

Overview of Quitline Services for Those Who Vape

This fact sheet is a summary of information requested from the 12 service providers that operate the state and territorial quitlines in the U.S. Information was received from 11 service providers that cover 52 of the 53 state and territorial quitlines. Quitline service providers that responded to the information request are: *the American Lung Association (ALA), ASHLine at U AZ (U AZ), Avera McKenna (Avera), Be Well Arkansas (Be Well), California Smokers Helpline at UCSD (UCSD), First Choice Services (FC), Information & Quality Healthcare (IQH), MaineHealth (Maine), National Jewish Health (NJH), Optum, and Roswell Park Comprehensive Cancer Center (RP)*. You can view the states served by each service provider at: <http://map.naquitline.org/reports/operators/>

ADULTS (age 18 and older)

All quitline service providers (and states) offer quitting services to adults.

- All of them offer counseling. One offers a separate “vape line”:
 - UCSD 1 844 866 8273 (1-844-8-NO-VAPE)
- All offer some type of medication but the callers who are eligible for medications varies from state to state. RP recently updated their medication offerings for vapers. UCSH medication offerings are limited to just a few populations. (For eligibility, see: <http://map.naquitline.org/> and click on state of interest.)
- The availability of tailored materials on vaping varies among the quitline service providers:
 - ALA provides its own materials and those from CDC
 - Avera offers materials from the SD Department of Health
 - Be Well provides materials on vaping from Journey Works
 - UCSD offers vaping fact sheets, texting and chat services, and recently launched an Alexa Skill for vaping cessation tips
 - IQH offers tailored materials
 - Maine refers callers to external resources on vaping
 - NJH provides materials on vaping
 - RP offers downloadable materials
 - Optum offers standard materials

Quitline service providers do not receive many calls from adults who exclusively vape.

- ALA receives very few calls from adults who vape. Most of the callers who vape also smoke cigarettes.
- U AZ receives less than 1% of calls from adults who exclusively vape.
- Avera observed that the majority of adults who vape are dual users (i.e., vaping device and cigarettes), in the 18-24 year old age group.

- Be Well receives very few calls from adult vapers; nearly all adult callers smoke or dip.
- FC reported that most of their adult callers who vape are dual-users.
- UCSD receives vaping-only calls from about 1% adult callers, most adults are dual users.
- ME and IQH noted that the majority of adult callers who vape are dual users.
- NJH, Optum and RP noted that the number of adult callers who exclusively vape is very small but growing. About 10% of adult callers are dual users.

YOUTH (under age 18 years)

- All quitline service providers (and states) offer quitting services to youth.
- Counseling is offered to youth callers by all service providers
 - IQH and FC require parental consent
 - NJH offers a dedicated program in 12 states (will be 14 states on November 12) for youth only - <https://mylifemyquit.com/>
- Only U AZ and FC offer medications to youth in Arizona and West Virginia, respectively. At U AZ, over the counter NRT medications are currently provided with a prescription from the caller's health care provider. At FC, medication is provided with a prescription from the caller's health care provider and parental consent.
- Tailored vaping materials are offered to youth by six service providers (U AZ, Avera McKenna, Be Well, UCSD, IQH and NJH). Tailored materials currently are not offered by Maine and Optum.
- Overall, service providers do not get many calls from youth. In the US, only 1,477 youth received quitline services in 2018 (compared to over 333,000 adults). Most youth callers are cigarette smokers/dual-users, with few exclusively vaping. Some service providers noted that there has been a recent rise in the number of youth callers who vape. Some have received calls from parents with concerns about youth vaping. Interestingly, NJH noted that since launching their youth program, the great majority of youth who contact the program are vapers.

Other Important Information Learner from Service Providers

- Quitline service providers are challenged in providing recommendations on NRT for vapers because the contents of vaping products including the level of nicotine are not known. Discussion and development of standard protocols for use of medication by vapers would be valuable. Regulation of the product may help to overcome this challenge as well.
- There is a paucity of literature on vaping cessation. Research and guidance is needed.
- Although calls from vapers are increasing, the actual numbers remain very low. Quitlines are receiving many calls from school leadership, parents and health care providers requesting information on vaping and how to quit.
- Some states are taking action by launching media campaigns to educate teens, parents and adults; banning flavors; and promoting quitting.

- A clear message about vaping and quitting is needed.

To learn about the types of quitline services and eligibility for services in each state, please browse:

<http://map.naquitline.org/>

Information in this fact sheet was verified in late October/early November. Services offered to vapers and for youth are highly fluid. To provide updated information on your quitline services, please contact **Linda Bailey** at lbailey@naquitline.org.

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