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Introduction

Smoking causes an enormous burden on public health. While policy measures to control tobacco use are being applied across the USA, inadequate attention has been given to what health care professionals can do in their routine work with patients. This toolkit is intended to help the health care professional in offering effective interventions for tobacco cessation to patients during office visits. Health professionals are uniquely suited to the task of providing effective tobacco cessation advice and support to patients who smoke or otherwise use tobacco products.

Smoking and tobacco use continues to be a leading contributor to chronic health issues and preventable death. It is especially evident in the state of Indiana. In 2013, the Commissioner of the Indiana State Department of Health (ISDH) shared the following statistics:

- In health rankings, Indiana ranks 41st least healthy out of 50 states.
- Indiana has the sixth highest smoking rate in the U.S.
- 16.6 percent of pregnant mothers smoke.
- 30 percent of Medicaid mothers smoke.

ISDH has identified the top health priorities for the State of Indiana for 2013–2017 as:

1. Reducing Infant Mortality
   a. Smoking by pregnant women is a leading cause of low birth weight and preterm births, both of which impact infant death prior to age one.
   b. Data from 2011 shows that Indiana is ranked 45th out of 52 states as having the worst infant mortality rate.
2. Reduction in Obesity
3. Reduction in Adult Smoking

It often takes as many as seven to 10 attempts before a person is successful at quitting tobacco use. This may become frustrating for both patients and providers. It often takes time and repetition to quit for life.

Direction from a trusted medical provider is powerful. When patients receive advice from their doctor, it is more influential than when they hear it from other sources. We hope the resources in this toolkit will be helpful to providers in advising tobacco users to quit.
Provider Resources
Best Practices for Treating Tobacco Use and Dependence

The MDwise medical benefit covers tobacco cessation services for HIP and Hoosier Healthwise members in the form of tobacco cessation counseling services. These services, in coordination with pharmacotherapy that is available under the MDwise pharmacy benefit program, can be very effective in helping MDwise members quit using tobacco products.

The Public Health Service of the United States Department of Health and Human Services developed best practice guidelines for providers in assessing tobacco users and rendering effective tobacco dependence interventions. The guidelines encourage providers to utilize the “5 As” model for treating tobacco use and dependence:

- **Ask**: Ask about and document tobacco use status of every MDwise Member at every visit.
- **Advise**: In a clear, strong and personalized manner urge every MDwise member who is a tobacco user to quit.
- **Assess**: 
  - For current tobacco users, is the user willing to make a quit attempt at this time?
  - For recent tobacco quitters, how recently did the member quit and are there any challenges to remaining abstinent?
- **Assist**: 
  - For the MDwise member willing to make a quit attempt, offer medication and provide or refer for counseling or additional behavioral treatment to help the member quit.
  - For members unwilling to quit at this time, provide motivational interventions to increase future quit attempts.
  - For the recent quitter and any with remaining challenges, provide relapse prevention.
- **Arrange**: All MDwise members receiving the previous A’s should receive follow-up.

**ARRANGE FOLLOW-UP**
Ask About and Document Tobacco Use Status of Every MDwise Member at Every Visit

1. Tobacco dependence is a chronic disease often requiring repeated intervention and multiple attempts to quit. However, effective treatments exist that can significantly increase rates of long-term abstinence.

2. MDwise providers should consistently identify and document tobacco use status and treat every tobacco user seen in a health care setting at every visit.

3. Tobacco dependence treatments are effective for all MDwise patient populations. MDwise providers should encourage every patient willing to make a quit attempt to use the recommended counseling treatments and medications.

4. Brief tobacco dependence treatment is effective. MDwise providers should offer every patient who uses tobacco at least the brief treatments shown to be effective.

5. While counseling and medication are effective by themselves, they are more effective used in combination.

6. **Individual, group and telephone counseling are effective and their effectiveness increases with treatment intensity.**
   Two components of counseling are especially effective:
   
   **Practical Counseling (problem solving/skills training)**
   
   • Recognize what events, internal states, or activities increase the risk of tobacco use or relapse.
   
