

2020

Tobacco Cessation Resource Directory for California



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Introduction

The North American Quitline Consortium (NAQC) in collaboration with the South Carolina Tobacco Quitline developed this resource directory to provide a comprehensive list of effective tobacco cessation services. While this directory can be used to connect any tobacco user to tobacco cessation resources, emphasis has been given to those resources that best serve residents who receive federal public housing assistance. *Treating Tobacco Use and Dependence 2008 Update*¹, a U.S. Public Health Service-sponsored Clinical Practice Guideline, recommends three types of services for cessation recommends three types of services for cessation:

- counseling (at least 3 sessions);
- FDA-approved medications for those over 18 years of age (nicotine inhaler, nicotine lozenge, nicotine nasal spray, nicotine gum or nicotine patch, Varenicline, Bupropion); and
- social support from friends and family.

This directory includes a broad list of local and national national tobacco cessation resources available to tobacco users in any state that comply with the Guideline. We hope the directory will support community health centers (CHCs), health care providers and others in connecting tobacco users who are interested in quitting with cessation services that best meet their needs. A [useful checklist](#) for quitting is located in Appendix A and a sample workflow for incorporating the directory into the clinic workflow is included in Appendix B.

How to Use the Directory

Directory Organization

This directory includes both state and national resources. For each resource listed, information is provided about how to access the resource, including contact information, hours of operation, services offered, and eligibility and cost information. National resources included in the directory have a feature that allows the user to search by state or zip code to find that particular resource with the user's state. The resources listed in the directory are categorized by type of service:

- phone counseling and medication;
- in-person counseling (*i.e.*, *individual or group*) and medications; and
- online and mobile cessation resources.

In addition to being categorized by the type of service, resources have also been delineated by type of quitline practice: 'best practice' or a 'promising practice'.

¹ Fiore MC, Jaén CR, Baker TB, et al. *Treating Tobacco Use and Dependence: 2008 Update*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. May 2008.

Best practices are interventions whose efficacy has been demonstrated as effective based on results of cited meta-analytic reviews. **Promising practices** are interventions that have one or more isolated examples of success in practice². Information on the type of quitline practice is listed next to the heading of each resource category.

Considerations

While this directory includes a broad spectrum of resources, special consideration should be given when referring tobacco users from priority populations, such as Public Housing Agency (PHA) residents. PHA residents, many of whom are low income, suffer from a higher burden of many chronic diseases and report a higher burden of serious psychological distress than the general population³. Individuals with behavioral health conditions have higher rates of smoking, find it harder to quit, and face treatment disparities⁴. Findings from trials conducted by organizations such as the Boston Housing Authority and other housing authorities with experience implementing smoke-free policies, have found that resident smokers receiving cessation assistance in-person from peers had higher cessation rates than did those receiving only a referral to the state quitline. The trials also noted that successful smoking cessation resources should be well publicized, easily accessible, and inexpensive or free⁵.

When using the resource directory to refer and connect tobacco users to cessation services it is important to consider the level of accessibility to the service. The Robert Wood Johnson Foundation (RWJF) “Culture of Health” initiative was used to provide guidance on the definition of access and for the purpose of this directory, access is defined as ‘*resources which are available at no cost to the participant and are accessible within 15 minutes via public transportation, or walking distance, from a person’s home*’. As such, when working with priority populations, consider the following:

- How can the resource be accessed (phone, web, walking, driving, etc.)?
- Is there a cost to access the resource? If so, will health insurance (i.e., Medicaid or other public assistance insurance) cover the cost?
- Does the resource accommodate persons with learning/physical disabilities?
- What languages are available from the resource?

² North American Quitline Consortium (2016). Quitline Services: Current Practice and Evidence Base, 2016. (Anderson CM). Phoenix, Arizona.

