The logo for Project QUIT features the word "project" in a blue, lowercase, sans-serif font. Below it, the word "QUIT" is written in a large, bold, green, uppercase, sans-serif font with a blue outline. The background is a light yellow color with several white daisy-like flowers scattered throughout. One flower in the lower-left quadrant has a brown center, while the others have yellow centers.

project
QUIT

Tobacco-free DHS

HEALTHIER WORKSITES

HELP TO QUIT



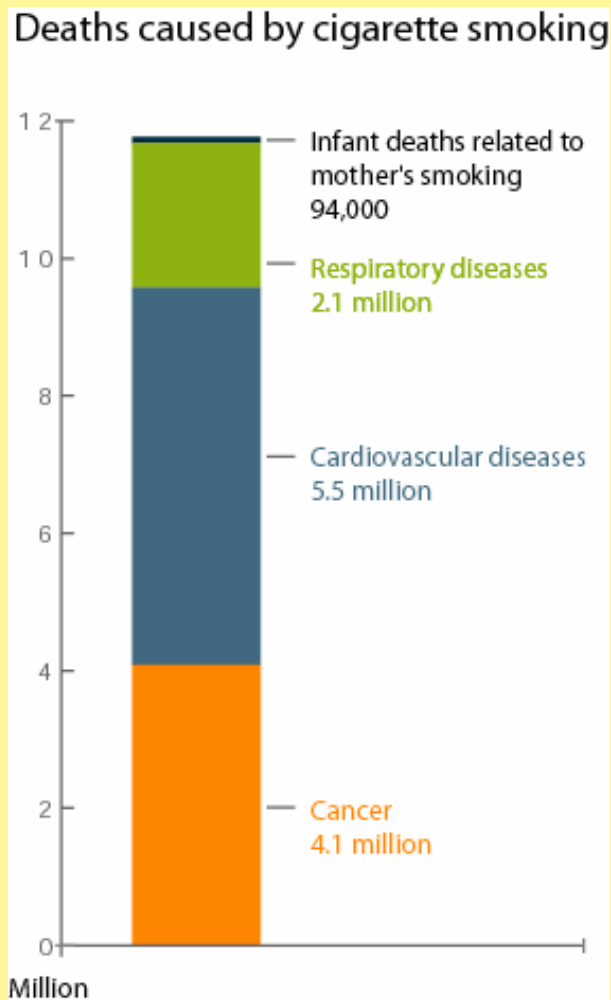
What we'll cover

- The health impact of tobacco
- Project Quit implementation timeline
- Resources available to PEBB members
 - Employee Assistance Program (EAP)
Julie Marshall – Cascade Centers
 - Oregon Tobacco Quit Line
Tammi Taylor – Free & Clear
- Questions?





