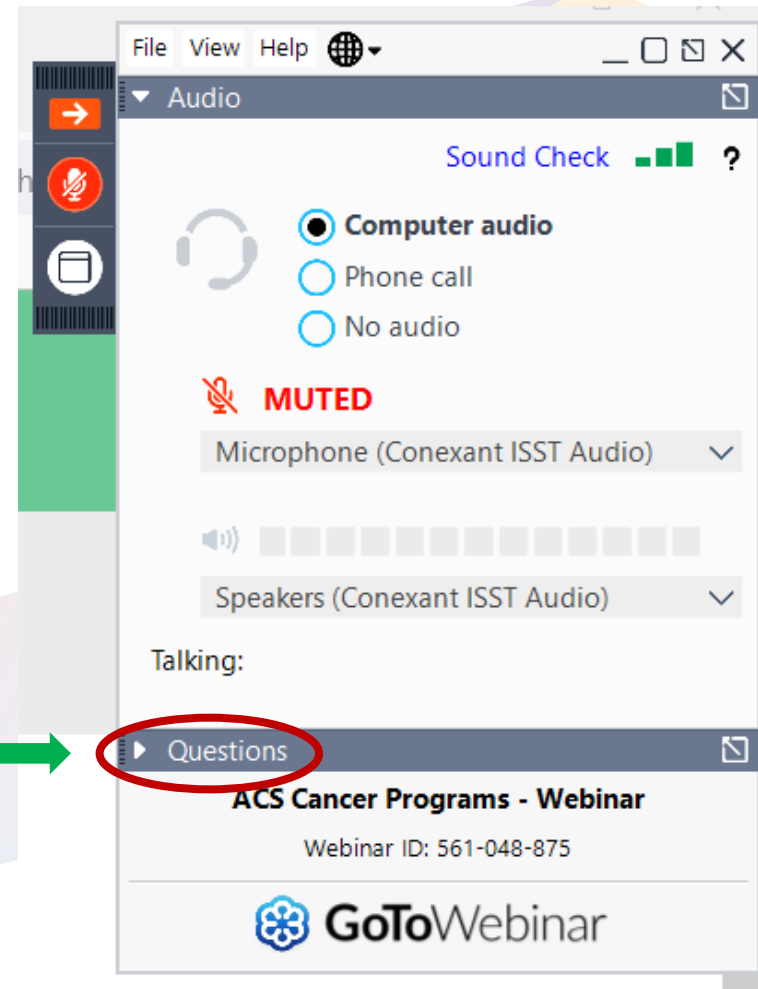


# Beyond ASK: Community Referrals

October 13, 2023

## Logistics

- All participants are muted during the webinar
- Questions – including technical issues you may be experiencing – should be submitted through the question pane
- Questions will be answered as time permits; additional questions and answers will be posted on the website
- Please complete the post-webinar evaluation you will receive via email



# Introducing our Moderator



**Timothy Mullett, MD, MBA, FACS**  
Thoracic Surgery, University of Kentucky  
Markey Cancer Center, Kentucky  
Chair, Commission on Cancer

# Introducing our Panelists



**Elizabeth White**  
Novant Health  
Cancer Outcomes Analyst



**Kristen Sullivan, MPH, MS**  
American Cancer Society  
Director, Prevention & Survivorship



**Yvonne Prutzman, PhD, MPH**  
National Cancer Institute  
Program Director  
Tobacco Control Research Branch  
Behavioral Research Program



**Michelle Lynch**  
North American Quitline Consortium  
President & CEO



# Agenda

- Welcome
- Data review: A brief overview
- Empowered to Quit
- Implementing Empowers to Quit: Barriers and Successes
- E-resources
- Quitline
- What to expect next
- Q & A

# Data Review

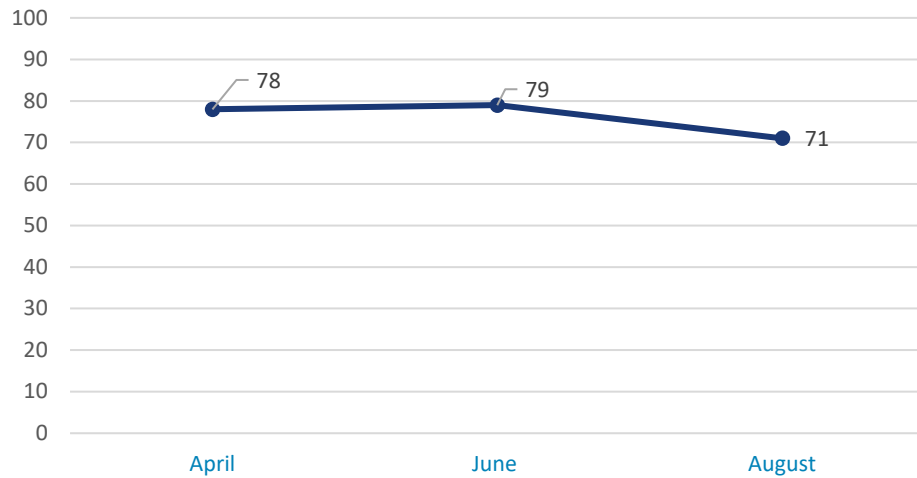
Timothy Mullett, MD, MBA, FACS

An abstract graphic on the right side of the slide, consisting of several overlapping, curved, ribbon-like shapes in various shades of blue and teal, creating a sense of depth and movement.

# Ask and Assist Trends (All)

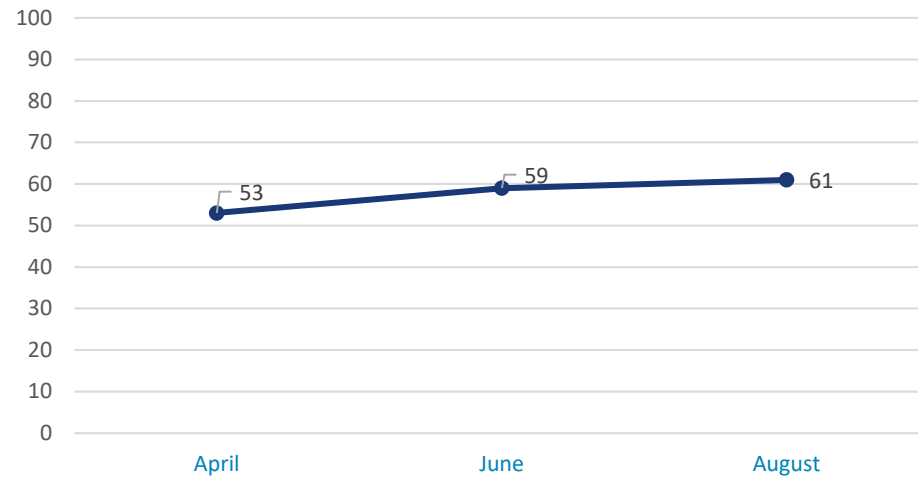
- April to August

Ask Rate



- April to August

Assist Rate



# Asked and Assisted

	Baseline	June Metrics	August Metrics
How many patients were seen?	85,779	87,358	95,877
How many were asked?	67,053	69,195	68,237
ASK Rate:	78%	79%	71%
How many were smoking?	10,874	11,726	9,805
How many were assisted?	5,758	7,253	6,718
ASSIST Rate:	53%	59%	61%

# Strategies for assisting-Most Identified (nearly all or most)

Baseline	June	August
Referral to Quitline (31%)	Referral to Quitline (35%)	Referral to Quitline (43%)
Brief in office counseling (20%)	Brief in office counseling (45%)	Brief in office counseling (59%)
“In house” referral (15%)	“In house” referral (21%)	“In house” referral (26%)
Web based referral (12%)	Web based referral (16%)	Web based referral (23%)
Community referral (12%)	Community referral (14%)	Community referral (17%)
Behavioral counseling (7%)	Behavioral counseling (11%)	Behavioral counseling (12%)
Cessation medication prescription (8%)	Cessation medication prescription (7%)	Cessation medication prescription (10%)



# Empowered To Quit

Kristen Sullivan, MPH, MS





# Overview

American Cancer Society researchers developed Empowered to Quit, an email-based program to help constituents quit smoking. It all starts with making the decision to quit and planning a Quit Day.