³ Helms, V. E., King, B. A., & Ashley, P. J. (2017). Cigarette smoking and adverse health outcomes among adults receiving federal housing assistance. *Preventive medicine*, 99, 171–177. doi:10.1016/j.ypmed.2017.02.001

⁴ Williams, J. M., Steinberg, M. L., Griffiths, K. G., & Cooperman, N. (2013). Smokers with behavioral health comorbidity should be designated a tobacco use disparity group. *American journal of public health*, 103(9), 1549–1555. doi:10.2105/AJPH.2013.301232

⁵ Levy, D. E., Adams, I. F., & Adamkiewicz, G. (2017). Delivering on the Promise of Smoke-Free Public Housing. *American journal of public health*, 107(3), 380–383. doi:10.2105/AJPH.2016.303606

Maintaining the Directory

This directory is maintained by the California Smokers' Helpline. The directory was last updated in June 2020. Because services may change throughout the year, it is **highly** recommended that the directory be reviewed every 6-12 months to identify new resources and reaffirm the current information in the resource directory is accurate.

Resources

Resources with Phone Counseling, or Medication, or Both ^{*Best Practice}

California Smokers' Helpline

The California Smokers' Helpline is a one-on-one, telephone-based tobacco treatment program that has added support through the web, social media, text messaging, mobile apps, printed materials, and nicotine replacement therapy (NRT).

Phone Number	(800) NO-BUTTS English (1-800-662-8887) (800) 45-NO-FUME Spanish (1-800-456-6386) (800) 838-8917 Chinese (Cantonese and Mandarin) (800) 556-5564 Korean (800) 778-8440 Vietnamese (844) 8-NO-VAPE Vaping/e-cigarettes (800) 844-CHEW Smokeless or chewing tobacco (800) 933-4833 Deaf/Hard of hearing
Web Link	http://www.nobutts.org and http://www.novapes.org Available 24 hours a day, 7 days a week
Hours of Operation	Open Monday – Friday, 7:00 am to 9:00 pm and Saturday, 9:00 am to 5:00 pm Pacific Time.
Targeted Services	Counseling offered in English, Spanish, Chinese, Korean, Vietnamese.

Services Offered			
Service Type	Description	Eligibility	Cost
Counseling (Phone or In-person)	One-on-one counseling over the phone	All tobacco users in California, ages 13 and above	FREE
Cessation Medications	2-week starter kit of nicotine patches with one possible refill.	Medically eligible &: Residents of certain counties–based on available funding, or Pregnant women or parents or caretakers of children aged 0-5	FREE to those who qualify

Online/Mobile Resources	Quitline information, self-help tools, cessation information, and chat	Available to all callers	FREE
Other Services	Recorded self-help messages, referral to other health services, mailed information or self-help resources, texting programs, mobile apps, and Alexa skills	Available to all callers	FREE

Asian Smokers' Quitline

The Asian Smokers' Quitline (ASQ) is a free nationwide Asian-language quit smoking service operated by the Moores Cancer Center at the University of California, San Diego. ASQ provides services in four languages (Cantonese, Mandarin, Korean, and Vietnamese). ASQ also provides information to friends and family members of tobacco users and resources for cessation.

Phone Number	1-800-838-8917 (Cantonese and Mandarin), 1-800-556-5564 (<i>Korean</i>), and 1-800-778-8440 (<i>Vietnamese</i>)
Web Link	https://www.asiansmokersquitline.org
Hours of Operation	Monday – Friday, 7:00 am to 9:00 pm Pacific Time (10:00 am to 12:00 am Eastern Time) or online 24 hours a day, 7 days a week.
Targeted Services	Phone counseling is offered in Chinese, Korean and Vietnamese.

Services Offered			
Service Type	Description	Eligibility	Cost
Counseling (Phone or In-person)	One-on-one counseling over the phone	Available to callers 13 years and older	FREE to all
Cessation Medications	2 weeks starter kit of nicotine patches	Medically eligible	FREE to those who qualify
Online/Mobile Resources	Web resources	Available to all callers	FREE to all
Other Services	Print materials	Available to all callers	FREE to all

ATTUD In-person Provider List

The Association for the Treatment of Tobacco Use Dependence (ATTUD) is an organization of treatment providers, researchers, educators, and policy makers dedicated to the promotion of and increased access to evidence-based tobacco treatment for the tobacco user. ATTUD's website features a provider list that allows the user to search for certified Tobacco Treatment Specialists (TTS) by state. Visit <https://www.attud.org/treatment-providers.php> to search for a provider.

