

The Pennsylvania Department of Health in partnership with the American Cancer Society has launched the **FREE QUITLINE** for smokers interested in smoking cessation support.

The **FREE QUITLINE**, based on state-of-the-art techniques for self-help in smoking cessation, will provide a true counseling experience for callers by making use of psychological techniques that have been shown to be effective in the telephone counseling process.



For more information about the **FREE QUITLINE**, contact your local American Cancer Society or call 1.800.ACS.2345.

For promotional materials for the **FREE QUITLINE** or copies of the **Patient Fax Referral Form**, call 1.877.724.1090.

DEPARTMENT OF
HEALTH
Edward G. Rendell, Governor



FREE QUITLINE 1.877.724.1090
24 HOURS A DAY, 7 DAYS A WEEK
The Pennsylvania Department of Health
and the American Cancer Society,
your partners in helping your patients quit.

**FREE
QUITLINE:
1.877.724.1090**

**PA DEPARTMENT OF HEALTH,
EDWARD G. RENDELL, GOVERNOR**



RATIONALE

Each year millions of Americans attempt to stop smoking, and many are interested in advice and counseling that may improve their likelihood of success. However, most of these smokers are not willing or able to attend individual or group counseling sessions. Printed self-help materials can help smokers learn about the latest methods for cessation, but consistent research has shown that these and other media materials and messages do not have much effect unless they are supplemented by personal contact. Because of easy access and caller confidentiality, telephone counseling may provide a useful approach to assisting smokers achieve and maintain cessation.

When compared with smokers who try to quit on their own, smokers who make quit attempts with telephone support and self-help advice are approximately twice as likely to attain success.

THE SERVICE

The **FREE QUITLINE** is staffed by a group of clinically trained counselors. All callers ready to make a serious quit attempt will be referred to the counselors and mailed "Break Away from the Pack," a three-book packet containing advice and examples of effective self-help techniques across three stages of the quitting process. These books use direct advice, real-life examples and skill-building exercises to help callers progress through the three main steps in quitting: (1) Preparation, (2) Action and (3) Maintenance. Callers needing motivational assistance will be mailed "Set Yourself Free: A Smoker's Guide." This brief colorful brochure gives an overview of methods and options available to smokers thinking about quitting. Special materials also are available for spit tobacco users and pregnant women.



Counselors provide a series of five tobacco cessation counseling sessions. Each session lasts approximately 20 – 40 minutes and helps the smoker prepare for their quit attempt and to remain smoke-free. The sessions are tailored to the individual needs of the caller and focus on specific strategies and actions for that caller. Counselors also provide active listening, educational information and referral to other healthcare professionals if needed. Plus the **FREE QUITLINE** can provide callers with prescription advice, social reinforcement, skill training and encouragement for expressions of thoughts and feelings. Finally, counselors provide cessation information and help callers find local resources and cessation assistance programs to follow-up **FREE QUITLINE** sessions. *The service is available in English, Spanish, and other languages, as needed.*

EVALUATION

Randomized callers will be followed every three months to assess quit rates and customer satisfaction. Participation in any aspect of the evaluation will be completely voluntary and callers will receive self-help advice even if they decline to participate in evaluation studies. All calls are confidential and strict privacy will be maintained for all information received by the **FREE QUITLINE**.