Frequently Asked Questions for Health Providers

Quitline Information

Q: Who operates the Quitline?
A: The Washington State Tobacco Quitline is operated by Alere Wellbeing, Inc. (formerly known as Free and Clear), a Seattle-based, nationally recognized third party provider of telephone-based tobacco cessation counseling services.

Q: What happens when you call the Quitline?
A: When a participant calls the Quitline, a registration specialist will answer their call. The registration specialist will take down information from the participant to best match the participant with the highest service benefit available. This information includes: insurance plan or status, employer or employment status and any health conditions that are important to know during treatment. Citizenship documentation is not asked as part of the call process. The registration specialist will also tell the participant about what to expect from the service. All information collected is kept strictly confidential and is treated as Protected Health Information (PHI). Once the registration specialist determines the highest possible benefit plan for the individual participant, the participant will be transferred to a Quit Coach™.

Q: Who are the Quit Coaches?
A: Quit Coaches are degreed professionals with over 240 hours of specific training in tobacco cessation counseling and ongoing training in motivational interviewing, cultural competency and skills to work with special populations. Quit Coaches represent multiple age groups, various ethnicities and come from a variety of backgrounds. They must have been abstinent from tobacco and nicotine for two or more years. They spend one-on-one time counseling participants on the phone. Quit Coaches help participants to create tailored quit plans, provide nicotine replacement therapy dosage support to participants and they provide tips and tools on how to overcome everyday urges. Live Quit Coaches can deliver counseling in the following languages:
   English 1-800-Quit-Now
   Spanish 1-855-DEJELO-YA or 1-855-335-3569
   Chinese in Cantonese, Mandarin 1-800 939-8917
   Korean 1-800-556-5564
   Vietnamese 1-800-778-8440
   TTY Line and video relay 1-877-777-6534 (for the hearing impaired)

Q: What type of training do the Quit Coaches receive?
A: Quit Coaches receive both intensive new-hire training and ongoing training, reflecting competencies established by the Association for the Treatment of Tobacco Use and Dependancy (ATTUD). New-hire Quit Coach training consists of over 240 hours of work in tobacco cessation counseling, motivational interviewing, cultural competency and skills to work with special populations. Quit Coaches who complete the initial new-hire training participate in a transition team for a minimum of 320 hours where their counseling quality, consistency and satisfaction with participants are closely monitored. After successful completion of the new-hire training, Quit
Coaches continue to receive training and education around new pharmacotherapy, cultural competency and emerging techniques.

Q: Can anyone in Washington State call the Quitline?
A: Yes, the Quitline offers some level of service for all Washington State residents. Services vary based on age, insurance and employment status. Additional benefits may be available to specific populations that tend to have higher tobacco prevalence rates. For more details on the current coverage offered to Washington State residents, please see the Quitline Coverage Sheet at www.quitline.com.

Q: How often can tobacco users call the Quitline?
A: Washington State residents can call the Quitline as needed. However, enrollment in a program (including self-help materials and medications, if appropriate) vary among different programs. Residents can call the quitline or check with their insurance plan.

Q: Why is the program for youth only one call?
A: Due to Washington State privacy laws, the Washington State Tobacco Quitline is not able to initiate calls to youth under the age of 18. However, youth may initiate calls into the Quitline to seek help. This form of service is called a “one call” program. Although the Quitline cannot reactively reach out to youth who have called, youth can continue to initiate calls to the Quitline as much as they need to.

Q: How does the Quitline help people quit tobacco?
A: The Quitline helps participants by using an evidence based cessation program that addresses the psychological, behavioral and physical aspects of tobacco addiction. The Quitline provides individually tailored telephone-based support, self-help materials and pharmacotherapy (if appropriate). Specially trained Quit Coaches work one-on-one with participants to help them identify barriers to quitting, overcome urges and create a quit plan.