Cari Shulkin RN-BC, CTTS

Cari Shulkin is a a certified tobacco treatment specialist that provides in-person, group counseling sessions.

Phone Number	916-734-8493 or 916-703-5460
Web Link	www.ucdmc.ucdavis.edu/chronicdisease/classes/smokingcessation.html
Address	4860 Y Street, Suite 3200, Sacramento, CA 95817
Hours of Operation	Depends on the classes you attend. Hours may vary due to the location.
Services Offered	Group counseling and printed materials. Services only available in English.
Medications	Medications are not available.
Eligibility Requirements & Cost	There is no cost for group counseling or printed materials.

Natural Medicine and Preventive Health and Heart Group

Natural Medicine & Preventative Health & Heart Group & Associates Inc. is a group practice that offers tobacco cessation individual and group counseling.

Phone Number	714-871-5200
Web Link	Website is not available.
Address	1001 E. Chapman Avenue, Ste B, Fullerton, CA 92831
Hours of Operation	Monday – Friday from 9:00 am - 5:30 pm.
Services Offered	Individual, group and phone counseling and printed materials.
Medications	Nicotine patch, Nicotine gum, Nicotine lozenge, Nicotine inhaler, Nicotine nasal spray, Bupropion SR, Varenicline (Chantix), and a combination of medications.
Eligibility Requirements & Cost	Anyone who has been struggling to stop smoking for a while is eligible for this program. PPO's, Medicare, and cash paying patients are accepted. Patients should verify benefits with their health insurance company.

University of California Davis Health System STOP: Stop Tobacco Program

The STOP: Stop Tobacco Program is an 8-class series led by a certified tobacco treatment specialist and a health educator. Each class is 2-hours. This program addresses strategies to quit tobacco use and includes a quit date during the series. Learning includes the process of addiction, successfully breaking the addiction cycle, medication profiles, what to expect, quitting, coping mechanisms, relapse prevention, and self-management skill development.

Phone Number	916-734-0718
Web Link	https://health.ucdavis.edu/livinghealthy/topic/Smoking/stop_tobacco_program.html
Address	4860 Y Street, Suite 3200, Sacramento, CA 95817
Hours of Operation	Hours may vary based on location of classes offered.
Services Offered	Self-management classes led by a certified tobacco treatment specialist.
Medications	No information regarding medications is available.
Eligibility Requirements & Cost	The program is free of charge and is open to patients who receive their primary care at UC Davis Health. This class is open to all UC Davis employees and retirees.

Vital Puma Integral Recovery

Vital Puma is a certified tobacco treatment specialist with a private practice that focuses on holistic approaches to treatment for people with addictions.

Phone Number	415-992-8260
Web Link	https://vitalpuma.com
Address	2940 Summit Street, Suite 2D, Oakland, CA 94609
Hours of Operation	Based on provider.
Services Offered	Individual Psychotherapy & Counseling, Online Telehealth Counseling/Phone Therapy, and Coaching and Support (for Clients Outside of California).
Medications	Nicotine patch, Nicotine gum, Nicotine lozenge, Bupropion SR, Varenicline (Chantix), and a combination of medications.
Eligibility Requirements & Cost	Does not currently accept insurance, but provides documentation if clients wish to submit to an insurance company for “out of network” benefit coverage. Fees include \$180/hour and sliding scale payments available. Phone consultations are free.

VJ Sleight

VJ Sleight is a certified tobacco treatment specialist providing individual and group counseling and training.

Phone Number	760-333-1270
Web Link	https://www.vjsleight.com/
Address	P.O. Box 5487, La Quinta, CA 92253
Hours of Operation	Varies.
Services Offered	Individual telephone/Skype cessation counseling, Stop Smoking, Stay Quit Interactive Workshop, Tobacco dependence education classes, and trainings for health care providers.
Medications	Information on medications is not available.
Eligibility Requirements & Cost	Anyone is eligible to receive services. Costs include \$100 for a 6-week group and \$50 an hour for individual counseling.