Health Impact

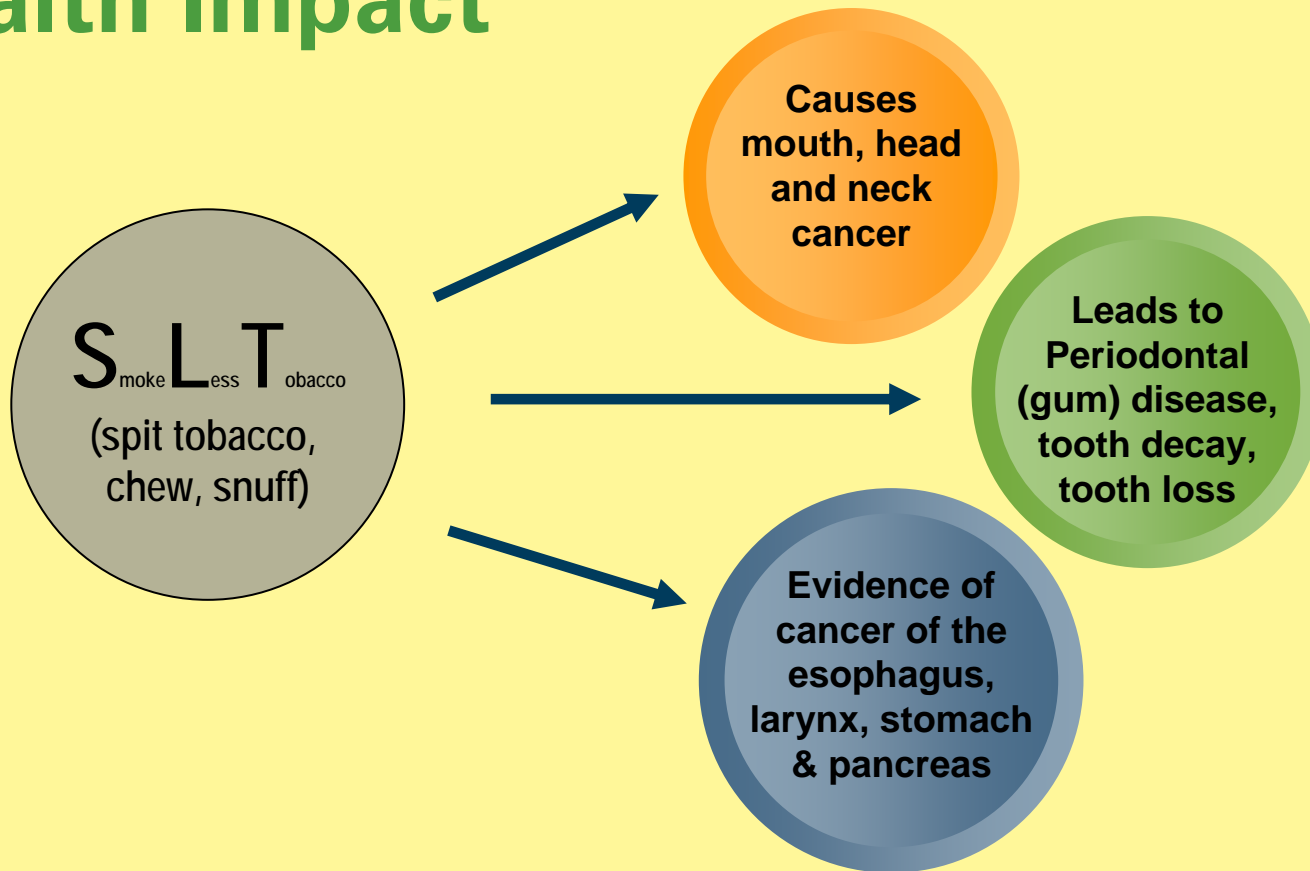


- 12 million deaths over the last 40 years
- 1200 deaths per day
- 9 million smokers living in the US with at least one chronic condition
- Over 515,000 tobacco users in the state of Oregon





Health Impact



- Contains over 3000 chemicals – 28 are cancer-causing
- Sugar, salt, rum and spices for flavor
- 50 times more likely to get mouth cancer





More than a Habit

Nicotine is a drug.

As hard to quit as heroin, cocaine or alcohol.



It's more than a habit.

It's an addiction.





Nicotine Addiction

- Nicotine is the addictive element in cigarettes
- In its pure form, nicotine does not cause cancer (unlike tobacco)
- Largely metabolized by the liver
- Half-life is 120 minutes → craving cycle





Health Benefits of Quitting

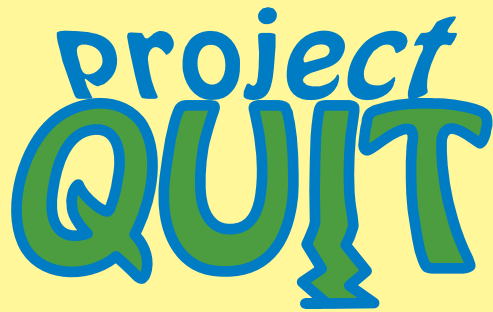
If your last cigarette was...

