitline operation: The Missouri Department of Health and Senior Services contracts with Free & Clear, Inc. to operate The Missouri Tobacco Quitline. With 20 years experience in tobacco treatment, Free & Clear currently provides tobacco treatment to more than 17 states, 40 employers and 150 health plans across the nation.

The Quit Coach: The Quit Coaches answering the Quitline calls have bachelor's degrees in health education, counseling or a related field and are nonsmokers or former smokers who have not used tobacco in at least two years. They are experienced in telephone counseling, one-on-one interviewing and behavior change.

Funding: The Missouri Tobacco Quitline is funded through a cooperative agreement with the Centers for Disease Control and Prevention and the Missouri Foundation for Health.

More information about smoking cessation can be found at: www.dhss.mo.gov/SmokingAndTobacco.

Alternate forms of this publication for persons with disabilities may be obtained by contacting:
Missouri Department of Health and Senior Services
Bureau of Health Promotion
P.O. Box 570, Jefferson City, MO 65102-0570
Telephone: 573-522-2820 www.dhss.mo.gov
Hearing impaired citizens telephone 1-800-735-2966.

This document was supported by Grant/Cooperative Agreement Number U58/CCU722795-02 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

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