

Oklahoma Health Care Authority

Here When It Counts

OHCA & TSET

Partnership for Health



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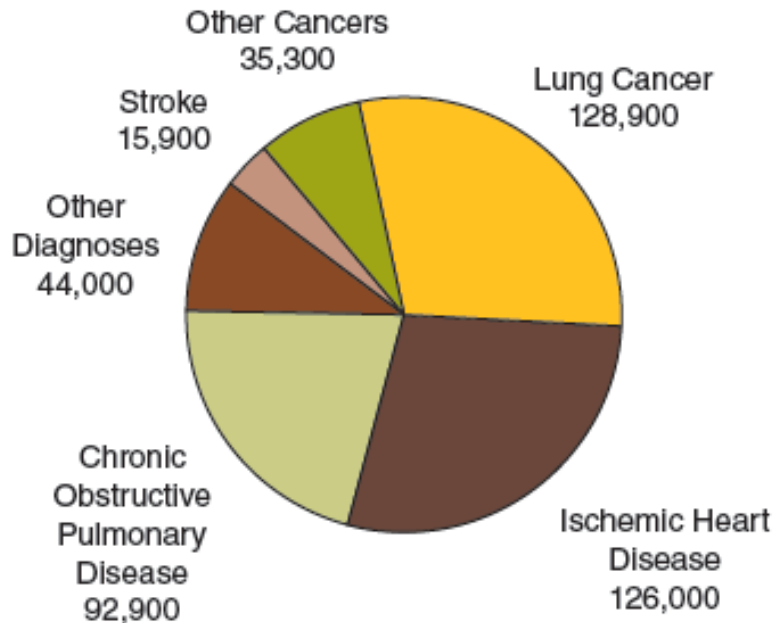
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Tobacco use & Adverse Health Effects

About 443,000 U.S. Deaths Attributable Each Year to Cigarette Smoking*



* Average annual number of deaths, 2000–2004.
Source: *MMWR* 2008;57(45):1226–1228.

- Leading cause of preventable death and illness in US
- Accounts for 1 of every 5 deaths in US

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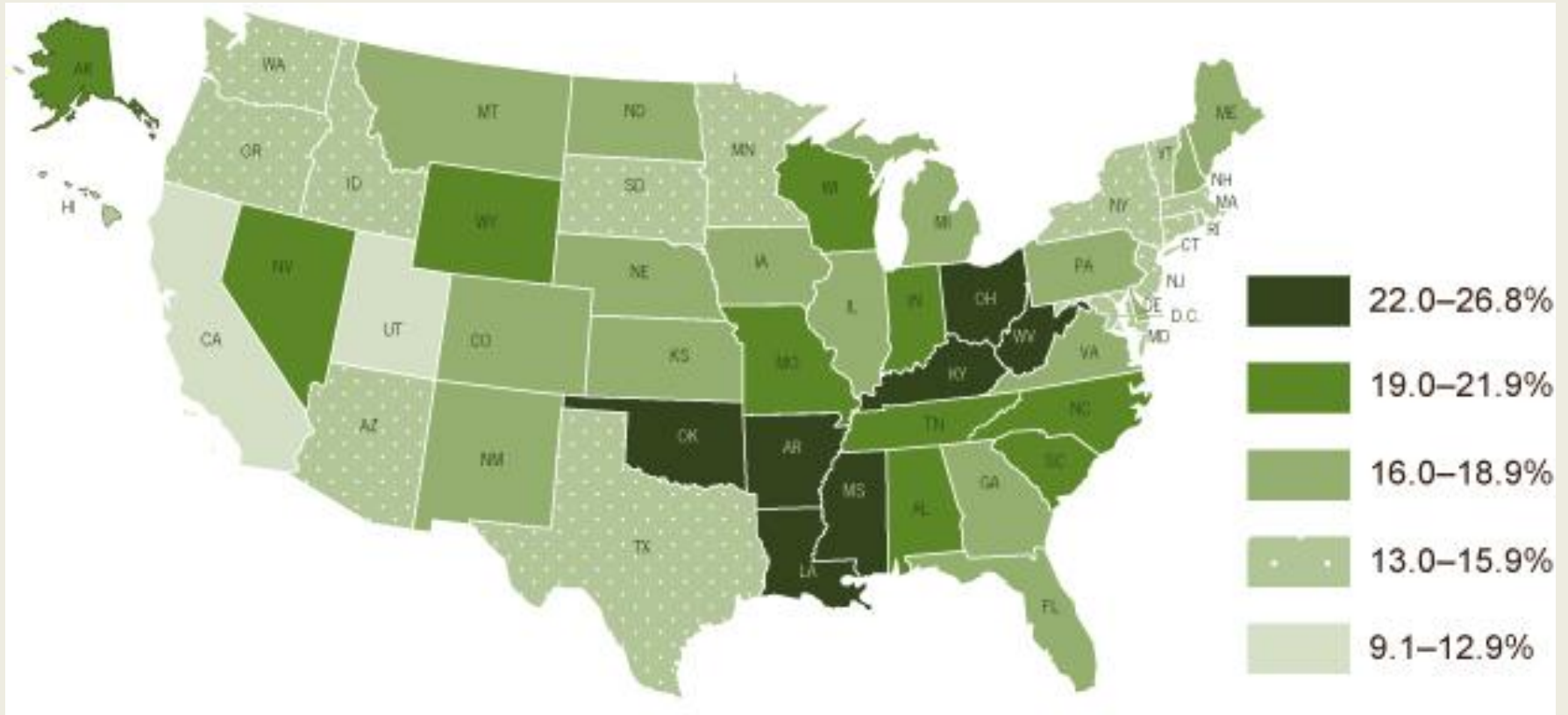
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Adult Smoking Prevalence by State