   • Identify and practice coping or problem-solving skills to cope with situations that increase risk of tobacco use and relapse.
   
   • Provide the basic information about tobacco use, its harmfulness and about successful quitting.

   **Social Support Delivered as Part of Treatment**
   
   • Encourage quit attempts.
   
   • Communicate care and concern. Encourage the patient to talk about the quit attempt.

7. **There are several effective medications for tobacco dependence treatment.** MDwise providers should promote their use by all patients attempting to quit using tobacco products, except when medically contraindicated. The Indiana Medicaid Pharmacy Benefit program currently provides unlimited tobacco cessation drug therapies.
### Medication | Cautions/Warnings | Side Effects | Dosage
---|---|---|---
**Bupropion SR 150** | Not for use if the MDwise member:  
- Currently uses MAO inhibitors  
- Uses bupropion in any other form  
- Has a history of seizures  
- Has a history of eating disorders | Insomnia  
Dry Mouth | Days 1–3: 150mg daily(AM)  
Days 4–end: 150mg BID  
Start 1–2 weeks before quit date.  
Prescription Only.

Nicotine Gum |  
- Caution with dentures  
- Do not eat or drink 15 minutes before or during use | Mouth soreness  
Stomach ache | 1 piece every 1–2 hours (6-15 pieces/day)  
2mg if <24 cigs/day  
4mg if >24 cigs/day

Nicotine Inhaler | May irritate mouth/throat at onset but improves with use | Local irritation of mouth and throat | 6-16 cartridges/day (80 Inhalations/cart)

Nicotine Lozenge (2mg or 4mg) |  
- Do not eat or drink 15 minutes before or during use  
- One lozenge at a time  
- Limit 20 lozenges in 24 hours | Hiccups  
Cough  
Heartburn | Weeks 1–6: 1 lozenge q 1-2hrs  
Weeks 7–9: 1 lozenge q 2–4hrs  
Weeks 10–12: 1 lozenge q 4–8hrs  
If use tobacco >30 min after waking – 2mg  
If use tobacco < 30 min after waking – 4mg

Nicotine Nasal Spray |  
- Not for patients with asthma  
- May irritate nose (improves over time)  
- May cause dependence | Nasal irritation | 1 squirt per nostril = 1 dose  
1-2 doses per hour; 8-40 doses per day  
DO NOT INHALE

Nicotine Patch | Do not use if your patient has severe eczema or psoriasis | Local skin reaction  
Insomnia | One patch per day  
If > 10 cigs/day, then 21mg for 4 weeks, then 14mg for 2–4 weeks, then 7mg for 2–4 weeks.  
If < 10cigs/day, then 14mg for 4 weeks, then 7mg for 4 weeks.

Varenicline | Use with caution in patients with:  
- Significant renal impairment  
- Serious psychiatric illness  
- Undergoes dialysis | Nausea  
Insomnia  
Vivid/Strange dreams | Days 1–3, 0.5mg q AM  
Days 4–7, 0.5mg BID  
Days 8–end, 1mg BID  
Start 1 week before quit date

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8. **Telephone QUITLINE counseling is effective! Offer it to your MDwise members (ages 13 and over) interested in quitting.** In addition to adult counseling, the Indiana Tobacco Quitline serves young tobacco users with a phone counseling program specifically designed for youth ages 13 to 17 that are ready to quit. Resources include age-appropriate educational materials and additional phone help with unlimited access to a toll-free support line 24/7. ***

**Contact your Provider Relations Representative to become a preferred provider and refer members via fax by using the **[form on the MDwise website](#)**.**

**The QUITLINE number is 1-800-QUIT-NOW / 1-800-784-8669**

9. **For MDwise members unwilling to make a quit attempt, motivational strategies should be used to address the risks of continued tobacco use, the rewards to stopping tobacco use, and the roadblocks to quitting.** These interventions should be repeated every medical visit.