20 minutes ago	Heart rate drops to normal
12 hours ago	Carbon monoxide level in bloodstream drops to normal
2 weeks to 3 months ago	Heart attack risk begins to drop and lung function begins to improve
1 to 9 months ago	Coughing and shortness of breath decrease
1 year ago	Added risk of coronary heart disease is half that of a smoker's
5 to 15 years ago	Stroke risk is reduced to that of a non-smoker's
10 years ago	Lung cancer death rate is about half that of a smoker's; risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases
15 years ago	Risk of coronary heart disease is back to that of a non-smoker's

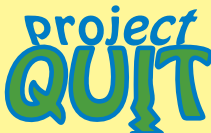




The Good News



- On **May 30, 2008**, DHS is going 100% tobacco free at 45 locations.
- Resources are available that will help PEBB members and their dependents quit!
 - Employee Assistance Program (EAP)
 - Oregon Tobacco Quit Line





Employee Assistance Program (EAP)



Helping You Stay on Course





Summary of EAP Benefit

- 3 Face-to-Face Counseling Sessions
- Completely Confidential
- Family Members are eligible
- 24/7 Access to Counselors
- E Support (online sessions)
- Phone Counseling





Summary of EAP Benefit

- Legal
- Financial
- Childcare
- Eldercare





Summary of EAP Benefit

- Homeownership
- Identity Theft
- Website www.cascadecenter.com

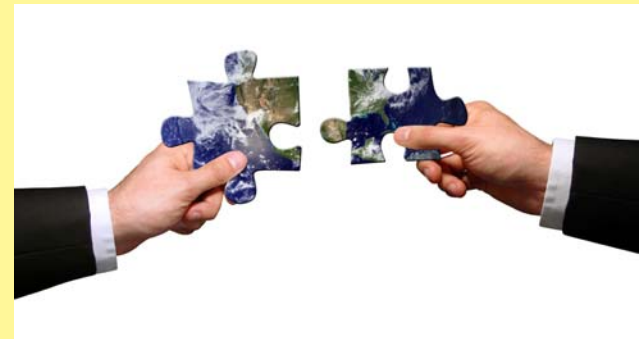




EAP Resources

- 3 Counseling Visits
- Ongoing support
- Stress reduction
- Personal Issues

- Connect to Resources
- Support groups in the member's area
- Alternative treatments





How to Access EAP Benefits



- **Call 800-433-2320**

Talk to a counselor by phone or set up an appointment

- **Website www.cascadecenter.com**

Email or set up an E session with an EAP specialist





The Oregon Tobacco Quit Line



- The program is free and confidential
- The best news: Quit Line services are proven to be 6 times more effective than going 'cold turkey'





Who is Free & Clear?

- Pioneers in Phone Based Counseling
 - **20 years experience**
 - **Dedicated Clinical and Behavioral Sciences Group**
 - **Over 260 quit coaches, screeners, trainers, and support staff**
 - **Nearly 160,000 new registrations in 2007**
 - **Help between 1,100-1,200 people each day**
- Measurable Outcomes
 - **38% Quit Rates at 6 months (Commercial)**
 - **93% overall satisfaction score at 6 months (Commercial)**
- Leading Provider of Tobacco Treatment Services
 - **30 Clients from Fortune 500 Companies**
 - **Over 140 Commercial Clients, 17 State Quit Lines**