SOURCE: Behavioral Risk Factor Surveillance System, 2010

Evidence-Based Treatment

- Tobacco dependence treatment—“Gold standard” of cost effective treatments
- Medication
- Counseling—5A’s
- Quitlines

 Free help	Oklahoma Tobacco Helpline	
	1 800	QUIT NOW
	784-8669	OKhelpline.com

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Benefits & Collaboration

- **Coverage of all prescription cessation products**

2004

- **Direct mail to promote benefit and Helpline**

2005 and 2006

- **Provider reimbursement for the 5A's**

2006

- **SoonerQuit Prenatal grant**

2010

- **SoonerQuit media campaign**

2010

- **Helpline support**

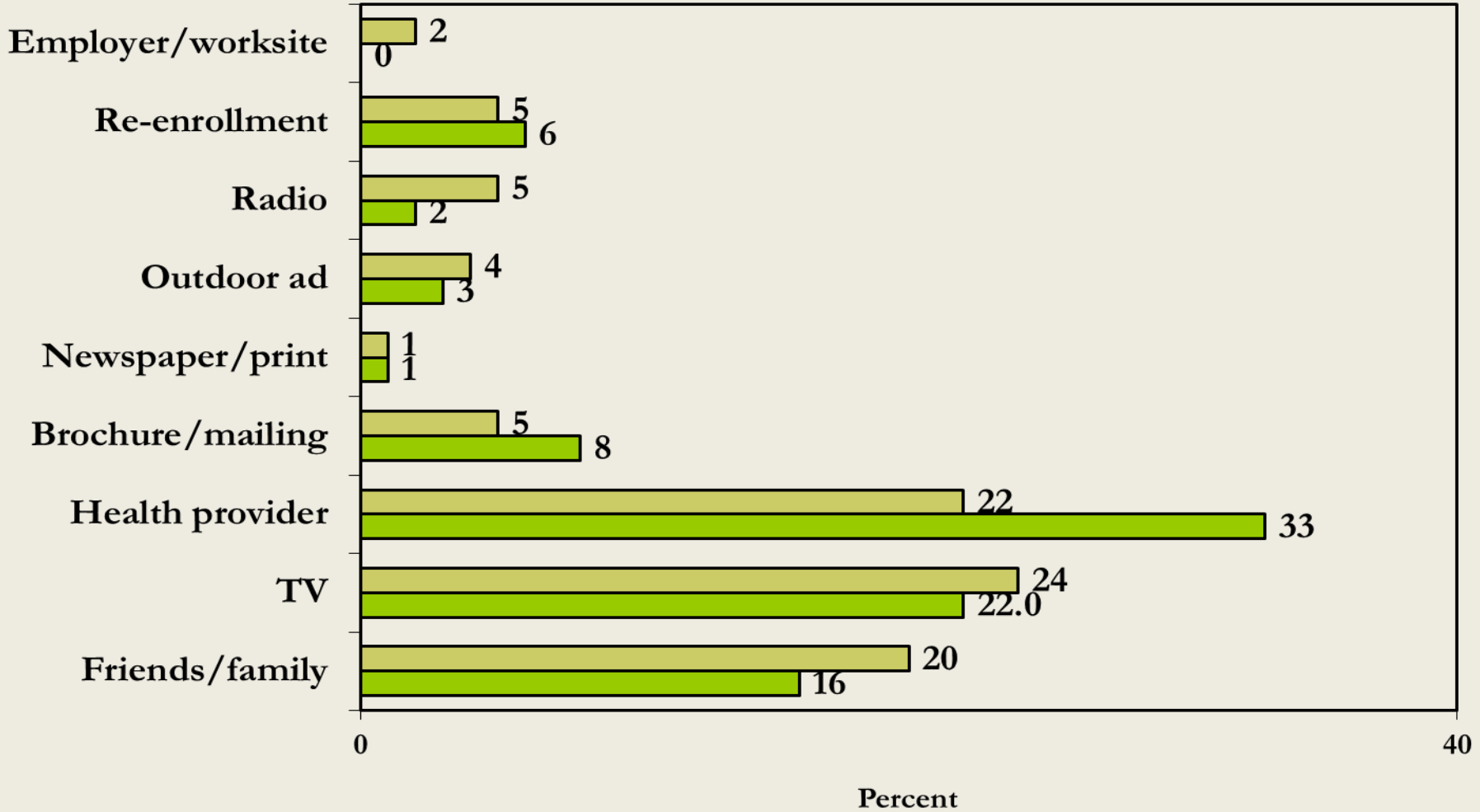
2011

- **Full-time staff to address tobacco and obesity**

2012

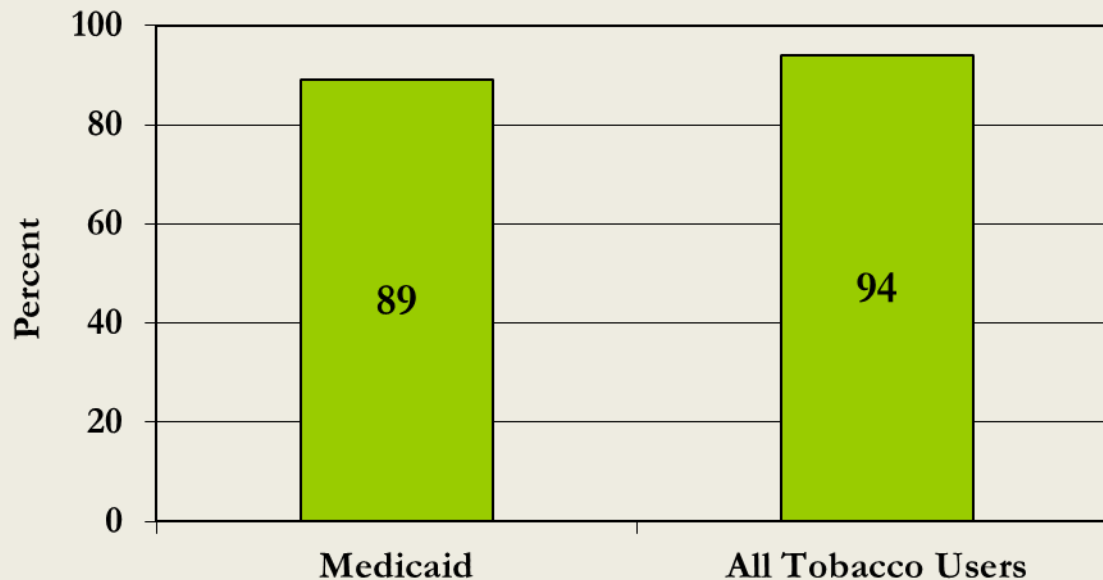
How do Medicaid Members hear about the Oklahoma Tobacco Helpline?

