

What does the quitline offer participants?

Participants have access to these program offerings. Participants can pick and choose what parts and pieces of the quitline program work for them.

- **Coaching by phone and additional support via email, text, or instant message.** Participants work with a coach to prepare a quit plan, set a quit date, understand tobacco triggers, manage cravings and address relapses. Coaches are available 24/7.
- **Full pharmacotherapy program** (varies by client), including nicotine replacement therapy (NRT), varenicline, and bupropion.
- **Planning and educational materials** to help participants map out their road to quitting tobacco.
- **Membership in an online community** of others who are working to become tobacco free.
- **Clinical oversight** and extensive training of coaches and staff by National Jewish Health faculty.

What populations does the quitline serve?

The quitline reaches every community. We help an average of 450 individuals a day from all over the United States. We have specialized protocols for many priority populations, including American Indian/Alaskan Native, youth, people with behavioral health conditions, and pregnant/post-partum people.

What are the education and qualifications of the quitline coaches?

Our coaches must have a bachelor's or master's degree in social work, psychology and other health-related areas or the equivalent clinical experience. Coaches complete the Tobacco Treatment Specialist (TTS) training certified by the Council on Tobacco Treatment Training Programs. This is an extensive training program with standards for core competencies, training, and credentialing of tobacco treatment providers. Our coaches are among the most experienced in the country at providing remote coaching, due to the large volume of participants we help every day.

Why should I refer my patients to the quitline instead of another tobacco cessation program?

We have one of the highest success rates in the country, with a 37% responder quit rate for those who use coaching and NRT and a 90% participant satisfaction rate. The quitline

is part of a not-for-profit academic medical center (National Jewish Health) that is known for its expertise in prevention and treatment of chronic disease. We're experts in creating permanent behavior change through personalized coaching programs. Our evidence-based programs are proven with clinical outcomes that meet or exceed national standards. We reinvest all profits from our programs back into further scientific and medical research.

How much does the quitline cost participants?

The quitline tobacco cessation program is free. Public health departments, health plans or employers pay the program costs, because they want to help people improve their health. Participants may have to pay for part of their nicotine quit medications (such as patches, lozenges, gum, varenicline, and bupropion) depending on their health plan or employer.

How do I refer patients to the quitline?

You can fill out short forms and send them to us by fax or through the Web Referral page.

Do my patients need to work with a coach as part of the quitline?

No, they can quit on their own using the quitline website and education materials with our "Online Only" program. However, working with a coach and using quit medications increases their chances of quitting. Learn more about the different quitline programs, including the online only program.

How do quitline participants work with quitline coaches?

They can work with tobacco quit coaches over the phone, or receive additional support via email, text, or instant message—whichever way is convenient and comfortable for them. As part of the quitline program, the participant will work with a coach throughout the quit process to check in and see what support they need. Participants also can reach out to their coach. Quitline coaches are available 24/7.

Why National Jewish Health?

National Jewish Health faculty provides clinical oversight and extensive training of quitline coaches and staff. National Jewish Health is a leading not-for-profit academic medical center known for its expertise in preventing and treating life-threatening and chronic diseases. Our tobacco cessation programs show results that meet or exceed national standards.