10. **Treating tobacco dependence is both clinically effective and cost-effective.**
The Hoosier Healthwise and Healthy Indiana Plans have come together to issue:

■ THIS IMPORTANT MESSAGE ■

Primary care providers can make a difference – help stop smoking!

Ask just two simple questions, every visit:

• Do you smoke?
• Do you want help to quit?

Reinforcement Every Visit is Important because:

• Patients’ lives change – they may be ready to quit today.
• Smokers who quit often try several times before they are successful.
• Tobacco dependence is a chronic disease - repeated interventions may be needed.

As a Primary Care Provider, you can make a difference in tobacco use!

Evidence Supports:

• Cessation counseling has been shown as effective as pharmacotherapy alone.
• Cessation counseling coupled with prescribed cessation aids has dynamic benefits.
• Quit rates improve when prescribed cessation aids are coupled with Quitline counseling.
• The Indiana Tobacco Quitline is a free and confidential source for printed materials and telephonic cessation counseling. Patients can be referred directly at 800 QUIT-NOW, or indianatobaccoquitline.net, or HHW and HIP members may call their HHW or HIP Plan to get connected.

Reminder: Medicaid covers tobacco cessation medications including over the counter products and some instances of tobacco use cessation counseling.

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Provider Resources for Tobacco Cessation

American Cancer Society—Guide to Quitting Smoking
cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking

American Heart Association
heart.org/HEARTORG/GettingHealthy/QuitSmoking/Quit-Smoking_UCM_001085_SubHomePage.jsp

American Lung Association—Indiana
lung.org/stop-smoking

Centers for Disease Control and Prevention (CDC)
cdc.gov/tobacco/data_statistics/fact_sheets/cessation/ quitting

Indiana Tobacco Quitline
in.gov/quitline
or
quitnowindiana.com
- Link to order Quitline materials
  in.gov/quitline/2338.htm

MDwise Tobacco Cessation Toolkit
MDwise.org/toolkits

Quitline Fax Forms and Additional SMOKE-free Resources
MDwise.org/for-providers/tools-and-resources/smoke-free-resources

The Help You Need to Quit Smoking MDwise Member Brochure
MDwise.org/MediaLibraries/MDwise/Files/Health%20and%20Wellness/HelpYouNeedToQuitSmoking.pdf

Tobacco Cessation MDwise Member Brochure
MDwise.org/MediaLibraries/MDwise/Files/Health%20and%20Wellness/smoking_cessation_brochure.pdf

Promoting Smokefree Pregnancies in Indiana (PSPI) Toolkit
bringinginalong.org/pspi
Patient ID#

PROVIDER INFORMATION
Clinic Name

Health Care Provider

Address

City State Zip County

I am HIPAA-Covered Entity (check one) □ Yes □ No □ I Don’t Know

Fax (____) _____ - _____ Phone (____) _____ - _____ email 

Comments

PATIENT INFORMATION
Gender □ Male □ Female Pregnant? □ Yes □ No

Patient Name

Date of Birth

Address

City State Zip County

Primary Phone# (____) _____ - _____ TYPE □ Home □ Work □ Cell □ Other

Secondary Phone# (____) _____ - _____ TYPE □ Home □ Work □ Cell □ Other

Language Preference (check one) □ English □ Spanish □ Other

Tobacco Type (check all that apply) □ Cigarettes □ Smokeless Tobacco □ Cigar □ Pipe

I am ready to quit tobacco and request the Indiana Tobacco Quitline contact me to help me with my quit plan.

I do not give my permission to the Indiana Tobacco Quitline to leave a message when contacting me.

Patient Signature

The Indiana Tobacco Quitline will call you. Please check the BEST 3-hour time frame for them to reach you.

Note: The Quitline is open 7 days a week; call attempts over a weekend may be made at times other than the selected 3-hour time frame.