## Randomised controlled trial of stand-alone tailored emails for smoking cessation

J Lee Westmaas,<sup>1</sup> Jeuneviette Bontemps-Jones,<sup>1</sup> Peter S Hendricks,<sup>2</sup> Jihye Kim,<sup>3</sup>  
Lorien C Abrams<sup>4</sup>

- Smokers planning to quit were randomized to 27 tailored cessation emails, 3-4 tailored emails, or a single non-tailored email
- Abstinence was significantly greater for people who smoke who received the tailored emails (34%) compared with the single, non-tailored email (25.8%)
- Receipt of tailored emails over a 10 week period was effective at increasing abstinence rates
- People who received the tailored emails also reported increased confidence





Empowered to Quit is a *free* smoking cessation program offered by the American Cancer Society, based on American Cancer Society funded tobacco cessation research.

[Cancer.org/EmpoweredToQuit](https://www.cancer.org/empoweredtoquit)



# Empowered to Quit

Let's face it, taking your life back from smoking is hard. But with help, you can be empowered to quit smoking for good.

American Cancer Society researchers developed Empowered to Quit, an email-based program to help you quit smoking. It all starts with making the decision to quit and planning your Quit Day.

## GET HELP QUITTING

### Join Empowered to Quit

To personalize your experience with the Empowered to Quit Program, please enter your name, email address, and the date you would like to try to quit smoking.

I'm not a robot



reCAPTCHA  
Privacy - Terms

**SIGN-UP**

### How to pick your Quit Day

You can set it as soon as tomorrow or up to 30 days from now. Be sure to give yourself enough time to come up with a quit plan, but not so much time that you'll change your mind; it is best to pick a weekday that doesn't look like it will be too stressful of a day. Let's get started!

### What happens after picking your Quit Day?

As your Quit Day gets closer, you can make your quit plan with the help of short emails from the American Cancer Society. Once your Quit Day arrives, you'll continue to receive tailored emails and tools to support you along your quit journey.

### Not sure it's your time to quit smoking?

Here are a few key reasons to quit from the 2020 U.S. Surgeon General's Report:

- Quitting tobacco is beneficial at any age.
- Quitting tobacco improves health status and enhances the quality of life.
- Quitting tobacco reduces the risk of premature death and can add as much as a decade to life expectancy.

It's not too late to quit using tobacco. There are many [health benefits](#) of quitting nicotine. In fact, the sooner you quit smoking, the more you can reduce your chances of getting cancer and other [diseases](#).

**Landing Page & Sign-Up**

## Join Empowered to Quit

To personalize your experience with the Empowered to Quit Program, please enter your name, email address, and the date you would like to try to quit smoking.

I'm not a robot



reCAPTCHA  
Privacy - Terms

**SIGN-UP**

**Sign-Up**



**American Cancer Society**  
Every cancer. Every life.

## EMPOWERED TO QUIT

Hello Lee,

Congratulations on your decision to quit smoking! It is the single best thing you can do to improve your health.

We have one message for you: YOU CAN DO IT!

And we want to help you along the way.

So, over the next two months, we will be sending you **personalized** tips on how to quit and remain smoke-free. The messages will be customized based on what you told us about yourself when you enrolled in our program and timed around your Quit Date. They'll also include reminders about your personal reasons for quitting and who you can turn to for help during the quitting process (see boxes with your quitting information and Quitting Resources below).

In order to help customize your quit journey and to help us improve our programs for all users, we ask that you complete this brief form:

[BEGIN FORM](#)

- After sign-up the constituent will receive a welcome email within 10 minutes
- Emails will be coming from *Your American Cancer Society* and the email address is [News@message.cancer.org](mailto:News@message.cancer.org)
- Constituents must complete the short form in the welcome email in order to receive customized emails
  - Constituents will receive 2 reminder emails after welcome email
  - Emails will stop if the welcome email form isn't completed

**Welcome Email**





- Information from the form will help
  - personalize your email journey
  - improve the program for constituents

**In order to help customize your quit journey and to help us improve our programs for all users, we ask that you complete this brief survey:**

Enter or update your quit date

1. What year were you born?

2. Please choose your top reasons for wanting to quit smoking  
(Select up to 5)

**Welcome Email Survey**



Hello Testjane,

Congratulations on sticking with your decision to quit smoking. [Read stories](#) from others like you who have quit smoking, or join a [Facebook group](#) to connect with others who are quitting or have just quit.

You might consider using medication like nicotine replacement therapy (NRT), like the patch, when you quit smoking. Medication combined with counseling can offer you the best chances of successfully quitting. However, we don't recommend using electronic cigarettes to quit because we don't yet have strong evidence that it helps. We also don't know if inhaling the other ingredients in e-liquids cause long-term harm. If you do use an e-cigarette to quit, your goal should be to try to gradually reduce the nicotine levels so that you quit both cigarettes and e-cigarettes.

Your top reasons for quitting are:

1. To improve my health
2. For my family and/or friends

A good idea is to print them and put them where you can see them often. Or take a photo and keep it on your phone. You might put them next to your bed, your desk, or in a phone case. Feel free to add to the reasons you already provided.

A quit coach is available 24 hours a day by phone if you need someone to talk to. They have lots of experience helping people just like you, and the service is FREE. Call today at 1-800-QUIT-NOW (1-800-784-8669), if you have not already, or [chat online](#).

Good luck and stay strong,  
Your Empowered to Quit Team

### My Quit Information

**My Quit Date:** 12/05/2022

**My Top Reason(s) for Quitting**

1. To improve my health
2. For my family and/or friends

**My Social Support:** William

**Quitting Resources**

- For more information or support please contact us at 1.800.227.2345 or visit [Cancer.org](#)
- [Talk to a quit smoking counselor at 1-800-QUIT-NOW](#)



Hi Testjane,

Today is the day! You've been preparing for your Quit Date and now it's here. Remind your friends and family that today's your Quit Date - you'll need their support.

Here are some tips to help you get through the day:

- **Stay busy.** It's important to distract yourself so you won't have time to think about smoking. If you spend a lot of time at the computer, you might like to try playing the free online game [Tetris](#), or you might like one of these free games you can play on your smartphone: [Angry Birds Dream Blast](#), [Another Eden](#), [Citytopia](#), or [Puzzle Page](#).\*
- Avoid being in places you associate with smoking.
- **Recognize your triggers** and try to avoid them.
- Don't forget: the urge to smoke usually only lasts 3-5 minutes. **Distract yourself** and you'll make it through the urge.
- Remember to let your support person know that today is the Day, and that you may need their support. Let them know you might need to vent to them about any withdrawal symptoms you experience (like irritability, anxiety, or depression), or just to talk about how your quit day is going.

For more advice on getting through this tough week, visit [The Great American Smokeout website](#) or call [1-800-QUIT-NOW \(1-800-784-8669\)](#), or [chat online with a trained professional](#). We're here to help!

