

Frequently Asked Questions for Health Care Providers About the Medi-Cal Smoking Cessation Incentive Project

1. What is the purpose of this Medi-Cal program for smokers?

This program seeks to encourage Medi-Cal members who smoke to call the California Smokers' Helpline and enroll in its free telephone-based support services, which offer counseling support to develop a quit plan and educational materials. Medi-Cal members smoke at higher rates than the general population. The Helpline, operated by the UC San Diego Cancer Center since 1992, has been demonstrated to double the chances of quitting in a randomized controlled trial (Zhu et al. *NEJM* 2002). The program seeks to prevent chronic disease in this high-risk group by means of tobacco cessation. There will be a final evaluation for the cost-effectiveness of the program and its incentives in helping Medi-Cal members who smoke to quit.

2. How does the program work?

The Medi-Cal member who smokes calls the Helpline (1-800-NO-BUTTS). An initial intake will ask some demographic questions including their Medi-Cal identification number. If the smoker is ready to quit, the Helpline will provide a 40-minute counseling session focusing on preparation to quit. The Medi-Cal member must ask for the incentive in order to receive a cash card in the mail—once they have completed the initial counseling session the \$20 cash card will be sent. As their provider, we hope you will help motivate them to call and quit with this additional incentive.

3. Where can a provider get free additional resources?

For patient materials, you may order free Helpline “Gold Cards” or pamphlets (available in English, Spanish, Chinese, Vietnamese, and Korean). Use the Helpline online materials order system at www.nobutts.org. Or download the materials fax order form.

For provider materials, you may download a fax referral sheet so that the Helpline may directly contact your patient. There is an online CEU Program about the California Diabetes Program for “Do you cAARd?” (Ask, Advise, Refer to Helpline). The California Diabetes Program will post announcements about related educational webinars on its free e-bulletin (sign up link on home page). www.caldiabetes.org

4. Where can a provider learn more about tobacco cessation or improving my clinic workflow?

For providers, more detailed information is available in the Public Health Service Guidelines “Treating Tobacco Use and Dependence: 2008 Update” at www.surgeongeneral.gov/tobacco. A quick overview of the full “5 A’s: Ask, Advise, Assess, Assist, and Arrange follow-up” on tobacco is available on a related link: <http://www.ahrq.gov/clinic/tobacco/clinhlpsmksqt.htm>.

Free staff training and education: The California Diabetes Program offers free staff training for your clinic or organization to learn about tobacco use, chronic disease, and cessation resources.

For more information contact the diabetes program at (916) 552-9888 or visit www.caldiabetes.org. Find more learning opportunities about tobacco cessation at the Center for Tobacco Cessation: www.centerforcessation.org

5. Who is funding this program?

The California Department of Health Care Services (DHCS) was one of several states awarded a 5-year grant from Centers for Medicare and Medicaid (CMS) for the Medicaid Incentives for Prevention of Chronic Disease (MIPCD). DHCS partners include the University of California, California Medicaid Research Institute; the California Department of Public Health, California Tobacco Control Program; and the California Diabetes Program (also within CDPH). Please contact Gordon Sloss for more information: gordon.sloss@dhcs.ca.gov.

Medi-Cal Members: Want to Stop Smoking?



Get a **FREE \$20 gift card**
when you call the
California Smokers' Helpline.

1-800-NO-BUTTS
(1-800-662-8887)

Here's how:

- Have your Medi-Cal ID ready.
- Call one of the phone numbers below.
- Ask for the \$20 gift card.*
- Talk to a friendly person to create a free "stop smoking" plan.



Call today!

English	1-800-NO-BUTTS
Español	1-800-45-NO-FUME
中文	1-800-838-8917
Tiếng Việt	1-800-778-8440
한국어	1-800-556-5564

*Made possible by a grant from the Centers for Medicare and Medicaid Services under the Medicaid Incentives for Prevention of Chronic Diseases program. Some conditions apply. One gift card per person. While supplies last. Medi-Cal Managed Care plans may offer additional tobacco cessation services.

Miembro de Medi-Cal: ¿Quiere Dejar de Fumar?



Reciba **GRATIS** una **tarjeta de regalo de \$20 dólares** cuando llame a la Línea de Ayuda para Fumadores de California.

1-800-45-NO-FUME
(1-800-456-6386)

Siga estos pasos:

- Tenga su número de tarjeta de Medi-Cal listo.
- Llame a uno de los números de teléfono de abajo.
- Pida la tarjeta de regalo de \$20 dólares.*
- Hable con un amable asesor para crear un “plan para dejar de fumar” gratis.



¡Llame hoy mismo!

Español

1-800-45-NO-FUME

Inglés

1-800-NO-BUTTS

*Financiado por Centers for Medicare and Medicaid Services bajo el programa Medicaid Incentives for Prevention of Chronic Diseases. Algunas condiciones aplican. Una tarjeta de regalo por persona. Esta oferta es válida hasta agotar existencias.

Los planes de salud de Medi-Cal pueden ofrecer servicios adicionales para dejar el tabaco.

-SPANISH-