□ 6am-9am □ 9am-12pm □ 12pm-3pm □ 3pm-6pm □ 6pm-9pm

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Confidentiality Notice: This facsimile contains confidential information. If you have received this facsimile in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, disclose, copy, or distribute.
The following materials are available to your organization for FREE. Simply choose the materials that your organization will distribute, specify the quantity, and TPC will send your order within one to two weeks. All materials are also available to be downloaded from www.indianaquitline.net. For requests exceeding the maximum amount, please contact TPC.

**Materials Order Form**

**Smoking, Asthma and Your Kids**
Rack Card
QTY____ Max. 200/month

**Break Free From Tobacco**
General brochure
QTY____ Max. 200/month

**Libérese del Tabaco**
General brochure (spanish)
QTY____ Max. 200/month

**Baby Love**
Pregnancy brochure
QTY____ Max. 200/month

**Amando a su Bebé**
Pregnancy brochure (spanish)
QTY____ Max. 200/month

**Control Your Diabetes**
General brochure
QTY____ Max. 200/month

**Controle Su Diabetes**
General brochure (spanish)
QTY____ Max. 200/month

**Pregnancy Poster**
12’x18’
QTY____ Max. 25/month

**QUIT NOW Cards**
business cards
QTY____ Max. 300/month

**QUIT NOW Cards**
business cards (spanish)
QTY____ Max. 300/month

**THIS SECTION FOR HEALTH CARE PROVIDERS**

**Prescription Pads**
25 sheet tear pad
QTY____ Max. 50 pads/month

**Fax Referral Form**
For Providers
25 sheet tear pad
QTY____ Max. 50 pads/month

**Tobacco Treatment Resource Guide**
Resource Guide with Pharmacotherapy Chart
QTY____ Max. 200/month

**Preferred Provider Enrollment Form**
QTY____ Max. 200/month

**Tobacco Cessation Guidelines**
Step by Step for Providers
QTY____ Max. 200/month

**Mail to**
Name ________________________________
Organization __________________________
Address ______________________________
City, State, Zip ________________________
County ______________________________
Phone/Email __________________________

**Fax to TPC**
Attn: Barb Cole
Fax Number: 317.234.1786
For more information call Barb Cole at 317.234.1787.
The following materials are available to your organization for FREE. Simply choose the materials that your organization will distribute, specify the quantity, and TPC will send your order within one to two weeks. All materials are also available to be downloaded from www.Indianaquitline.net. For requests exceeding the maximum amount, please contact TPC.

Web Coach® and Text2Quit®

Materials Order Form

Fax form to TPC
Attn: Barb Cole
Fax Number: 317.234.1786
For more information call Barb Cole at 317.234.1787.

Web Coach® and Text2Quit®
Banners

No Excuses Poster
11"x17"
QTY_____ Max. 25/month

No Excuses
General brochure
QTY_____ Max. 200/month

Web Coach® and Text2Quit®
Rack Card
QTY_____ Max. 200/month

Web Coach® and Text2Quit®
Palm Card
QTY_____ Max. 200/month

Web Coach® and Text2Quit®
Business cards
QTY_____ Max. 300/month

Mail to
Name ___________________________________________________________
Organization _____________________________________________________
Address __________________________________________________________
City, State, Zip ____________________________________________________
County __________________________________________________________
Phone/Email _____________________________________________________
Patient Resources

All patient materials are available at MDwise.org/wellness/smokefree in both English and Spanish.
Printed brochures for MDwise members are available through your MDwise provider relations representative.