Stay strong,  
Your Empowered to Quit Team

\*The American Cancer Society does not endorse any product or service

### My Quit Information

**My Quit Date:** 12/05/2022

**Quitting Resources**



Janettest,

**No matter how you feel today, it's a good thing to be smoke-free.**

You have made it through 2 full days of not smoking and you are on to your third. Congratulations!

To help you not smoke, there is nothing like a good walk around the block! Walking helps keep your weight down, relieves stress, and gives you more energy. So, especially in these first few days which are likely to be your hardest, give yourself lots of breaks and, when possible, take a walk around the block.

Visit the [Great American Get Fit Challenge](#) for more ideas on how to fit physical activity into your day.

Take care and you'll hear from us again soon!  
Your Empowered to Quit Team

### My Quit Information

**My Quit Date:** 11/30/2022

**My Top Reason(s) for Quitting**

1. To improve my health
2. For my family and/or friends

**My Social Support:** Bill

**Reset My Quit Date**

**Quitting Resources**

- For more information or support please contact us at 1.800.227.2345 or visit [Cancer.org](#)
- [Talk to a quit smoking counselor at 1-800-QUIT-NOW](#)
- [Visit the Great American Smokeout Challenge](#)

**Email Examples**

# Promotional Materials

# Flyer, 3 image options




## Empowered to Quit

Quit smoking with help from the American Cancer Society

**Let's face it, taking your life back from smoking is hard. But with help, you can be empowered to quit smoking for good.**

American Cancer Society researchers developed **Empowered to Quit**, an email-based program to help you quit smoking.

**With Empowered to Quit**, you'll harness the power of American Cancer Society research on your journey to quit smoking. Learn more about the program and start your quit journey today.

**How it works:**


- You set your quit day and make a plan.
- Our quit team sends you emails filled with information specific to your needs.
- You get encouragement and personalized tips along your quit journey.

Scan the QR code to start your quit journey.



Or visit: [cancer.org/EmpoweredToQuit](https://cancer.org/EmpoweredToQuit)

cancer.org | 1.800.227.2345

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cancer.org | 1.800.227.2345



# Poster, 11x17, 3 image options

**American Cancer Society**  
Every cancer. Every life.



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cancer.org | 1.800.227.2345



# Novant Health Cancer Institute

ACS Cancer Programs American College  
of Surgeons

Elizabeth White—Cancer Outcomes  
Analyst



# Novant Health Cancer Institute At a Glance..



## Institute Overview

- NH Cancer Institute is comprehensive, integrated cancer program servicing the three major markets within Novant Health; Greater Winston, Greater Charlotte and Coastal NC. Services include acute and ambulatory cancer care within surgical oncology, medical oncology, hematology, gyn oncology, and radiation oncology. Locations :

Wilmington	Thomasville	Mooresville
Brunswick	Greensboro	Huntersville
Supply	Charlotte	University
Winston Salem	Salisbury	Gastonia
Mt Airy	Matthews	Mint Hill
Statesville	Ballantyne	Kernersville

## Services Provided

- Chemotherapy, Immunotherapy, Infusion, Transfusion
- Autologous Transplant and Cellular Therapy
- External Beam Radiation, Brachytherapy, SRS/ HyperArc
- IP/OP Surgery – Robotic, HIPEC, Microwave Ablation
- Tumor Site Multi-D Programs – Thoracic, Breast, Brain, Head & Neck, GI, GU
- Clinical Research, Phase I trials and NCORP NCI grant institution (SCOR)
- Integrative Medicine, Support Services, Palliative Care

## Key Metrics

- >10,000 new cancer cases annually
- Approx. 100 physicians; subspecialized by tumor site

## Key Program Achievements

- ACoS Commission on Cancer Accreditation
  - Winston and Charlotte INCP
  - Coastal CCCP
- National Accreditation Program for Breast Centers (NAPBC)
- National Accreditation Program for Rectal Cancer (NAPRC)
- American College of Radiology (ACR)-Radiation Oncology Accreditation
- Foundation for the Accreditation of Cellular Therapies (FACT)
- QOPI Certified



# Beyond ASK PDSA: Tobacco Cessation within After Visit Summary

## Plan:

- Core Beyond ASK QI team assembled (including physician champions, administration, IT, Outcomes/QI).
- Current strategies and systems to support cancer patients in smoking cessation assessed.
  - Quit Now 1-800 & website; MD counseling
- Explore feasibility of new pilot program from The American Cancer Society (ACS): **Empowered to Quit** (an e-mail based program)

## Do:

- Identify patients with a status of “current” for smoking in MyChart (EPIC EMR), alert that patient population of ACS resource.
- Utilize EPIC smart text to auto populate After Visit Summary (AVS).
  - Smart text: “**Empowered to Quit**” web address to auto populate to After Visit Summary (AVS).
    - Pro: Uses existing EPIC build.

## Study:

- Audit an AVS sample from the target population to ensure successful implementation.

## Act:

- Review assist rates via EPIC report.



## Empowered to Quit

### QUIT SMOKING WITH THE AMERICAN CANCER SOCIETY

Let's face it, taking your life back from smoking is hard. But with help, you can be empowered to quit smoking for good. American Cancer Society researchers developed Empowered to Quit, an email-based program to help you quit smoking.

#### How it works:

- You set your quit day and make a plan
- Our quit team sends you emails filled with information specific to your needs
- You get encouragement and personalized tips along your quit journey

With Empowered to Quit, you'll harness the power of American Cancer Society research on your journey to quit smoking. Learn more about the program and start your quit journey today.

Scan the QR code to start your quit journey



Or visit: [cancer.org/EmpoweredToQuit](https://cancer.org/EmpoweredToQuit)



# TOBACCO CESSATION FOCUS SHEET [32325]

**After Visit Summary** Selected to print

cause cancer. Use of tobacco products can also cause gum disease and tooth loss. Smokeless tobacco is not a safe replacement for smoking.

### What is Tobacco Cessation?

Cessation, simply put, is the act of quitting. All tobacco products contain nicotine. Quitting tobacco can cause physical symptoms of nicotine withdrawal. Giving up any long-term habit is hard emotionally and mentally. There are programs, support groups and medicines that may help. Some of these medicines are newer forms of nicotine like lozenges, tablets, tabs, strips, and sticks. These can help you as you change your habit, learn to deal with the stress of quitting, and take care of the physical cravings caused by tobacco use.

### What Do I Need to Do?

Quitting tobacco is not easy. Prepare to reward yourself for all of your hard work. Make a plan that helps you stop using tobacco:

- Set a date to quit, preferably within the next month.
- If you plan to attend a class or program, sign up now. Get the dates and times of when they meet so that you can get started.
- Ask your doctor about nicotine replacement products or prescription medicine. These may ease the discomfort of nicotine withdrawal.
- The night before your quit date, remove all tobacco products from your home, office and car.
- Have other things to put in your mouth such as sugarless gum, hard candy, or carrot sticks.
- Staying tobacco free is the most important part of quitting. Think back to all of the reasons that you have decided to quit. Write them down and look at them often.
- Those who use tobacco say that stress is one of the main reasons they go back to using tobacco after quitting. Find ways to handle stress such as physical exercise, meditation, listening to music or volunteering. Ask your doctor for help handling stress, too.