Freedom From Smoking® In-Person Clinic

Freedom From Smoking In-person Clinic is a national program of the American Lung Association (ALA) that includes eight in-person sessions led by a certified facilitator with a small group of up to 16 people. The program features a step-by-step plan for quitting smoking and each session is designed to help smokers gain control over their behavior. The program presents a variety of evidence-based techniques for individuals to combine into their own plan to quit smoking. The clinic format encourages participants to work on the process and problems of quitting individually and as part of a group.

Phone Number	1-800-LUNG-USA
Web Link	https://www.lung.org/stop-smoking/
Hours of Operation	Varies depending on site. Visit https://www.lung.org/stop-smoking/join-freedom-from-smoking/freedom-from-smoking-clinics.html to locate a clinic near you along with information on eligibility and cost.
Targeted Services	Services available in English and Spanish.

Services Offered			
Service Type	Description	Eligibility	Cost
Counseling (Phone or In-person)	<ul style="list-style-type: none"> ▪ In-person, peer-to-peer group support; 8 sessions led by a certified facilitator with a small group of up to 16 people ▪ Access to telephone support line 	Varies by location	Varies by location
Cessation Medications	Varies by location	Varies by location	Varies by location
Online/Mobile Resources	N/A	N/A	N/A
Other Services	N/A	N/A	N/A

Quit VET

Quit VET is a collaboration between the U.S Department of Veterans Affairs (VA) and the National Cancer Institute (NCI). Quit Vet provides a dedicated telephone quitline and offers tobacco cessation counseling to any Veteran who receives their health care through the VA. Quit VET is staffed by trained counselors who can help Veterans during any phase of quitting.

Phone Number	1-855-QUIT-VET (1-855-784-8838)
Web Link	https://www.mentalhealth.va.gov/quit-tobacco/quit-vet.asp
Hours of Operation	Monday through Friday, 9:00 am to 9:00 pm Eastern Time.
Targeted Services	Quit VET counseling is offered in both English and Spanish.

Services Offered			
Service Type	Description	Eligibility	Cost
Counseling (Phone or In-person)	<ul style="list-style-type: none"> ▪ One-on-one counseling over the phone. Callers receive an initial 15-30-minute session and at least four follow-up counseling calls ▪ In-person counseling is also available through VA health providers 	Any Veteran who receives their healthcare through the VA	FREE
Cessation Medications	FDA approved cessation medications are only available by prescription from a VA health care provider	Any Veteran who receives their healthcare through the VA	FREE to those who qualify

Online/Mobile Resources	Text messages with with daily advice and support is available through SmokefreeVET.com	Available to all	FREE
Other Services	Stay Quit Coach is a mobile app that can be used to develop a customized plan. It also provides motivational messages, interactive tools for dealing with urges, and support to help smokers' stay smoke-free	Available to all	FREE

Online and Mobile Cessation Services *Promising Practice

Become an Ex

BecomeAnEx.org is a free digital resource to help tobacco users quit. Developed by Truth Initiative in collaboration with Mayo Clinic, the site is a mobile-optimized program that includes an active social community, text and email messaging support, expert guidance and interactive quitting tools. Research shows that following the BecomeAnEX quit plan quadruples a tobacco user's chance of quitting. The program is free for individuals. Employers and health plans can add services to include online 1:1 chat with tobacco treatment specialists and nicotine replacement therapy fulfillment.

Web Link	https://www.becomeanex.org/
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based community chat, online chat with a coach, web-based support tools and information, email and text messaging.
Targeted Services	Free for individuals. Employers and health plans can add services such as online chat with a coach for a cost.

Freedom From Smoking® Plus

A web-based program that includes nine sessions to be completed over a six-week period. The program can be accessed using a desktop, tablet or smartphone and includes live telephone and online chat support from the quit-smoking specialists at the Lung HelpLine.