Do You Smoke or Use Tobacco?
Get Help Quitting

MDwise.org/wellness/smokefree | 1.800.356.1204 or 317.630.2831 in the Indianapolis area
Reasons to Quit

There are many reasons to quit smoking. Here are some examples:

1. Secondhand smoke is bad for your children or other family members to breathe. It can really hurt those who have asthma.
2. It causes diseases like cancer, heart disease, stroke and Chronic Obstructive Pulmonary Disease (COPD). These are sometimes fatal.
3. It is expensive. Did you know that a person who smokes a pack of cigarettes each day spends about $180 each month or $2,160 each year?
4. A smoke smell will be left on your clothing and your belongings.
5. Smoking is not allowed in most public places.
6. If you are a HIP member and you do not stop using tobacco, your HIP POWER Account contribution amount may increase. See the section “Surcharge on POWER Account for HIP Members” on the next page for more information.

Did you know that Indiana has one of the highest smoking rates among pregnant women in the USA? If you are pregnant, it is twice as important that you try to quit. Here are reasons why:

- It can increase the risk of miscarriage.
- Your baby can be born too early or too small.
- Your baby can have learning and/or behavior problems.
- Your baby can develop breathing problems.
- It may increase the chance of infant death before the age of one.
- Your baby may be born addicted to nicotine.
Are You Ready to Quit?
Tobacco products contain a highly addictive drug called nicotine. This is what keeps tobacco users coming back for more and continuing their addiction. It is hard to break an addiction.

Ask yourself these questions to decide whether you are ready to quit:

- Do I plan to quit smoking or using tobacco in the next month?
- Have I already made a few small changes in my behavior?
- Do I plan to quit smoking or using tobacco in the next six months?

If you answer yes to any of these questions you may be ready to get started.

How to Quit
If you are ready, you can get help to quit tobacco. Talk to your doctor. Your doctor can help you find the plan that is right for you. You'll need to decide on a quit date and stick to it. Sometimes it takes several tries before you are able to quit for good. Don't get discouraged. Find a support program. Social support helps when you are trying to quit.

MDwise covers the following treatments (with some limits):

- Gum.
- Patch.
- Lozenge.
- Nasal spray.
- Inhaler.
- Prescription medication.
- Individual and group counseling.

Surcharge on POWER Account for HIP Members
If you are a HIP member that uses tobacco, you may have a higher POWER Account contribution. You will have 12 months to stop tobacco use or your POWER Account contribution payment will have a 50 percent surcharge on your contribution the next year.

Tobacco use means the use of tobacco 4 or more times a week in the last 6 months. This includes the use of chewing tobacco, cigarettes, cigars, pipes, hookah and snuff. It does not include the use of nicotine delivery devices.
MDwiseREWARDS

If you smoke or use tobacco you can earn points for trying to quit. To earn points, you must complete a cessation program.

Examples include:

- Indiana’s Tobacco Quitline.
- Baby and Me Tobacco Free.
- A program through your hospital or clinic.

Ask your doctor about the programs they recommend. Once completed, ask for a certificate or letter of completion. Then send a copy to MDwise by mail, fax or email to get your points. Send to:

MDwiseREWARDS
P.O. Box 441423
Indianapolis, IN 46244

Fax (toll-free): 1-844-759-8551
Email: rewards@mdwise.org

MDwise has helpful resources and information available online at MDwise.org/wellness/smokefree.

You can also call the Indiana Tobacco Quitline. It is a free phone-based counseling service. It helps Indiana tobacco users quit. Call 1-800-QUIT-NOW (1-800-784-8669) 24 hours a day, seven days a week. They can talk to you and coach you through quitting. You can also go to quitnowindiana.com for more information.
Are You Ready to Change?

Take this quiz with you when you talk to your doctor or care manager about your plan to quit smoking. To determine your readiness to change, circle true or false for each of the following statements:

1. I quit smoking more than 6 months ago.  
   TRUE   FALSE

2. I quit smoking within the past 6 months.  
   TRUE   FALSE

3. I plan to quit smoking in the next month and have already made a few small changes in my behavior.  
   TRUE   FALSE

4. I plan to quit smoking in the next 6 months.  
   TRUE   FALSE

If you scored:

1. False for all four statements = You are in the Pre-contemplation Stage. You are against changing your habit. You need more education about the risks of smoking. Talk to your family and doctor about the risks.

