
Leveraging Your State's Tobacco Quit Line for Referrals to CDSMP

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Background

- Health Promotion and Chronic Disease Prevention Programs:
 - Arthritis
 - Asthma
 - Chronic Disease Self-Management Program (shared staffing with SUA)
 - Colorectal Cancer Screening
 - Comprehensive Cancer Control
 - Diabetes
 - Heart Disease & Stroke Prevention
 - Oregon State Cancer Registry
 - Tobacco Prevention & Education Program (includes tobacco cessation)
- Oregon Tobacco Quit Line and CDSMP considered two of public health's chronic disease self-management programs

Rationale

- Tobacco users are at a higher risk for developing chronic health conditions
- Tobacco users that call the Oregon Tobacco Quit Line already have a readiness to change behavior and engage with community resources
- Potential way to better connect Medicaid clients with CDSMP because Tobacco Quit Line is a covered service for Medicaid recipients
- Referrals to CDSMP provide additional support for tobacco users and may help them put tobacco-related action plans into place by utilizing other approaches provided in CDSMP workshops

What did it take – internal buy-in

- Both the Tobacco and CDSMP programs saw a huge benefit to developing a referral system from the Oregon Tobacco Quit Line to CDSMP
- No convincing necessary!

What did it take – putting referrals into place

- Reviewed Quit Line budget and contract to ensure referrals to CDSMP were within the scope of work
- Expanded chronic conditions the Quit Line was asking about (added arthritis, cancer, high blood pressure, high cholesterol, etc)
- Created language (“script”) Quit Line staff use to make the referral
- Created one-page flyer promoting CDSMP to be mailed to callers with their Quit Guides
- Determined process to monitor/track incoming referrals

Supports already in place

- Standardized point of referral – toll-free number – makes Quit Line staff referrals to CDSMP very easy
- Statewide infrastructure for CDSMP, including regional/county coordinators
- Quit Line already provided mailed information on selected chronic conditions to participants
- Quit Line already asked callers about selected chronic conditions (i.e., potential CDSMP participants were easily identified)
- Quit Line contract and budget flexible enough to add CDSMP referrals as “special project”
- Good relationship with Quit Line service provider

How does the Quit Line expand access to CDSMP in Oregon?

- People who may not have otherwise heard about CDSMP are now getting a valuable referral
- Expands referrals to areas of the state with fewer resources and infrastructure
- Ongoing process and requires little effort at the state and local level to maintain

Results to date

- Toll-free number doesn't generally get much traffic, however, of the calls to the toll-free number, 70% have been referred by the Quit Line
- CDSMP program staff continue to track where referrals are coming from and log the individual's county of residence and follow-up action:
 - referred to community program
 - referred to Better Choices, Better Health
 - referred to a county/regional coordinator

Next steps

- Continue to work with the Quit Line to expand referrals to *Tomando Control de su Salud* for Spanish-speaking Quit Line callers
- Explore adding other chronic conditions (e.g., chronic pain, HIV/AIDS) to Quit Line registration process
- Explore Quit Line referrals to Arthritis Foundation Exercise Programs and other evidence-based programs
- Continue monitoring and tracking Quit Line referrals

Thank you!

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