Phone Number	1-800-LUNG USA
Web Link	http://www.ffsonline.org
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	12 Months of unlimited access to the Freedom From Smoking® online program, 24/7 access on your computer, tablet and smartphone, Live telephone and chat support from the quit-smoking specialists at the Lung HelpLine Freedom From Smoking online community.
Medications	The Affordable Care Act (ACA) requires most insurance plans to offer quit-smoking benefits. This may include quit-smoking medications and counseling services such as the Freedom From Smoking program. Individuals should check with their provider for details or visit Lung.org/acatoolkit to learn more.
Eligibility Requirements & Cost	Open to anyone. Costs \$99.95 per person for 12 months.

Smokefree.gov

Created by the National Cancer Institute (NCI) Smokefree.gov is a part of the U.S. Department of Health and Human Services' efforts to reduce smoking rates in the United States, particularly among certain populations.

Web Link	www.smokefree.gov
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based counseling/chat, web-based support tools and information, text messaging, Cessation App for computers and mobile devices, Facebook group.
Medications	Medications are not offered through Smokefree.gov.
Eligibility Requirements & Cost	Open to anyone. There is no cost for services.

SmokefreeVET

SmokefreeVET is a partnership between the U.S. Department of Veterans Affairs (VA) and the National Cancer Institute's Smokefree.gov Initiative. The site offers information and tools created with Veterans' needs in mind.

Web Link	https://veterans.smokefree.gov
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based counseling/chat, Web-based support tools and information, Text messaging, Cessation App for computers and mobile devices, Facebook group.
Medications	Medications are available to any Veteran who receives their healthcare through the VA.
Eligibility Requirements & Cost	US Veterans and their loved ones. There is no cost for services.

SmokefreeWomen

Smokefreewoman.gov is a web-based cessation resource that specifically addresses women’s experiences as they become smoke free.

Web Link	www.women.smokefree.gov
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based counseling/chat, web-based support tools and information, text messaging, Cessation App for computers and mobile devices, and a Facebook group.
Medications	Medications are not offered through SmokefreeWomen.gov.
Eligibility Requirements & Cost	The website is designed for women, including pregnant and post-partum women. There is no cost for services.

SmokefreeTeen

Smokefree Teen helps teens stop using tobacco by providing information grounded in scientific evidence and offering free tools that meet teens where they are—on their mobile phones. The text messaging program can help teens quit smoking and the quitSTART app helps teens become smoke free by providing helpful strategies for tackling cravings, bad moods, and other situations where teens may smoke.

Web Link	https://teen.smokefree.gov
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based counseling/chat, web-based support tools and information, text messaging, Quit App for computers and mobile devices, Instagram group.
Medications	Medications are not recommended for those under age 18.
Eligibility Requirements & Cost	The website is designed for teens. There is no cost for services.

SmokefreeEspanol

SmokefreeEspanol is a website that provides information, resources and support to help Hispanic smokers in the United States quit smoking. The Spanish Smokefree website covers a variety of topics related to smoking cessation and offers free resources to include SmokefreeTXT in Spanish.

Web Link	www.espanol.smokefree.gov
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based counseling/chat, web-based support tools and information, text messaging, and Cessation App for computers and mobile devices.
Medications	Medications are not offered through SmokefreeEspanol.gov.
Eligibility Requirements & Cost	Designed for tobacco users who speak Spanish. There is no cost for services.

Smokefree60+

Smokefree60+ is a website that provides information about topics that are often important to older adults as they try to quit smoking cigarettes. The information and professional assistance available on this website can help support an older smoker's immediate and long-term needs as they become, and remain, a nonsmoker.

Web Link	https://60plus.smokefree.gov
Hours of Operation	Available 24 hours a day, 7 days a week.
Services Offered	Web-based support tools and information, and Cessation App for computers and mobile devices.
Medications	Medications are not offered through Smokefree60+.gov.
Eligibility Requirements & Cost	Designed for tobacco users who are 60 years or older. There is no cost for services.

This Is Quitting

This is Quitting is a free mobile program from Truth Initiative to help young people quit vaping. The first-of-its-kind text messaging program incorporates messages from other young people like them who have attempted to, or successfully quit, e-cigarettes.

