

RESOLUTIONS

A New Year's Resolution that's easy to keep...help your patients quit smoking!

This New Year, resolve to address tobacco use with every patient, refer to supportive behavioral resources for smoking cessation, and prescribe quit smoking medicines, if appropriate.

Your words have impact! Each time a clinician intervenes with a patient who uses tobacco, that patient's likelihood of quitting increases by 30%. It takes most smokers several tries before they can quit for good. If you don't want them to give up, don't give up on them—keep talking about tobacco.

ASK, ASSIST, REFER, PRESCRIBE

The conversation is simple and can take just three minutes:

- **Ask all patients** about tobacco use and readiness to quit smoking.
- **Assist** smokers by identifying their reasons to quit.
- **Refer** patients to counseling services (including the Helpline).
- **Prescribe** smoking cessation medicines, as appropriate.

ADDITIONAL HELP FOR YOU AND YOUR STAFF

- Tobacco treatment resources for providers and staff can be found at www.aafp.org – Ask and Act Tobacco Cessation Program.
- Free materials for your patients about quitting smoking are available from the Massachusetts Department of Public Health and can be ordered at <http://quitworks.makesmokinghistory.org/tools-resources-3.html>

CONTACT US

For QuitWorks questions or comments please email us:

quitworksinfo@jsi.com

IMPROVE PATIENTS' CHANCES OF QUITTING

Combining behavioral counseling and FDA-approved stop-smoking medications **nearly triples** a smoker's chances of quitting for good. Here's how to help your patients get the counseling and medicine they need:

- Remind your MassHealth patients that their benefits cover *all* FDA-approved cessation medications and behavioral counseling with no or very low co-payments.
- Your patients' insurance may cover FDA-approved medicine and smoking cessation counseling. Advise patients to call the toll free number on their health insurance card to find out what is covered.
- Telephone counseling is free through the Massachusetts Smokers' Helpline at **1-800-QuitNow** (1-800-784-8669).
- You can refer them to QuitWorks, the free referral service that connects patients to the Smokers' Helpline. You'll receive feedback reports for each patient on services received and quit status.
- Quit plans, inspiration, and info about medicines are available at www.makesmokinghistory.org.