■ All Tobacco Users ■ Medicaid



Satisfaction* with Helpline services, by insurance group, FY12

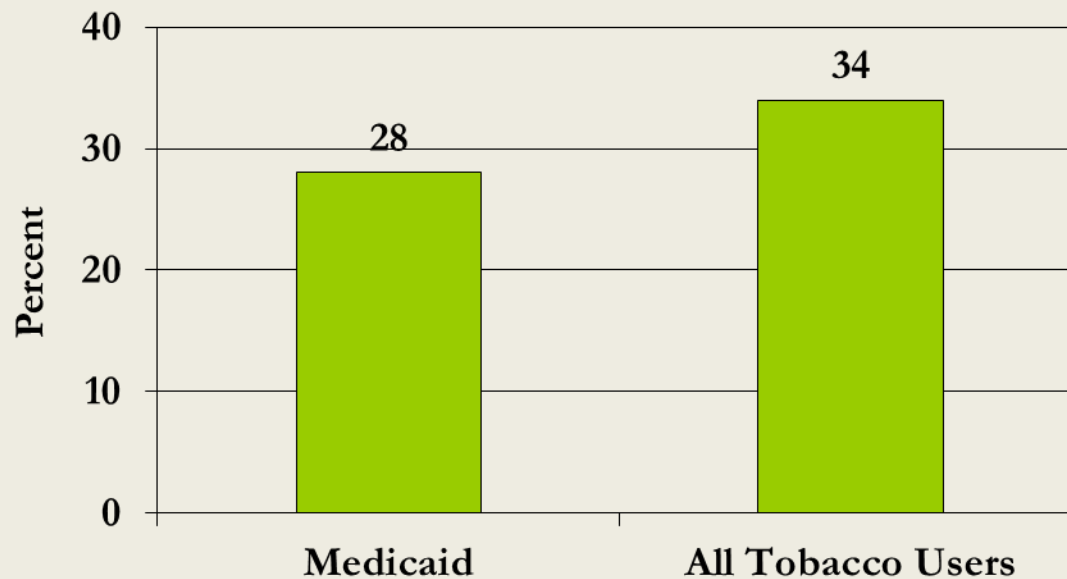
Overall satisfaction was slightly lower among Medicaid tobacco users



*Very, mostly or somewhat satisfied overall with the Helpline at the 4-month follow-up, among multiple call participants. Medicaid sample size=140

30-day quit rates at 7-month follow-up among multiple call participants, FY12

Quit rates were slightly lower among Medicaid tobacco users as compared to all



*Medicaid sample size = 140

“SoonerQuit”



SoonerQuit Prenatal

Goal:

Improve birth outcomes for Oklahoma babies by reducing tobacco use among pregnant SoonerCare members