Web Link	https://truthinitiative.org/thisisquitting
Hours of Operation	Available 24 hours, 7 days a week.
Services Offered	Web-based support tool and text messaging program.
Medications	Medications are not offered through This Is Quitting.
Eligibility Requirements & Cost	Designed to for tobacco users who are 13 to 24 years old. There is no cost for services.

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Appendix A – Quit Smoking Checklist

<https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/clinicians-providers/guidelines-recommendations/tobacco/clinicians/tearsheets/tearsheet.pdf>

QUITTING TAKES HARD WORK AND A LOT OF EFFORT, BUT—



A PERSONALIZED QUIT PLAN FOR: _____

WANT TO QUIT?

- ▶ Nicotine is a powerful addiction.
- ▶ Quitting is hard, but don't give up. **You can do it.**
- ▶ Many people try 2 or 3 times before they quit for good.
- ▶ Each time you try to quit, the more likely you will be to succeed.

GOOD REASONS FOR QUITTING:

- ▶ You will live longer and live healthier.
- ▶ The people you live with, especially your children, will be healthier.
- ▶ You will have more energy and breathe easier.
- ▶ You will lower your risk of heart attack, stroke, or cancer.

TIPS TO HELP YOU QUIT:

- ▶ Get rid of ALL cigarettes and ashtrays in your home, car, or workplace.
- ▶ Ask your family, friends, and coworkers for support.
- ▶ Stay in nonsmoking areas.
- ▶ Breathe in deeply when you feel the urge to smoke.
- ▶ Keep yourself busy.
- ▶ Reward yourself often.

QUIT AND SAVE YOURSELF MONEY:

- ▶ At over \$5.00 per pack, if you smoke 1 pack per day, you will save more than \$1,800 each year and more than \$18,000 in 10 years.
- ▶ What else could you do with this money?



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FIVE KEYS FOR QUITTING

YOUR QUIT PLAN



1. GET READY.

- ▶ Set a quit date and stick to it—not even a single puff!
- ▶ Think about past quit attempts. What worked and what did not?



2. GET SUPPORT AND ENCOURAGEMENT.

- ▶ Tell your family, friends, and coworkers you are quitting.
- ▶ Talk to your doctor or other health care provider.
- ▶ Get group or individual counseling.
- ▶ For free help, call 1-800-QUIT NOW (784-8669) to be connected to the quitline in your State.



3. LEARN NEW SKILLS AND BEHAVIORS.

- ▶ When you first try to quit, change your routine.
- ▶ Reduce stress.
- ▶ Distract yourself from urges to smoke.
- ▶ Plan something enjoyable to do every day.
- ▶ Drink a lot of water and other fluids.
- ▶ Replace smoking with low-calorie food such as carrots.



4. GET MEDICATION AND USE IT CORRECTLY.

- ▶ Talk with your health care provider about which medication will work best for you:
- ▶ Bupropion SR—available by prescription.
- ▶ Nicotine gum—available over the counter.
- ▶ Nicotine inhaler—available by prescription.
- ▶ Nicotine nasal spray—available by prescription.
- ▶ Nicotine patch—available over the counter.
- ▶ Nicotine lozenge—available over the counter.
- ▶ Varenicline—available by prescription.



5. BE PREPARED FOR RELAPSE OR DIFFICULT SITUATIONS.

- ▶ Avoid alcohol.
- ▶ Be careful around other smokers.
- ▶ Improve your mood in ways other than smoking.
- ▶ Eat a healthy diet, and stay active.

1. YOUR QUIT DATE:

2. WHO CAN HELP YOU:

3. SKILLS AND BEHAVIORS YOU CAN USE:

4. YOUR MEDICATION PLAN:

Medications:

Instructions:

5. HOW WILL YOU PREPARE?

Quitting smoking is hard. Be prepared for challenges, especially in the first few weeks.

Followup plan: _____

Other information: _____

Referral: _____

Clinician

Date

Appendix B – Workflow