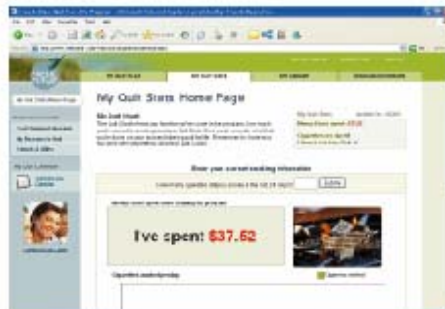
Four Integrated Components



QUIT COACH
Specialized
Training



MEDICATION
Direct Mail
Full Coverage



WEB COACH™
Fully Integrated



QUIT GUIDES
Stage Based





How the Program Works

- **All begins with a phone call: 1-800-QUIT-NOW**
 - TTY: 1-877-777-6534
 - Interpretive Services available
- **Hours of operation: 5am – 9pm, Monday - Sunday**
- **First point of contact is with a Registration Intake Specialist**
 - Description of services
 - Collect contact and demographic information
 - Verify health plan coverage/PEBB member
 - Immediate transfer to a Quit Coach





Behavioral Counseling

- **166 Quit Coaches on staff**
- **Bachelor's Degree in health education, counseling or related field**
- **Experience in counseling for behavior change and helping others quit**
- **Non-smoker or ex-smoker**
- **Provides helpful, easy-to-follow materials and advice that allow callers to take control of the quitting process**
- **Conducts in-depth assessment to gauge readiness to quit tobacco use**
- **May recommend medications to aid the quit process, if appropriate**





Pharmacotherapy

- **Decision support for type, dose of Nicotine Replacement Therapy (patch/gum) and/or prescription medications**
- **Screening for medical use exclusions**
- **Use instructions**
- **Support for possible side effects and/or adverse reactions**
- **Access information/fulfillment support**
- **The chances of quitting with counseling & NRT combined is more effective than either alone**





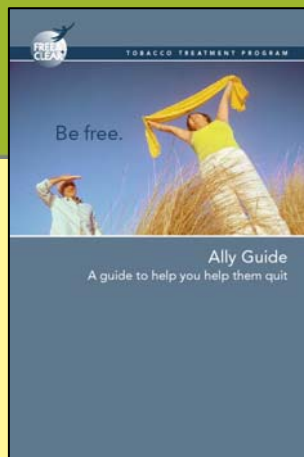
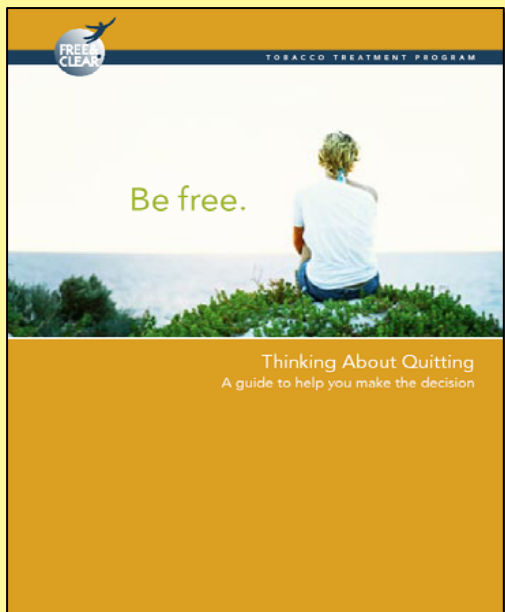
Web Coach™

How the Quit Coach and Web Coach Work Together





Quit Guides





PEBB Program Details

- **PEBB members, spouses, dependents**
- **No cost to member to enroll**
- **Free access to patch, gum (Direct Mail Order)**
- **Access to bupropion and Chantix (RX via PCP)**
- **Integrate with Kaiser, Providence, Regence and Samaritan**
- **You play an important role in helping tobacco users obtain support:**
 - **1-800-QUIT-NOW**
 - **www.freeclear.com/pebb**
 - **Warm transfer to FC**





Key Points

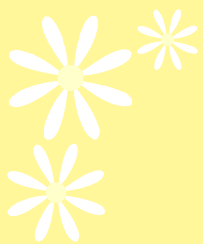
- **70% of smokers want to quit**
- **Tobacco is an addiction that needs treatment**
- **The best treatment is counseling & medication combined**
- **You play an important role in helping tobacco users obtain support**





Thank You!





Questions?

