

# Tobacco Cessation in Montana

## TOBACCO USE IN MONTANA

- 1600 Montanans die each year from smoking.<sup>1</sup>
- 26% of MT adults are tobacco users.<sup>2</sup>
- 52% of American Indian adults are tobacco users.<sup>2</sup>
- 13% of MT women reported smoking during pregnancy.<sup>3</sup>
- 26% of MT high school students currently use electronic cigarettes.<sup>4</sup>

MONTANA TOBACCO



**AMERICAN INDIAN**  
Commercial Tobacco Quit Line  
1-855-5AI-QUIT  
MTAmericanIndianQuitLine.com

## CONTACT

Montana Tobacco Use  
Prevention Program

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Website: [tobaccofree.mt.gov](http://tobaccofree.mt.gov)

## MONTANA TOBACCO QUIT LINE

*A Free Service for all Montanans by Phone or Online*

Open seven days a week, quit coaches help callers create a personalized quit plan and discuss current medication options.

### All Montana Residents

- Free Nicotine Replacement Therapy (patches, gum, lozenges)
- Free prescription medication
- Free pro-active Coaching by phone or online chat

*In addition to the above benefits, the following programs offer:*

### Under 18: My Life, My Quit

- Coaching by live text, chat, or phone with a coach trained to work with youth on tobacco cessation
  - Confidential enrollment and coaching
  - Dedicated toll-free number: 1-855-891-9989
  - Five-digit code for live texting: 36072
  - Website with online enrollment ([mylifemyquit.com](http://mylifemyquit.com)) and live chat
- \*Nicotine Replacement Therapies not approved for people under 18.

### Young Adults (18-24)

- Free coaching sessions by live text, online chat, or phone
- Unique five-digit code for texting directly with a coach: 36072

### Quit Now Montana Pregnancy Program

- Dedicated female coach
- Cash incentives for completed coaching calls: \$20 while pregnant (up to 5 calls) and \$30 post-partum (up to 4 calls)
- Free NRT while pregnant and additional NRT postpartum, with provider approval

### American Indian Commercial Tobacco Quit Line

- Culturally sensitive coaching with American Indian coaches who can help callers quit commercial tobacco
- Dedicated toll-free number: 1-855-5AI-QUIT
- Website with online enrollment: [MTAmericanIndianQuitLine.com](http://MTAmericanIndianQuitLine.com)

Quit Now Montana Pregnancy Program and the Montana American Indian Commercial Tobacco Quit Line now offer a combined protocol to deliver culturally tailored programming for pregnant American Indians along with the cash incentives and post-partum support, which includes:

- A culturally adapted program that respects traditional tobacco and cultural values while quitting commercial tobacco.
- Coaching delivered by American Indian female coaches who have knowledge of traditional practices and lived experiences in American Indian communities.



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## TOBACCO EDUCATION SPECIALISTS (TES)

TES are located in almost every county in Montana. TES work within their communities to promote cessation through school education, provider education, media, and other outreach opportunities. Contact your local Health Department or MTUPP to find your local TES.

## FREE QUIT LINE MATERIALS

Materials like brochures, posters, rack cards, and more can be ordered and shipped for free through MTUPP's online store. Visit [mtupp.allegrahelena.com](http://mtupp.allegrahelena.com).

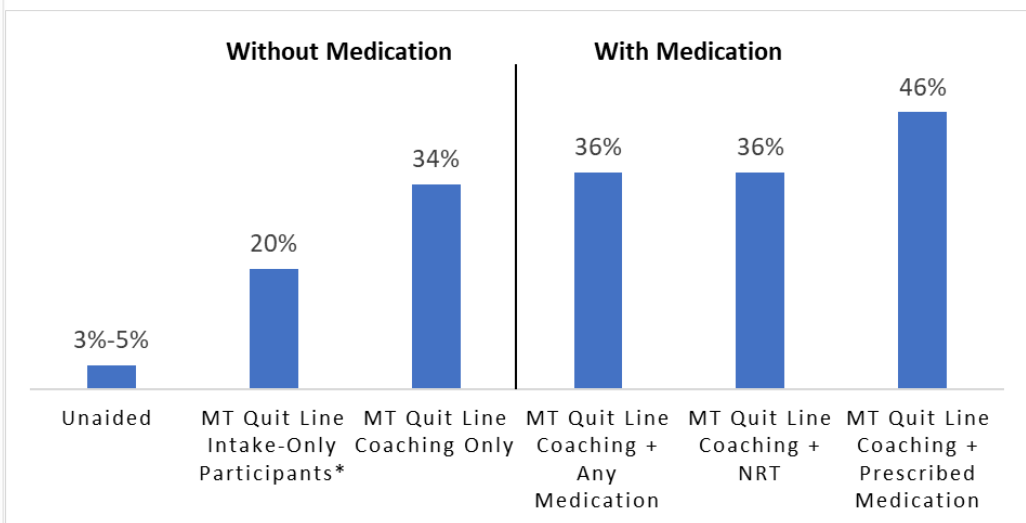
## SOURCES

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## THE MONTANA QUIT LINE WORKS!

- 70% of smokers say they want to quit, 50% try each year.<sup>5</sup>
- Since 2004, over 36,000 Montanans have successfully quit tobacco after calling the Quit Line.<sup>6</sup>

## Tobacco Quit Rates by Type of Quit Attempt<sup>6,7</sup>



\*Participants who only completed the initial Quit Line intake form with no coaching session

Over 100,000 Montanans have called the Quit Line since 2004.<sup>6</sup>

## REFERRING TO THE MONTANA TOBACCO QUIT LINE IS EASY

### Three ways to refer to the Quit Line:

- **Fax:** Fax referrals are completed by the provider and the patient. When complete they are faxed to the Quit Line and progress notes are faxed back to the hospital/clinic
- **Web:** Web referrals are completed by the provider and the patient on-line and submitted through the website. When a fax number is provided a progress note is faxed back to the provider
- **Electronic:** E-referrals are a closed loop system connecting the Quit Line and a hospital's/clinic's EHR. The referral is completed and submitted in the EHR and a progress note on the referral is then sent back to the hospital/clinic