Try not to start again after you have quit. If you do slip, start your plan again. If you need more help, there are many free programs. One is called Quit Now. Quit Now is a free service that gives coaching, planning and may be able to offer free over the counter medicine (such as the nicotine patch) to help you quit. There are several ways to connect with Quit Now:

- A free phone call to 1-800-QuitNow (1-800-784-8669), or the hearing-impaired TTY line at 1-800-322-8615.
- [www.smokefree.gov](http://www.smokefree.gov)
- Mobile apps for both iPhone and Android

### Why Is It Important For Me to Do This?

**Progress Notes**

+ Create Note | 1 Canto Note | 2 Est Problem Visit

3 New Pt Problem Visit | 4 AE Under 21 | 5 AE 21-29 | 6 AE 30-39 | 7 AE Over 40

8 AE Over 50 | 9 AE Menopause | 0 AE Hyst | IUD Insertion | IUD check

IUD reinsert | Nexplanon Insert | Nexplanon Removal | Nexplanon Remove/Reinsert

Pessary | Colpo | EMB | Pre-op | Post-op | CF | NW EST PROB | PI to plan

Video Canto | NOB Video | ROB Video | PP Video | Consult Video | Phone Visit

APSO Basic | APSO Basic 2 | LV Subj | Pt appts | NOB | ROB | ROB 28 & 36 wks

OB Transfer | US note | PP SVD | PP CS

My Note  
1034

Edit

### Tobacco Cessation and Intervention

Readiness Stage: **Contemplation**

How soon after waking do you smoke your first cigarette?: **Within 5 minutes**

Do you find it difficult to refrain from smoking in places where it is forbidden? e.g. Church, Library, etc.: **Yes**

Which cigarette would you hate to give up?: **The first in the morning**

How many cigarettes a day do you smoke?: **10 or less**

Do you smoke more frequently in the morning?: **No**

Do you smoke even if you are sick in bed most of the day?: **No**

Fagerstrom Total Score: **5**

Intervention: **Patient info, Counseling at visit, Chantix**

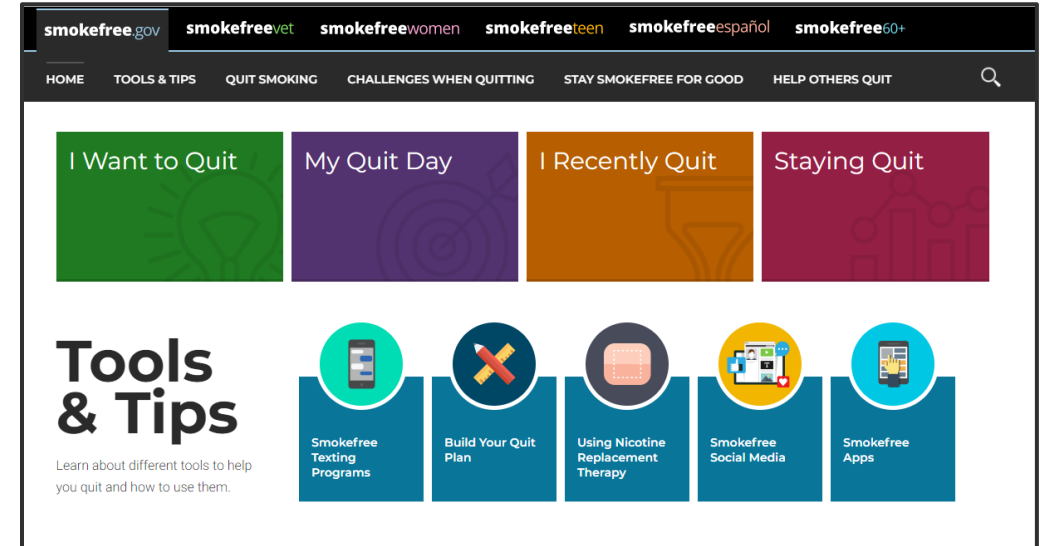
Time Spent: **> 10 minutes**

# NCI's Smokefree.gov Initiative

Yvonne Prutzman, PhD, MPH

# What is the Smokefree.gov Initiative?

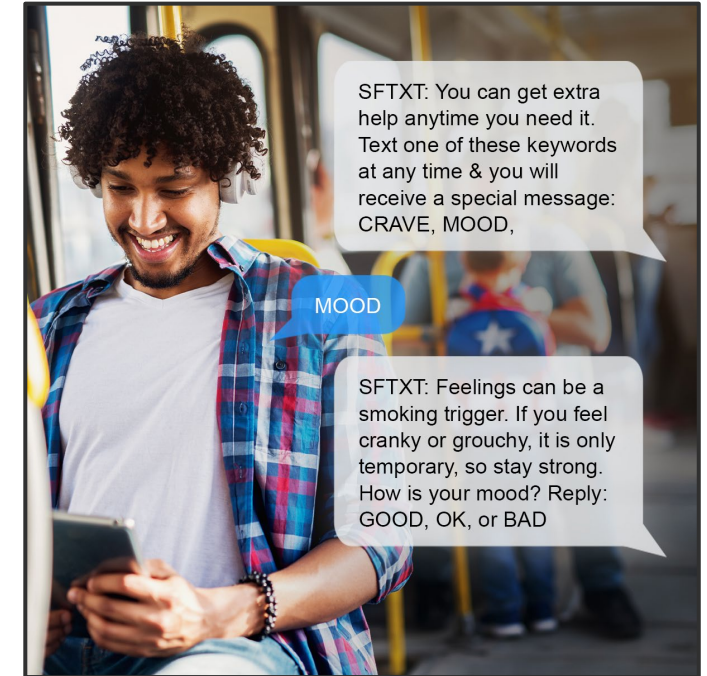
- **Smokefree.gov** is a suite of web- and mobile-based smoking cessation resources that provide **evidence-based** information and support to people who want to quit using tobacco
  - Resources include:
    - Mobile-optimized websites (6)
    - Text-based intervention programs (7)
    - Smartphone apps (2)
    - Social media accounts (6)
- Managed by NCI's Tobacco Control Research Branch
- Content follows US Clinical Practice Guidelines, the Surgeon General's Report, and Cochrane Reviews
- Freely available to the public





# Smokefree.gov Initiative: Reach and Digital Strategy

- Smokefree.gov resources reach ~7-8 million people per year
- Leverages the unique strengths of multiple, complementary technology platforms to meet the needs and preferences of smokers
- Web-based resources act as a centralized source of cessation information and connect users to SFGI's other interactive platforms
- Mobile devices are a primary means of accessing content



