

HAWAI'I TOBACCO QUITLINE

1-800 QUIT-NOW

HAWAIIQUITLINE.ORG | 1-800-784-8669

Hawai'i Tobacco Quitline Updates: HTQL Programs & Youth E-Cigarette Prevention Campaign

Diane Lopez
Tobacco Prevention Specialist
Hawai'i Department of Health

Service provider as of January 1, 2021

- General Program
- Pregnant, Planning to Become Pregnant, & Postpartum Program
- Behavioral Health Program
- Young Adult Program
- My Life, My Quit Youth Program
- NRT Starter Kit

Each program offers:

- Custom Quit Plan
- Counseling from specialized coaches
- Quit Journey and other helpful materials
- Nicotine Replacement Therapy (NRT) - if eligible and based on insurance status
- Unlimited inbound support
- Coaching via e-chat

General Program

- Hawai'i residents, 18 years and older, who are ready to quit in the next 30 days
- Participants receive 5 coaching calls
- NRT available based on insurance status and medical eligibility

Insured	2 weeks of patch, lozenge, gum, or combo*
Medicaid	4 weeks of patch, lozenge, gum, or combo*
Uninsured	8 weeks of patch, lozenge, gum, or combo*

* Combo NRT includes patch/gum or patch/lozenge.

Enrollment

Phone + Online

Coaching over the phone, plus email, text, e-chat, web-based materials, quit planning, and quit progress tracking through website

Phone Only

Coaching over the phone, plus materials, quit planning, and quit progress tracking

Online Only

Materials, quit planning, and quit progress tracking through website

Pregnant and Postpartum Program

- Women who are pregnant or postpartum
- Participants receive 9 coaching calls
 - 5 coaching calls during pregnancy and 4 during postpartum
 - Dedicated female coach who is specially trained to provide coaching during the sensitive physical and emotional times of pregnancy and postpartum
- Participants receive incentives for each completed call
 - \$20 during pregnancy and \$30 during postpartum
 - To supplement coaching, participants can also receive customized email and text messages
- NRT available based on insurance status, with physician consent

Planning to Become Pregnant

- Hybrid program for women who are planning to become pregnant
- Participants receive 5 coaching calls
 - Dedicated female coach
- Women planning to become pregnant are not eligible for incentives
- To supplement coaching, participants can also receive customized email and text messages
- NRT available based on insurance status

Behavioral Health Program

- People who self-identify as living with anxiety, depression, schizophrenia, ADHD, PTSD, bi-polar disorder, or substance-use disorder
- Participants receive 7 coaching calls with specially trained coaches who understand behavioral health conditions
- To supplement coaching, participants can also receive customized email and text messages
- NRT available based on insurance status

Young Adult Program

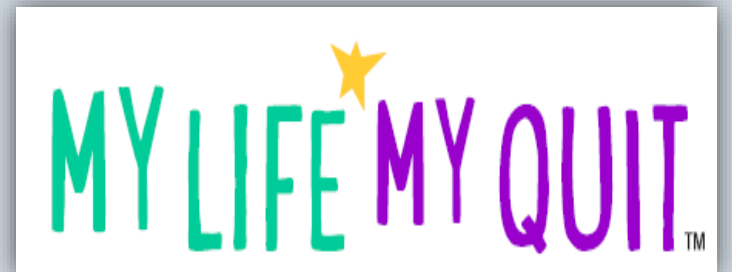
- Young adults, age 18 – 24 years old
- Participants receive 5 coaching sessions by phone, **live text**, or e-chat with coaches specially trained by nationally recognized experts in working with young adults
- Text-to-enroll option with abbreviated enrollment process
 - Text “Start My Quit” to 36072
- NRT available based on insurance status and medical eligibility

Other Services

- **Standalone web only, text, and email support services** are also available for participants who do not wish to enroll in a coaching program but could benefit from additional support.
- **NRT Starter Kit**
 - For medically eligible adults, 18 years and older, not ready to quit in 30 days
 - Includes a 2 week-supply of patch OR gum OR lozenge
 - Followed-up with one support call

