FLORIDA
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PROJECT LEAD
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INITIATIVE GOAL
To build public-private partnerships with employers to offer tobacco cessation coverage for their employees. In addition, to learn about promising approaches to building a sustainable partnership with Florida's Medicaid program to cost-share cessation services.

INITIATIVE STATUS
Florida is having an assessment conducted through Professional Data Analysts, Inc. (PDA), Florida's evaluation contractor. PDA has initiated the assessment and has identified their largest employers and the tobacco benefits at the state and county level. The assessment will be completed March 15, 2012. Community tobacco programs were previously funded to conduct cessation coverage assessments with their largest employers. The state is now in the process of collecting these data.

PUBLIC-PRIVATE PARTNERSHIPS
None at this time.

PUBLIC-PUBLIC PARTNERSHIPS
None at this time.

BACKGROUND INFORMATION
Florida’s tobacco prevalence: 17.3% or approximately 2.5M smokers.

Quitline service provider: Alere Wellbeing, Inc.

Quitline budget: The Tobacco Prevention Program is funded by the Master Settlement which is protected by a constitutional amendment. The program has a total budget of $62M (approximately $20M for media; $12M for quitting; $6M for health care provider education; $4M for direct cessation services provided by health care providers; $11M for state and community interventions; $5M for surveillance and evaluation; and $2M for administration and management).

Population served: all residents.

Services provided: Currently the service provider is able to meet caller demand but recently decreased the service offering from five calls to four calls and from four weeks of NRT to two weeks.

MAJOR PRIVATE INSURERS
Seven to eight major health plans in the state.

PUBLIC INSURERS
There is no standard Medicaid cessation coverage benefit for Florida.

For additional information contact: Deb Osborne, Public-Private Partnership Manager, 800.398.5489 ext 705 or dosborne@naquitline.org

To access additional resources and tools, go to: http://www.naquitline.org/?page=PPP

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