# Smokefree.gov Web-based Resources

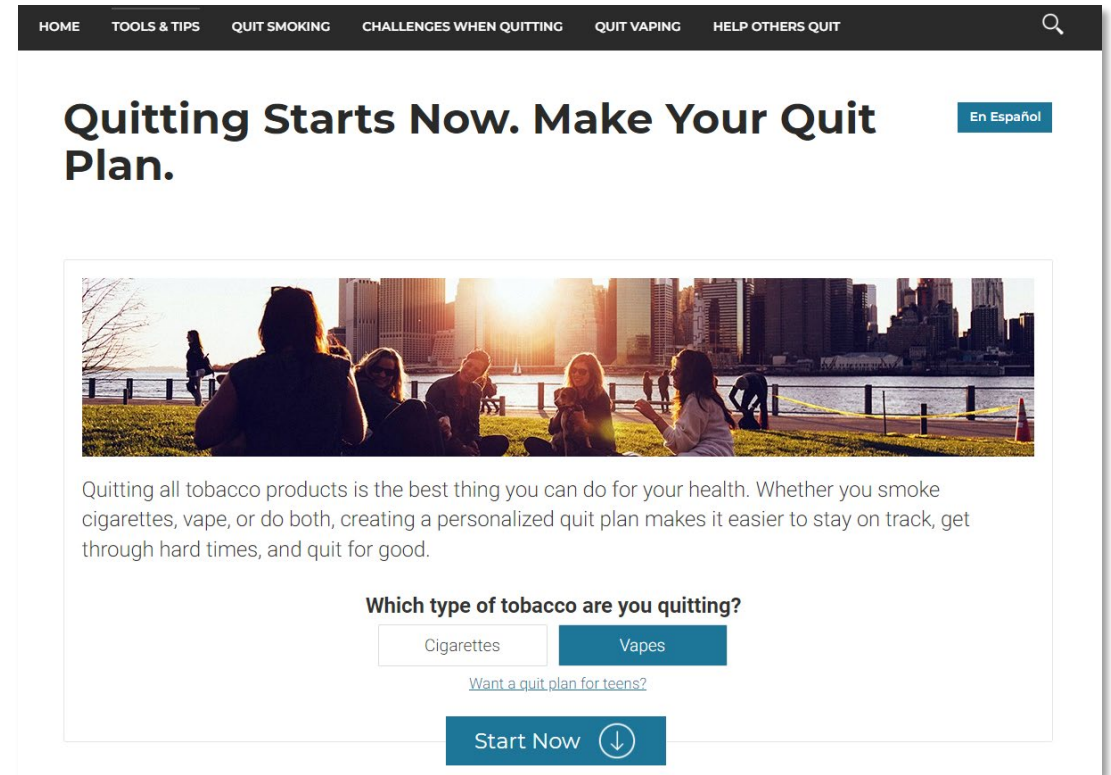
- Main repository of Smokefree cessation content and tools
- Primary goal is to connect visitors with the right content quickly
- Content uses “Smokefree voice” and plain language
- Use of best practices for SEO and scannable content
- Content is managed in Drupal, a free, open-source content management framework with an intuitive content editing environment

The screenshot shows the Smokefree.gov website homepage. At the top, there is a navigation bar with links for 'smokefree.gov', 'smokefreevet', 'smokefreewomen', 'smokefree teen', 'smokefreeespañol', and 'smokefree60+'. Below this is a secondary navigation bar with links for 'HOME', 'TOOLS & TIPS', 'QUIT SMOKING', 'CHALLENGES WHEN QUITTING', 'STAY SMOKEFREE FOR GOOD', and 'HELP OTHERS QUIT'. The main content area features four colored boxes: 'I Want to Quit' (green), 'My Quit Day' (purple), 'I Recently Quit' (orange), and 'Staying Quit' (red). Below these is a section titled 'Quitting is a Journey.' with a sub-headline 'Get Support 24/7' and a 'Learn More' button. The 'Tools & Tips' section includes five icons representing different resources: 'Smokefree Texting Programs', 'Using Nicotine Replacement Therapy', 'Smokefree Social Media', 'Smokefree Apps', and 'Build Your Quit Plan'. The 'ARTICLES & INFORMATION' section features three article cards: 'How To Manage Cravings', 'Benefits Of Quitting', and 'Tips For Slips'.

# Online Resource: Create My Quit Plan

## Interactive Quit Plan Builder tool

- Designed to help people create a comprehensive quit plan including the following:
  - Choosing a quit day
  - Reflecting on reasons to quit and calculating potential monetary savings
  - Identifying and planning for triggers
  - Preparing to deal with cravings
  - Choosing additional strategies such as medications, counseling, apps, and removing reminders of tobacco



The screenshot shows the top navigation bar with links for HOME, TOOLS & TIPS, QUIT SMOKING, CHALLENGES WHEN QUITTING, QUIT VAPING, and HELP OTHERS QUIT. The main heading reads "Quitting Starts Now. Make Your Quit Plan." with an "En Español" button. Below the heading is a photograph of a group of people sitting on a grassy area near a waterfront. The text below the photo states: "Quitting all tobacco products is the best thing you can do for your health. Whether you smoke cigarettes, vape, or do both, creating a personalized quit plan makes it easier to stay on track, get through hard times, and quit for good." A form asks "Which type of tobacco are you quitting?" with two buttons: "Cigarettes" and "Vapes". A link for "Want a quit plan for teens?" is also present. At the bottom of the form is a "Start Now" button with a downward arrow.



# Create My Quit Plan

Start Now

**STEP 1 of 5**  
**Choose Your Quit Date**

Pick a day in the next two weeks. This will give you enough time to prepare. Pick a date that isn't already likely to be a stressful one.

When is your quit date?

Today
  Tomorrow  
 Pick My Date
  Not Ready

If you're not ready to set a quit date, you can still make a quit plan or explore other [resources](#).

**STEP 2 of 5**  
**What Is Smoking Costing You?**

Enter how many cigarettes you smoke and how much a pack of cigarettes costs. You'll find out how much money you can save by quitting.

I smoke about  cigarettes each day.  
 I spend about \$  per pack of cigarettes.

**STEP 3 of 5**  
**Why Are You Quitting?**

Knowing your reasons for why you want to quit smoking can help you stay motivated and on track, especially in difficult moments.

**My reasons for quitting:**

<p>It is affecting my health</p>	<p>For my family or friends</p>	<p>My doctor recommended quitting</p>	<p>To save money</p>
<p>To set a good example</p>	<p>To have a better future</p>	<p>To take back control</p>	<p>For the environment</p>
<p>To look and smell better</p>	<p>For my pets</p>	<p>It's hard to find places to smoke</p>	<p>Baby on the way</p>

**STEP 4 of 5**  
**Know Your Triggers**

After you stop smoking, certain places, situations, and feelings can make it hard to stay smokefree. Use this list to find what makes you want to smoke. We'll give you strategies that will help you stay in control.

**STEP 5 of 5**  
**Set Yourself Up for Success**

**Choose strategies and tools to help you quit.** When preparing to quit, set yourself up for success by thinking about who in your life you will reach out to for support, how you will get expert help, and how you will distract yourself when you have the urge to smoke. This will keep you on track and boost your chances of quitting for good.

Your quit plan will have more information on the options you select and how to get expert help.

<p><b>This is how I will reach out for support:</b></p> <p><small>(Select one or more)</small></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Share my plans to quit with people important to me.</li> <li><input type="checkbox"/> Find a quit buddy.</li> <li><input type="checkbox"/> Ask for advice or support from someone who has successfully quit.</li> <li><input type="checkbox"/> Join a social media community with other people who are trying to quit.</li> <li><input type="checkbox"/> Reach out to someone else close to me not listed here.</li> </ul>	<p><b>This is how I will get help from experts:</b></p> <p><small>(Select one or more)</small></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Talk to my doctor, pharmacist, or other health care professional about how to quit smoking.</li> <li><input type="checkbox"/> Look for in-person quit-smoking counseling in my area.</li> <li><input type="checkbox"/> Call a quitline to talk one-on-one with a trained counselor to help me quit.</li> <li><input type="checkbox"/> Sign up for a Smokefree text message program to get daily tips and support.</li> <li><input type="checkbox"/> Download a Smokefree app to help me track cravings, get tips, and monitor my progress.</li> <li><input type="checkbox"/> Chat online with a trained quit counselor.</li> <li><input type="checkbox"/> Find another way to connect with an expert for help.</li> </ul>	<p><b>When a craving hits, I will distract myself by:</b></p> <p><small>(Select one or more)</small></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Drinking a glass of water.</li> <li><input type="checkbox"/> Eating something crunchy like, carrots, apples, or sunflower seeds.</li> <li><input type="checkbox"/> Taking 10 deep breaths.</li> <li><input type="checkbox"/> Getting some exercise.</li> <li><input type="checkbox"/> Playing a game on my phone or listening to a podcast or audiobook.</li> <li><input type="checkbox"/> Texting or talking with someone who supports me.</li> <li><input type="checkbox"/> Going to a place where smoking isn't allowed.</li> <li><input type="checkbox"/> I will find other ways to distract myself.</li> </ul>
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**Your Quit Plan Is Ready!**

**Let's Go!**

# Quit Plans for Different Audiences

- Adults
  - Cigarette smoking
  - Vaping
- Teens
  - Cigarette smoking
  - Vaping
- Spanish Speakers
  - Cigarette smoking
- Veterans (English)
  - Cigarette smoking
  - Dip/chew
- Veterans (Spanish)
  - Cigarette smoking
  - Dip/chew

**My Quit Plan** En Español

**My Quit Date**  
10-11-2023

**Today is your quit day!** Use this quit plan with tips and motivation to guide you through your quit attempt. The most important thing is that you don't smoke today—not even once. Quitting can be easier when you are ready to face any challenges that come your way. We have information to help you learn [how to quit smoking](#) and get through your [first day](#).

**My Savings**  
We calculated what you'll save by quitting. Take a moment to think about the specific things you'll do with the extra money.

- 1 Week smokefree: \$53
- 1 Month smokefree: \$233
- 1 Year smokefree: \$2738

**Get Ready to Quit**  
Completing the following steps to prepare for quitting will boost your chances of success. Plus, it will make it easier to handle difficult situations and stay committed after you quit. Mark them off when you've completed each step.

- Complete your quit plan.** You've already taken the first step in getting ready to quit!
- Get rid of smoking supplies and other reminders.** Throw away your cigarettes, matches, and lighters on or before your quit day. Clear out your home, car, bags, or other places where you keep cigarettes and other reminders. Do laundry so your clothes don't smell like smoke. Unfollow social media accounts that show smoking and avoid watching shows or movies that feature smoking. Are there other reminders of smoking in your life? If so, remove those too.
- Ask your doctor if nicotine replacement therapy or other quit medications are right for you.** Medications can make quitting easier by reducing cravings and withdrawal symptoms. Many health insurance plans cover quit smoking medications, or you may be able to get free or low-cost nicotine replacement therapy from your state quitline.
- Practice saying, "No, thanks."** Practice what you will say if somebody offers you a cigarette. Keep it simple and direct: "No, thanks, I quit."
- Build your team.** Consider talking to your friends or family who smoke to see if they want to quit with you. But if they don't want to quit, ask them to respect your decision and not smoke around you. You may decide to distance yourself from people who don't respect your choice.
- Change your routine.** Certain parts of your daily routine might trigger your desire to smoke. Think about the activities that make you want to smoke and make a plan to change them. That might look like taking a different route to work, changing where you eat lunch and/or who you eat with, or taking a walk around the block instead of a smoking break.
- Plan rewards and feel-good activities.** Quitting may not be easy. Bad moods, poor sleep, and strong cravings are just a few of the things you may feel when you quit. That's why it's important to celebrate your successes, whether big or small. Rewarding yourself by doing something positive or enjoyable can help you cope with tough times or setbacks.
- Quit tobacco completely.** Becoming completely tobacco-free gives you the best chance of quitting cigarettes and it's the best thing you can do for your health. There are free resources here on Smokefree.gov that can help you quit smoking, vaping, or other tobacco use. You can also talk to your doctor to get help with quitting.

**Understand Your Triggers**  
Triggers are the feelings and situations that may give you the urge to smoke. You may not be able to avoid all the things that remind you of smoking when you quit. Planning ahead for these difficult situations can help you stay on track. We have strategies to try and you may think of more. Keep trying until you find what works for you.

**My Triggers**

**My Emotional Triggers: angry, frustrated or upset, happy or excited**  
Many people smoke to enjoy a good mood or escape a bad one. Smoking is not a good way to cope with feelings. If you are stressed or anxious, whatever is causing it will still be there after you smoke.

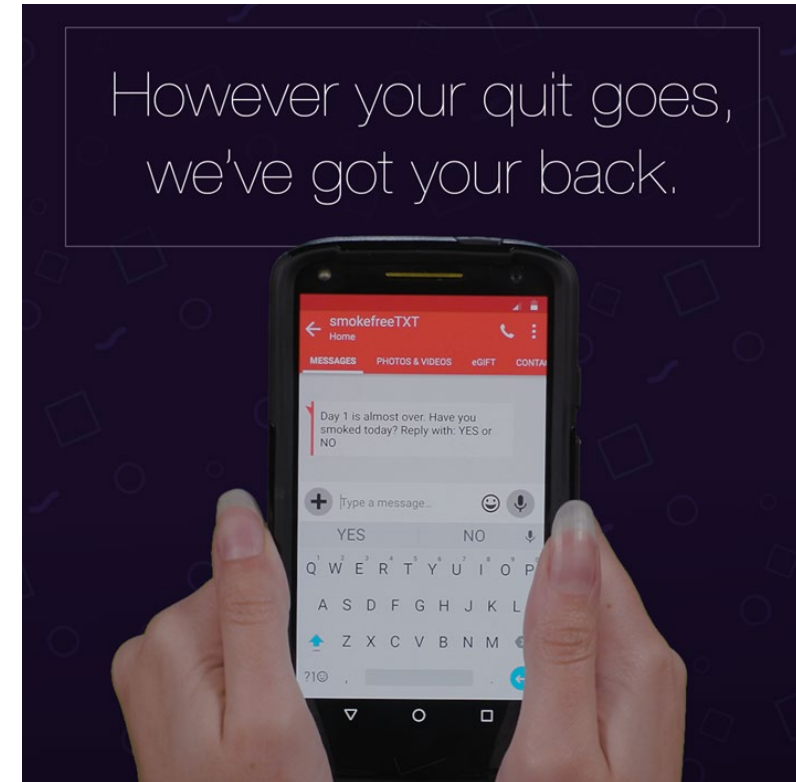
**Try these ways to handle stress and emotions:**

- Take a break. Sometimes all you need is a "time out" from an upsetting or stressful situation in order to calm down. Go for a walk, listen to music, or find a quiet spot to take slow, deep breaths.
- Get your body moving—it can keep boredom at bay and is a great way to handle both negative and positive emotions. Dance, shoot hoops, or find an online workout video to try.
- Turn to people who care about you to celebrate successes and lift you up when you're feeling down.
- Look out for [signs of depression](#), which can be serious.

"No, thanks, I quit!"

# SmokefreeTXT

- Designed for people who are prepared to set a quit date and make a quit attempt
- Provides tips, encouragement, and support
- 6-8 week program anchored around quit date
- 3-5 messages per day
- Fully automated
- On-demand support via keywords
- Many ways to enroll depending on user preference
  - Online webform
    - On mobile, offers click-to-text enrollment
  - SMS keyword opt-in: QUIT to 47848
  - Hybrid opt-in on several webpages





# SFGI Text Message Programs



## SmokefreeTXT

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SmokefreeTXT is a mobile text messaging service designed for people across the United States who are ready to quit smoking.



## SmokefreeMOM

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SmokefreeMOM is a free text messaging program for pregnant women who want to cut back on cigarettes and quit smoking.



## SmokefreeVET

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For veterans with VA health care benefits who are ready to quit smoking or using tobacco.



## SmokefreeTXT for Teens

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SmokefreeTXT for Teens is a mobile text messaging service designed for teens ages 13–17 in the United States who are ready to quit smoking.



## DipfreeTXT

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DipfreeTXT is a mobile text messaging service designed for young adults in the United States who are ready to quit smokeless tobacco.



## SmokefreeTXT en español

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SmokefreeTXT en español es un programa para mujeres y hombres que están listos para dejar de fumar.



## SmokefreeVET en español

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Para veteranos de habla hispana con seguro de salud del VA que están listos para dejar de fumar.



## Practice Quit

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Practice Quit is a text messaging program for smokers who want to quit, but want to get comfortable with not smoking for short periods of time first.



## Daily Challenges

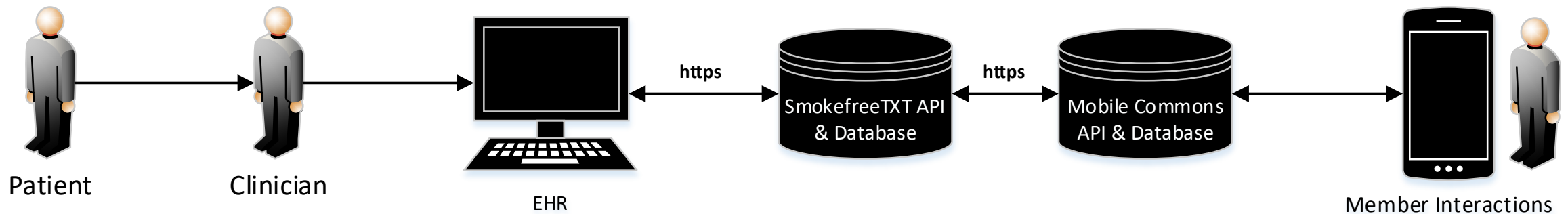
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The Daily Challenges program is for smokers who want to build quitting skills before trying to quit.



# SmokefreeTXT Closed Loop E-Referral & Keyword Opt-ins

- Building on-ramps to help providers connect patients with text-message based tobacco cessation support
- **E-referral:** SmokefreeTXT referral tool integrates with EPIC Electronic Health Records and has been piloted in 5 NCI-Designated Cancer Centers



- **Keyword Opt-ins:** Unique SMS enrollment keyword can be provided to NCI-designated cancer centers upon request

# Smokefree Mobile Applications

- Two apps for iPhone and android
  - QuitGuide – Launched Dec 2010
  - quitSTART – Launched Jan 2012
- Real-time resources
  - On-demand craving and mood support
  - Tracking and monitoring
  - Geolocation-based and time-based messaging
  - Distractions and challenges
- Both apps are meta-tagged to allow tracking of user behavior
- Total downloads in 2022: 50,064

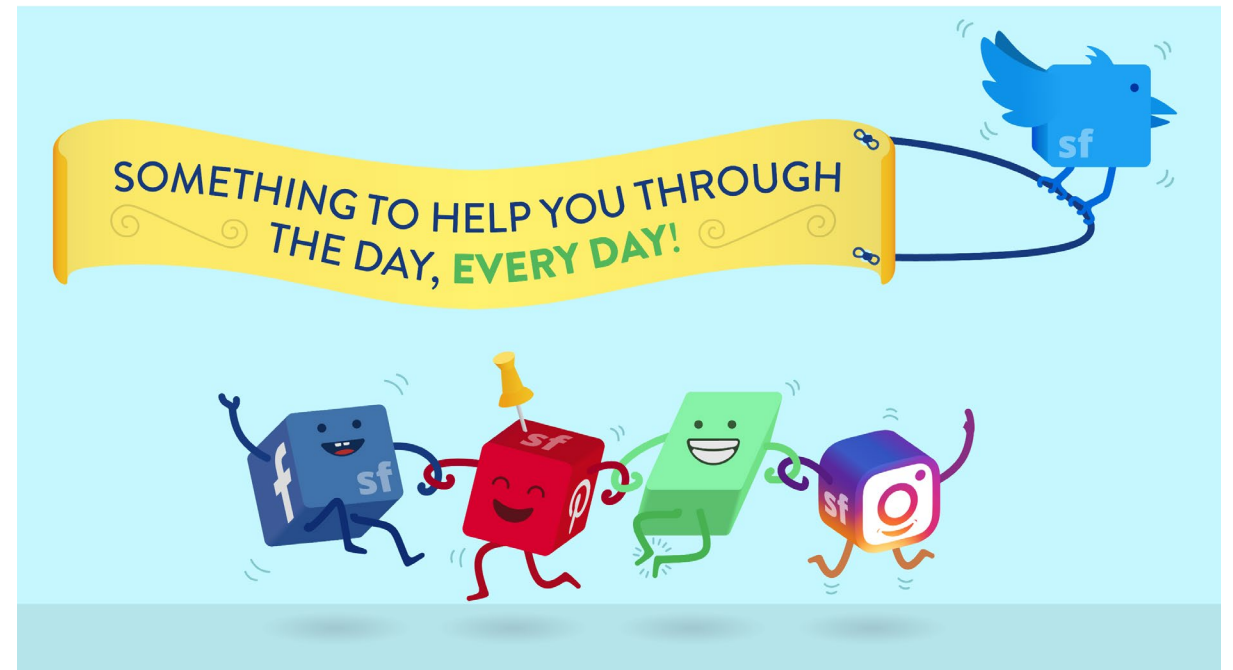


# Support for Cessation of Other Tobacco Products

- Electronic cigarettes/vapes:
  - Web content for teens and adults
- Smokeless tobacco:
  - Web content for young adults and Veterans
  - DipfreeTXT program for young adults
  - SmokelessVET text program for Veterans (English and Spanish)
- Menthol cigarettes:
  - Additional resources coming soon

# Smokefree.gov Social Media

- Provide information and support to people who want to quit smoking
- Virtual support system for quitters who may not otherwise feel supported
- Increase awareness of and expand access to Smokefree.gov resources
- Support the Smokefree.gov brand
- Execute strategic campaigns and partnerships





NATIONAL  
CANCER  
INSTITUTE

**smokefree.gov**

[NCISmokefreeTeam@mail.nih.gov](mailto:NCISmokefreeTeam@mail.nih.gov)



N O R T H A M E R I C A N  
**QUITLINE**  
C O N S O R T I U M

*Beyond the Call:  
Quitlines & Cancer Care*  
Michelle Lynch



**Poll:**  
What is your  
experience  
with quitlines?

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I am familiar with quitlines but have  
**never referred** anyone.

---

I **occasionally refer** patients to a  
quitline.

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I **frequently refer** patients to a quitline.

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I am **not at all familiar** with quitlines.

---

I am familiar with quitlines, but referrals  
are **not applicable** to my position.

---

NAQC is dedicated to advancing **health equity**. We support culturally responsive tobacco\* treatment and recovery for **all**.

\* “Tobacco” in NAQC documents refers to “**commercial tobacco**” or harmful products that are made and sold by tobacco companies. It does not include “**traditional tobacco**” some Indigenous groups use for religious or ceremonial purposes.

# NAQC's Mission

- Maximize **equitable** access, utilization, and effectiveness of quitlines;
- Provide **leadership** and a **unified** voice to promote quitlines
- Offer a **forum** to link those interested in quitline operations.



# What's a Quitline?

Quitlines are digital and phone-based services that provide **free help** to people who use any form of tobacco.

# What do Quitlines Offer?

- Free, confidential, nonjudgmental support
- Services available in every state
- Language accessibility
- Tailoring for individual needs
- Coaching
- Self-help materials

May also offer:

- Text and web interventions
- Referrals to other resources
- Cessation medications





# Individuals Who Received Phone Counseling and/or Cessation Medications from Quitlines in FY22

235,030

# FY22 Average Quitline Success Rate

32.8%

# What Works

## Investment

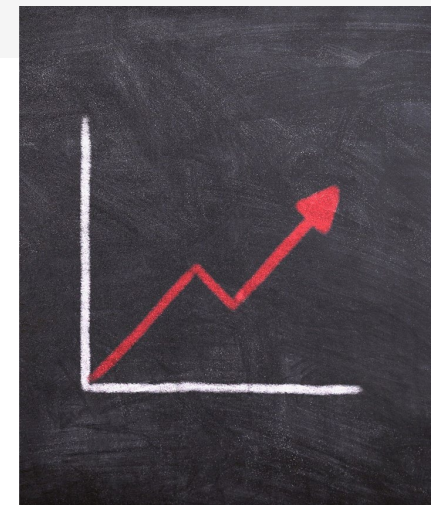
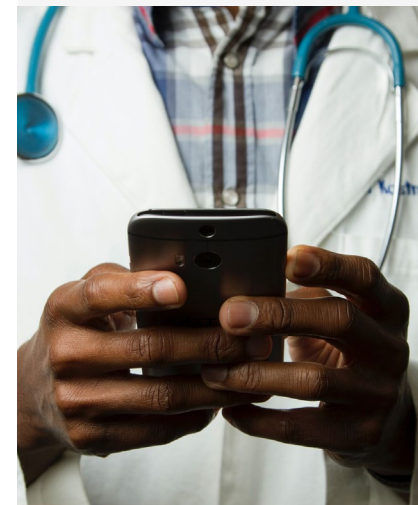
Providing free medications, like nicotine replacement therapies

## Referral Systems

Strengthening referral networks for health systems & providers

## Mass Media

Communications that promote quitting & provide a quitline call to action



# Quitlines are Part of the Team

Quitlines **complement and extend** tobacco cessation conversations taking place with health and social service providers.



# Getting People Connected

# How do people register for quitlines?

## *By phone*

- [1-800-QUIT-NOW](tel:1-800-QUIT-NOW)
- [\(1-800-784-8669\)](tel:1-800-784-8669)

## *In Spanish*

- [1-855-DEJALO-YA](tel:1-855-DEJALO-YA)
- [\(1-855-335-3569\)](tel:1-855-335-3569)

## *In Asian languages*

- Mandarin & Cantonese: [1-800-838-8917](tel:1-800-838-8917)
- Korean: [1-800-556-5564](tel:1-800-556-5564)
- Vietnamese: [1-800-778-8440](tel:1-800-778-8440)





# How do people register for quitlines?

## *By web*

- Through their state quitline **web** enrollment page

## *By text*

- Text **QUITNOW** to **333888** for free help in English and Spanish, or text **DÉJELOYA** to **333888** for free help in Spanish



# How do people register for quitlines?

## *By referral*

- Person is referred by a **health professional** or **community organization**



# Quitline Referrals



- A quitline referral **connects patients** to their state quitline to receive information, cessation services, and medications.
- Care team members can refer **any patient** interested in help for tobacco use to their state quitline.

# Referrals Received by State Quitlines in Fiscal Year 2022

177,335

NAQC FY22 Annual Survey of State Quitlines

*Profiles are visible to the public, featuring the most current quitline information for US and Canadian quitlines.*

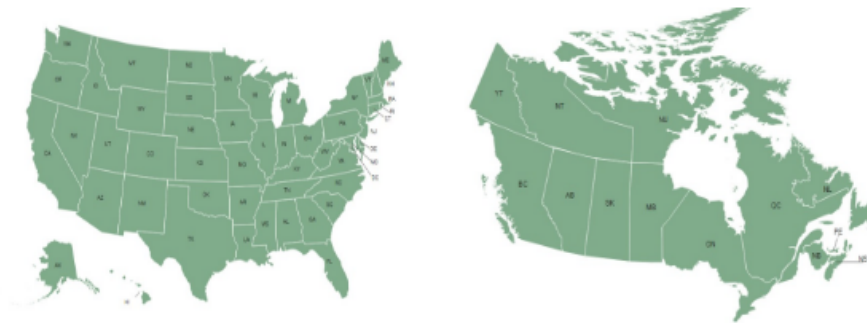


View NAQC's Quitline Map [Here](#)



## Quitline Profiles

Quitlines are **FREE** science-based services that help people who use any form of tobacco quit and are available in all 50 states, the District of Columbia, each U.S. territory, and all ten Canadian provinces. Get more information about quitline services available in your area by clicking on the images below. Profile pages include details about services offered, hours of operation, referral programs, and more for quitlines in each state, territory, and Canadian province.



You can also connect with your local quitline by dialing the numbers below.

*Note: North American Quitline Consortium does not provide cessation services.*

### U.S. Residents

[For service in English](#)

Telephone: 1-800-QUIT-NOW (1-800-784-8669)

Website: [www.smokefree.gov](http://www.smokefree.gov)

[For service in Spanish](#)

Telephone: 1-855-DEJELLO-YA (1-855-335-3569)

Website: <http://espanol.smokefree.gov/>

Text QUITNOW to 333888 for free help in English and

### Canadian Residents

[For service in English](#)

Telephone: 1-866-366-3667

Website: [www.gosmokefree.gc.ca/quit](http://www.gosmokefree.gc.ca/quit)

[For service in French](#)

Telephone: 1-866 JARRETE (1-866-527-7383)

Website: [www.vivezsansfumee.gc.ca/abandon](http://www.vivezsansfumee.gc.ca/abandon)

# Additional Resources

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1| CDC Information on [Quitlines](#)

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2| CDC Information on [Cessation & Cancer Care](#)

---

3| *Tips from Former Smokers* [Campaign Resources](#)

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4| NAQC [Quitline Map & State Profiles](#)



# Let's Connect

**Leadership and Oversight:** Michelle Lynch, President & CEO

[mlynch@naquitline.org](mailto:mlynch@naquitline.org)

**Research & Evaluation:** Katie Mason, Research & Evaluation Manager

[kmason@naquitline.org](mailto:kmason@naquitline.org)

**Communications, Membership, & Operations:** Natalia Gromov, Administrator

[ngromov@naquitline.org](mailto:ngromov@naquitline.org)



[www.naquitline.org](http://www.naquitline.org)

# Questions & Answers



# ACS Cancer Conference 2024

February 22-24, 2024 | Austin, TX

**Save the Date**

[facs.org/cancerconference](https://facs.org/cancerconference)

**ACS** Cancer Programs  
American College of Surgeons

# Reminders

- Data collection closes Oct 15
  - Patients seen between August 1-Sept 30
  - If you need to change the primary contact or cannot locate your survey, please reach out to [cancerqi@facs.org](mailto:cancerqi@facs.org)
- Next data collection opens Dec 1-Due Dec 15
  - Final data collection!
  - Post survey
  - Patients seen between Oct 1-Nov 30

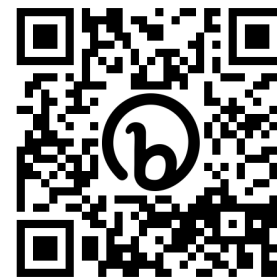
Mark Your Calendar  
for Future Webinars  
All times 12pm CT

- December 15<sup>th</sup>





## Follow Us on Social Media



[facs.org/quality-programs/cancer-programs/](https://facs.org/quality-programs/cancer-programs/)



ACS Cancer Programs



@AmColSurgCancer