My Life, My Quit Youth Program

- Youth, 17 years of age or younger
- Youth receive 5 coaching sessions by phone, **live text**, or e-chat
 - Specially trained coaches who have received additional training on developmentally appropriate methods for engaging youth, the social influences of commercial tobacco use, and self-efficacy for behavior change
 - Non-monetary incentives offered on 1st, 3rd, and 5th sessions
 - Certificate of Completion, if needed
- Tailored, developmentally appropriate educational and self-help materials for teens, with vaping tailored messages
- NRT is NOT available for youth



My Life, My Quit Enrollment



855-891-9989



Text “Start My Quit” to 36072



www.mylifemyquit.com

#MYLIFEMYQUIT
FREE HELP,
JUST FOR TEENS.

START MY QUIT

LIVE CHAT

JOIN
THOUSANDS
OF TEENS
WHO ARE TAKING

My Life, My Quit™ is the free and confidential way to quit smoking or vaping. Text "Start My Quit" to 36072 or click to chat with a Coach. We are here for you every step of the way. It's YOUR LIFE and we're here to help you live it YOUR WAY.

START MY QUIT

LEARN MORE

START MY QUIT

mylifemyquit.com

Educational Materials

ARE YOU A TARGET?

Tobacco companies have a problem — their customers keep dying. They want teens to be the replacement and they will work hard to get you.

HOW TO TELL WHEN TEENS ARE THE TARGET

- Tastes like fruit or candy
- You immediately recognize it
- Poster for cheapest tobacco or price discounts
- Pictures using social media
- Big Tobacco wants African Americans to use menthol
- Stress
- LGB

DON'T BE A TARGET

CALL OR TEXT A COACH


For more information, call or text 1-855-891-9989 or visit online at mylifemyquit.com

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IT'S STILL TOBACCO

Nicotine comes from the tobacco plant. Even though it comes in many forms, all tobacco products are addictive.

THESE ARE ALL TOBACCO PRODUCTS.



WHAT WITH A COACH

QUIT USING ALL TOOLS

1-855-891-9989 or visit online at mylifemyquit.com

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ASKING FOR HELP

Many young people know they need to stop smoking or vaping and may not know how to ask for help. You don't have to go through it alone.

WHO TO ASK

You can ask more than one person for support. Pick someone you know will listen and won't criticize your choices such as...

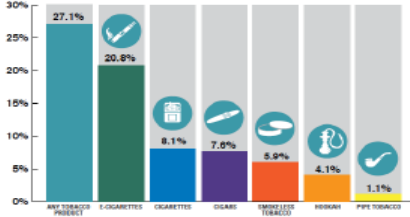
- Teacher
- Parent
- Friend
- Coach
- Religious leader
- Healthcare provider
- Time stopping smoking or vaping, teachers to make it easier.

Talk to your favorite teacher — the one who always listens.

MOST TEENS DON'T

Knowing the facts about tobacco can help you make your own decisions.

TEEN TOBACCO USE RATES



Tobacco Product	Use Rate
Any tobacco product	27.1%
E-cigarettes	20.6%
Cigarettes	8.1%
Cigars	7.6%
Smokeless tobacco	5.9%
Hookah	4.1%
Pipe tobacco	1.1%

Source: CDC 2018 <https://www.cdc.gov/tobacco/3rdhandtobacco/tobacco.htm>

3 OUT OF 4 HIGH SCHOOL STUDENTS DON'T USE TOBACCO


LEARN MORE ABOUT TEEN TOBACCO USE.

For more information, call or text 1-855-891-9989 or visit online at mylifemyquit.com

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HOW NICOTINE WORKS

Because teen brains are rapidly developing nicotine addiction happens very quickly. Almost 90% of adults who use nicotine start as teens.



Nicotine rewards the brain by releasing dopamine, the 'feel good' chemical.

Nicotine hacks the brain by pretending to be natural brain chemicals.

Inhaled by smoking, chewing, or vaping tobacco goes right to the brain.

When nicotine wears off, the brain craves more.

Every time nicotine gets in, the brain learns to depend on it to regulate mood and causes nicotine addiction.