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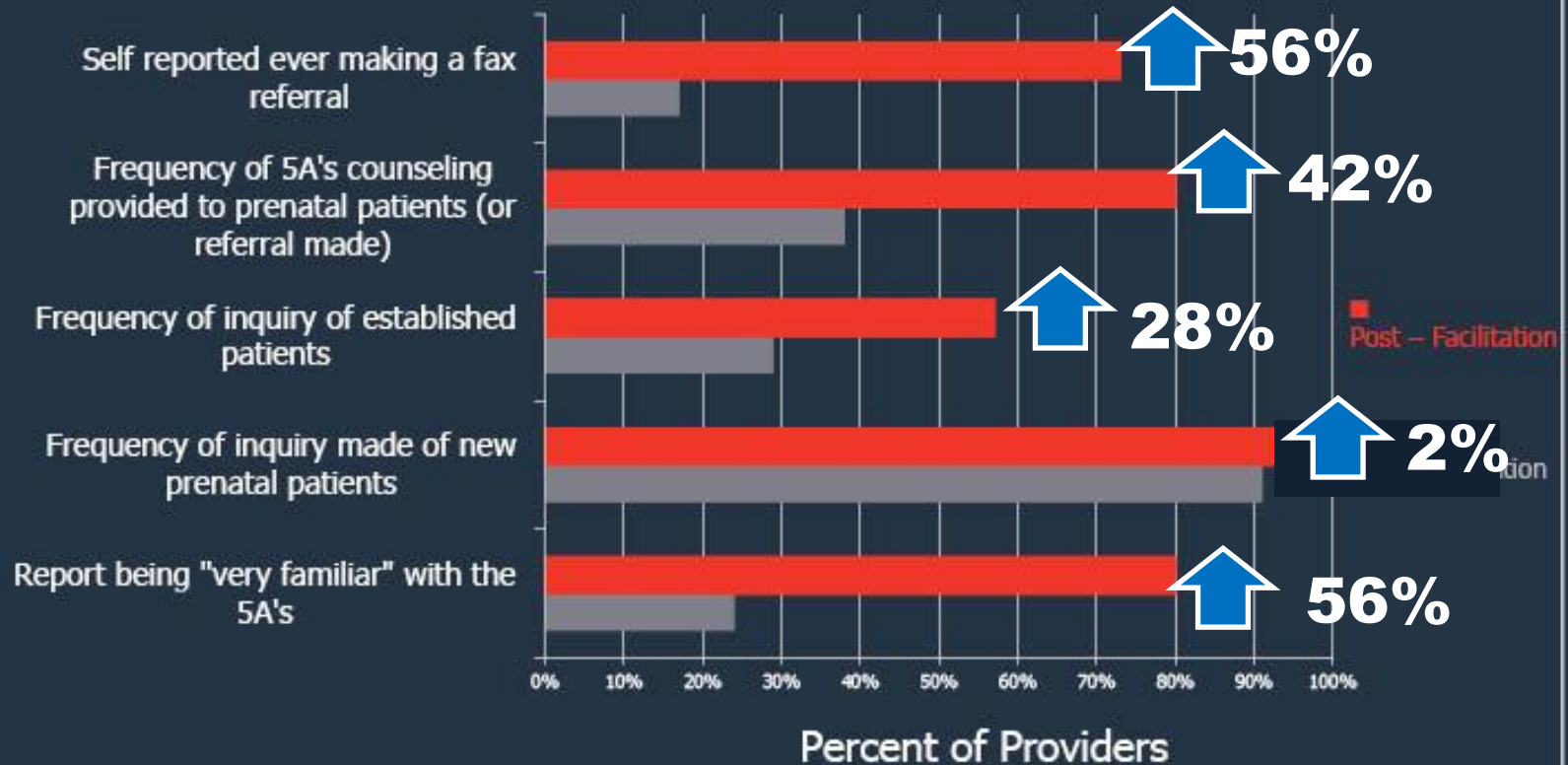


SoonerQuit Prenatal Objectives

Increase prenatal care provider:

- Knowledge and use of best practices for tobacco cessation
- Rate of inquiry about tobacco use status of pregnant patients
- Routine use of 5A's tobacco cessation counseling
- Rate of referrals to the Oklahoma Tobacco Helpline

Obstetric Care Provider Behavior Pre – and Post – Facilitation



SoonerQuit For Women

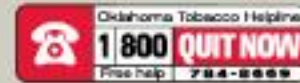
- Collaboration between TSET, OHCA and OSDH to promote SoonerQuit benefits and the Oklahoma Tobacco Helpline
- Goal—To decrease the prevalence of tobacco use among Oklahoma women of child-bearing age (18-49) and low socioeconomic status
- Strategy--Statewide marketing campaign and local promotion of stories of Oklahoma women of child-bearing age who successfully quit smoking in the last one to three years

SoonerQuit For Women



Mary Trail, 28 | Smoked 9 years | Smokefree 2

“When I said no to the urge to smoke,
I was proud.
It was like giving myself a pat on the back.”



Seiglinda Owens, 35 | Smoked 13 years | Smokefree 3 years

“I had to quit for my kids.
So they could have a mom around.
If I can do it, you can do it.”



Sonny Mac, 35 | Smoked 10 years | Smokefree 4 years

“Live your life. Enjoy your life. There are so many other things
that you can enjoy besides picking up a cigarette.
Life is so much more than that.”



