

Objective 6: Motivate and help tobacco users to quit

Inspire and Assist Quit Attempts

To quit tobacco use, tobacco users need encouragement and support. To **motivate quit attempts** and **improve the success rate**, offer **evidence-based, culturally appropriate resources**, including nicotine replacement therapies/**medications and counseling**. Special attention should be paid to priority populations that have been the target of predatory marketing by the tobacco industry and those who face **barriers in accessing treatment**.

Strategies

Make Medi-Cal a model for tobacco cessation

Medi-Cal and its managed care plans should:

Provide and promote a complete set of cessation benefits that includes access to Food and Drug Administration (FDA) approved cessation nicotine replacement therapies/medications as well as behavioral counseling

Assess all patients for tobacco and cannabis use

Contract with Kick It California (formerly known as the California Smokers' Helpline) to provide nicotine replacement therapies/medications and incentives for Medi-Cal members to quit

Key Concepts: Cessation Success

Most tobacco users make multiple cessation attempts before they are able to quit for good. In fact, research shows that the willingness to make multiple quit attempts is the most important factor in driving cessation success.

The Medi-Cal program, which is run by the Department of Health Care Services, offers California's best opportunity to increase cessation attempts and reduce tobacco-related disparities. Medi-Cal covers half of the state's smokers, all of whom are low-income and most of whom belong to other priority populations as well.

Every time a health professional sees a patient, it is an opportunity to identify tobacco users, encourage them to quit, and help drive cessation success.

Encourage healthcare providers to identify tobacco users and help them quit

Include cessation training in all medical and nursing school programs and make it freely available for continuing education credit for health professionals

Set up electronic health records (EHR) systems to collect accurate data on patients' use of tobacco and cannabis

Make all California patient-care facilities tobacco-free, including mental health and substance-use disorder treatment facilities

Require all insurance plans to cover FDA-approved cessation nicotine replacement therapies/medications and counseling

Reach out to priority populations

Promote Kick It California, and use it to offer free cessation nicotine replacement therapies/medications to all

Make tobacco treatment specialist (TTS) training available statewide so that health care and behavioral health systems can acquire the skills necessary to offer counseling services

Produce and distribute culturally appropriate cessation resources for priority populations

Monitor the use of cessation resources, treatment utilization, and number of quit attempts, and make sure resources are reaching priority populations

Help teens and other e-cigarette users quit tobacco and cannabis

Adapt cessation services for teens who vape from effective cessation strategies for cigarette smokers

Support research to find the most effective therapies that help dual users of cigarettes, e-cigarettes, and cannabis to quit

Motivate more quit attempts

Work with health plans and employers to provide incentives for members and employees to quit tobacco

Use the media—including social media—to encourage quit attempts and increase use of Kick It California and related resources

Make cessation resources a part of policy and enforcement messaging, for example, in communications about local ordinances and in signage

Research more ways to increase quit attempts