Over time, nicotine decreases learning, memory, and mood. Other drugs can use the nicotine reward pathway and cause addiction.

STOP NICOTINE FROM HACKING YOUR BRAIN.

TALK OR CHAT WITH A COACH

For more information, call or text 1-855-891-9989 or visit online at mylifemyquit.com

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YOU HAVE, OF SUCCESS!

7 or visit mylifemyquit.com

RESOURCES

Parents/Guardians



LIVE CHAT

WHAT IS THE MY LIFE MY QUIT™ PROGRAM? ▼

The My Life, My Quit™ program is a free and confidential service developed by National Jewish Health, the nation's number one respiratory hospital, for young people who want help quitting all forms of tobacco including vaping. Our Tobacco Cessation Coaches have completed extensive training on adolescent cognitive and psychosocial development from a psychologist and professor at Stanford University who specializes in adolescent tobacco prevention.

By enrolling, teen participants receive:

- Five, one-on-one coaching sessions usually scheduled every 7-10 days. Coaching helps teens develop a quit plan, identify triggers, practice refusal skills and receive ongoing support for changing behaviors.
- Coaches available by phone, by text message or by online chat.
- Self-help and educational materials designed **for teens**, with input **from teens**.

[National Jewish Health](#) operates tobacco quitlines in numerous states around the country and has helped more than one million people with their quit attempts.

HOW DO I TALK TO MY TEEN ABOUT TOBACCO AND VAPING? ▼

HOW DO I HELP MY TEEN STOP SMOKING OR VAPING? ▼

Resources

- Parents/Guardians
- Educators
- Health Care Professionals
- Community Organizations

Youth ESD Prevention



[Menu](#)

LET'S ESCAPE THE VAPE



**What do
you want
to know
about
vaping?**

Tap any question
to get the facts:

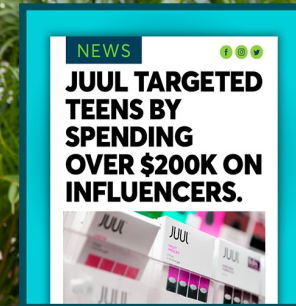
Escape the Vape

- Prevention campaign aimed at informing middle school and high school youth about the dangers of vaping
- Informed by youth for youth
- Interactive site to get the facts about vaping and how to quit
 - What's in vapes?
 - Is vaping dangerous?
 - Is vaping addictive?
 - How can I quit vaping?

escapethevapehi.com

Vape Money

- Social influencer telling teens what vape ads and influencers aren't telling them about what is really in vapes and what they do to your health
 - Vape companies refuse to come clean about how harmful their products are
 - What's really in vape clouds
- <https://www.youtube.com/watch?v=DR5fweqbmSk>

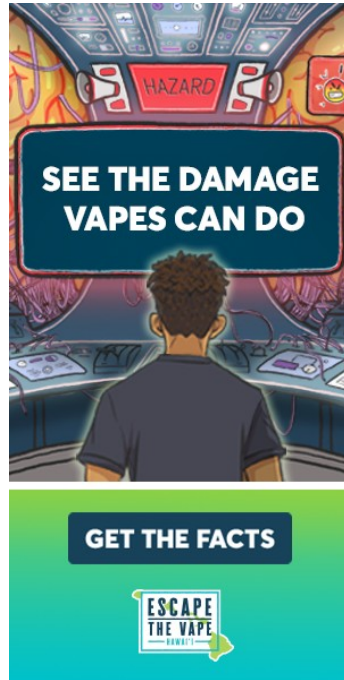


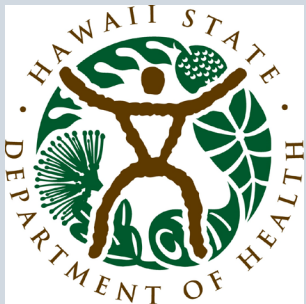
#escapethevapehi



Brainjacker

- Nicotine addiction hijacks your brain
 - Developing brains are more sensitive to nicotine
 - Everyday thoughts turn into vape cravings
 - Friends notice the difference
- Local illustrator created all animations
- Launching 2021





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Questions?