Languages

Q: Does the Quitline conduct calls in other languages?
A: In addition to English, the Quitline has the following dedicated language lines where calls are answered live in the following languages:
Spanish 1-855-DEJELO-YA or 1-855-335-3569.
Chinese (Cantonese, Mandarin) 1-800 939-8917
Korean 1-800-556-5564
Vietnamese 1-800-778-8440

Additional language translation can be requested in over 170 languages through AT&T language services. The Quitline will facilitate the interpretive service. For the hearing impaired the Quitline has a dedicated TTY Line and video relay service 1-877-777-6534.

Q: Do callers have to verify documentation of U.S. citizenship to use the Quitline?
A: No. As part of the registration process, callers are only asked to provide a home address in the state of Washington for mailing purposes.
Pharmacology

Q: Is Nicotine Replacement Therapy (NRT) available to all callers?
A: No. Not all callers will receive free NRT. The coverage varies by health plan and health conditions.

Q: Does the Quitline prescribe Nicotine Replacement Therapy (NRT)?
A: Quit Coaches make NRT recommendations based on current scientific evidence, on the product manufacture’s use instructions and on the Quitline’s ability to cover the expense of the product. Quit Coaches receive comprehensive initial and ongoing training to correctly assess for health conditions and medications that may affect NRT use and they stay current with the evidence-base on cessation and pharmacotherapy. The Quitline will not distribute NRT to pregnant women or those for whom it may not be medically appropriate without a medical override (a prescriber’s permission).

Q: Can a patient just call the Quitline to get NRT?
A: No. The chances of quitting tobacco increase dramatically by combining counseling with pharmacotherapy. Recommendation for NRT is always accompanied by an intervention with a Quit Coach. Quit Coaches are always available for additional support and discussion about NRT usage.

Q: Does the Quitline prescribe NRT for pregnant women?
A: Yes, but only with a medical override (a prescriber’s permission). Pregnant women covered by Medicaid insurance are only eligible to receive bupropion (not NRT) with a prescriber’s permission.

Materials

Q: Are there materials available for special populations?
A: Yes. The Quitline has special materials available for pregnant women and for tobacco users reporting chronic conditions (e.g. asthma, COPD). The Quitline also has special materials for smokeless tobacco.

Q: Are materials available in different languages?
A: Yes, materials are available in Spanish.

Q: Can I, as a provider, call the Quitline to get more information?
A: Yes, you as a provider can call the Quitline either to speak with a Quit Coach about the intervention process or to request a sample set of materials. Sample materials are limited to one set per clinic.

Q: How can I get samples of the materials that the Quitline sends to my patients?
A: You can call the Quitline to request a sample set of materials. Sample materials are limited to one set per clinic.

Q: Why can’t youth receive materials?
A: Due to Washington State privacy laws, the Washington State Tobacco Quitline is not able to mail materials to youth under the age of 18. However, if youth initiate a call into the Quitline, they will receive a telephone-based counseling intervention.
Fax Referral

Q: What is a fax referral?
A: A Fax Referral is a form that a Health Care Provider (or clinic) can use to refer a tobacco user to the Quitline for treatment. The provider and the tobacco user jointly complete the form and the clinic faxes it to the Quitline. When the fax is received, the Quitline initiates a call to the tobacco user to begin services. Traditionally, the tobacco user has to initiate the first call to the Quitline to begin services. The fax referral can remove this barrier for patients and help them begin treatment. It also ensures a follow-up step after the clinic appointment.

Q: How does the fax referral program work?
A: The Health Care Provider and patient/tobacco user determine that the Quitline is a good referral resource. The tobacco user completes a fax referral form with the Health Care Provider or another clinic/office member. A signed form by the tobacco user with a current or valid phone is required for processing. The clinic faxes the form to the Quitline. To receive an outcome of the interaction, clinics must include their fax number on the form. The Quitline makes three attempts to reach the tobacco user (traditionally, the tobacco user has to initiate the call to the Quitline – the fax referral allows the Quitline to reach out directly to the tobacco user). After three attempts, the Quitline will fax the clinic an outcome report (to be filed in the patient’s chart at your clinic), detailing the outcome of the outreach.

For more information about the Washington State Tobacco Quitline or the Fax Referral Program, please contact us at: mailto:PCHClearinghouse@doh.wa.gov

For people with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY call 711).