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SoonerQuit For Women



Bridgette Hennings, 26 | Smoked 10 years | Smokefree 2 years

**"I picked a date, and I said, I'm gonna do it.
I'm gonna take this day to change my life. And I did.
You can quit smoking. Just believe in yourself."**



Kendra Flanagan, 27 | Smoked 8 years | Smokefree 3 years

**"Don't give up on quitting smoking.
I am healthier.
My family is healthier."**



Taryn Goodwin, 26 | Smoked 8 years | Smokefree 3 years

**"It starts today. You don't have to wait.
You can quit smoking now."**

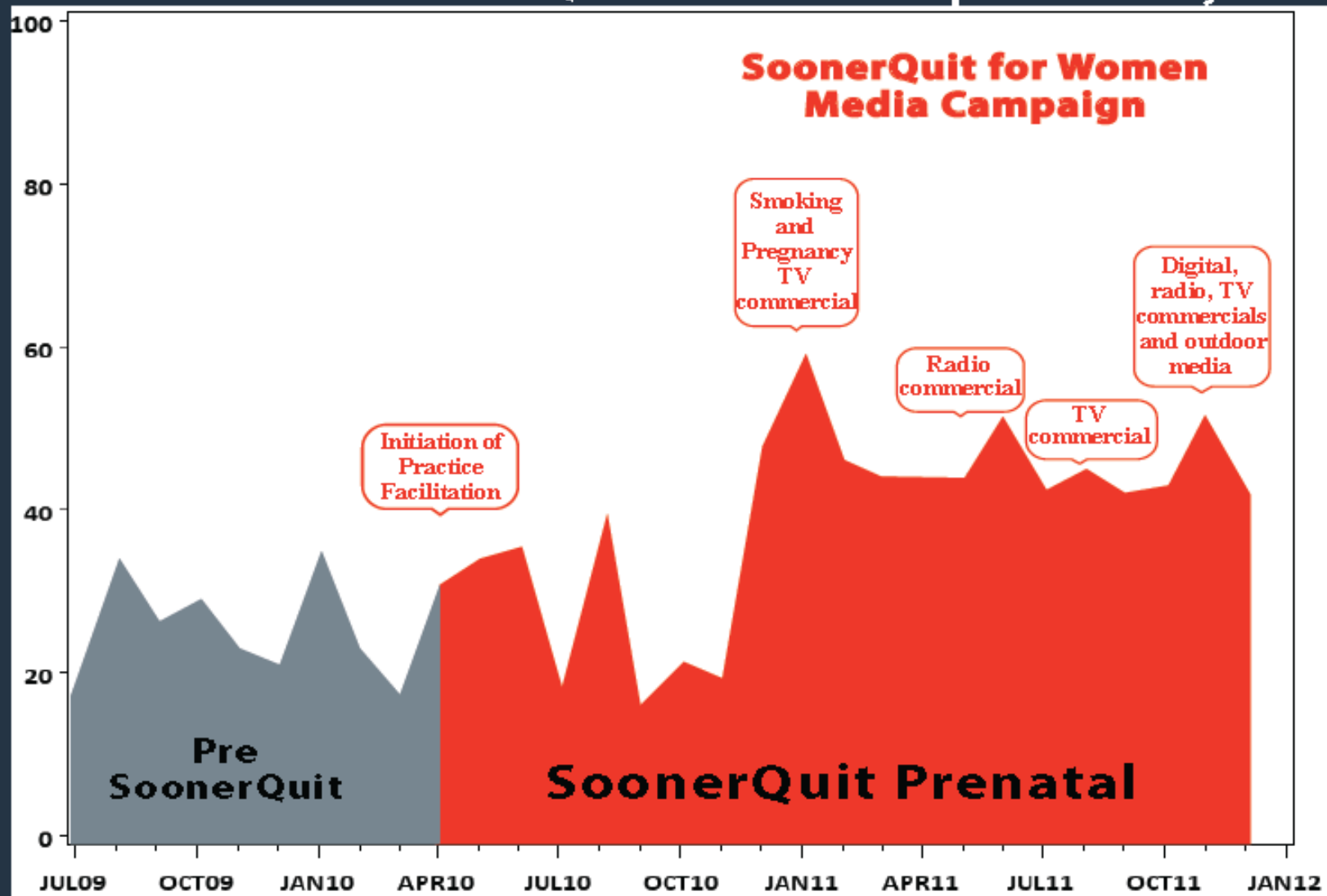


Goodwin Video



Number of Pregnant Callers to OK Tobacco Helpline

Timeline of SoonerQuit Efforts and Helpline Activity



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QUESTIONS?