2. True for statement 4, false for statements 1, 2 and 3 = You are in the Contemplation Stage. You appear to be ready to quit smoking. Call Indiana’s Tobacco Quitline at 1-800-QUIT-NOW (1-800-784-8669) or your doctor. They can help you come up with a strategy to help you quit smoking.

3. True for statements 3 and 4, false for statements 1 and 2 = You are in the Preparation Stage. You have decided to quit smoking and are taking the necessary steps to prepare to quit. Work with Indiana’s Tobacco Quitline (1-800-QUIT-NOW) or your doctor to prepare for your quit date.

4. True for statement 2, false for statements 1, 3 and 4 = You are in the Action Stage. You are taking the right steps needed to quit smoking. Keep up the good work and continue to use the support of doctors, friends, family and Indiana’s Tobacco Quitline (1-800-QUIT-NOW) in order to be successful.

5. True for statement 1, false for statements 2, 3 and 4 = You are in the Maintenance Stage. Congratulations on quitting smoking. Continue to use your support system in order to be successful.

Source:
Tips to Help You and Your Family Become SMOKE-free

• **Talk to your doctor about quitting.** Support and guidance from your doctor increases your chances of quitting.

• **It is normal to try more than one time to stop smoking.** Don’t be discouraged.

• If one way of quitting smoking does not work, **try another way.** It may work better.

• When you decide that you want to quit, **set a quit date.** If possible, it should be within two weeks. Tell all your family, friends, and coworkers of your plans to quit. Ask for their support.

• **Remove all cigarettes from your home, car and workplace.** Avoid smoking in these places for two weeks before your quit date.

• On your quit date, it is best to **stop totally.** Do not have even a single puff of a cigarette.

• **Plan ahead for times when you would normally smoke.** Some examples are: work breaks, morning coffee, or a trip in the car.

• Know how to deal with cravings when they happen. Try drinking water or breathing deeply. **Cravings usually last only a few minutes.**

• **Have a supply of nicotine replacement therapy (such as nicotine gum) on hand always.** This will help you when you are tempted to have a cigarette.

• **Talk about your progress or problems.** Talk with family, friends, and your pharmacist or doctor.

• **Have regular contact with health care professionals.** Buy your nicotine replacement products weekly at the pharmacy. This may help you quit.

• **If you still find it hard to quit,** your doctor **may be able to prescribe medicine** to help.

• **For further advice and support,** call Indiana’s Tobacco Quitline at **1-800-QUIT-NOW** (1-800-784-8669).

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**Sources:**

Accessed June 15, 2018

Accessed June 15, 2018
The Dangers of Secondhand Smoke

What is secondhand smoke?
Secondhand smoke is the smoke that escapes from the end of a lit cigarette. It also comes from cigars or pipes. It also is the smoke that is blown out by the smoker. This smoke has nicotine and harmful chemicals. It affects everyone around the smoker.

Why is it dangerous?
It causes cancer and other diseases. Secondhand smoke can cause lung cancer. It is also connected to breast cancer, brain tumors, leukemia and other cancers. Secondhand smoke can cause other diseases like asthma, heart disease and stroke.

Thousands of people die each year because of secondhand smoke.

Is it dangerous to smoke around children?
Yes! Secondhand smoke can cause lung and ear infections and more severe asthma in babies and children. Secondhand smoke increases the risk of sudden infant death syndrome (SIDS) in children. Pregnant women should never be around secondhand smoke. It can lead to miscarriage or low birth-weight babies.

How much is too much?
There is NO safe level of exposure to secondhand smoke. Any exposure is too much.

What can I do to protect my family?
The best thing you can do is to not allow smoking in your home and car. Make sure you and your children are not exposed to secondhand smoke when you visit friends and family. Opening windows, running fans or using air filters is not enough.

This won’t prevent the dangers of secondhand smoke.

Sources: