



211 & KICK IT CALIFORNIA COLLABORATIVE MEETING

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Welcome

Personal **FREE** Quit Services

QUIT SMOKING

QUIT VAPING

QUIT SMOKELESS TOBACCO



KickItCA.org

Free, customized one-on-one coaching, grounded in science and proven to help you quit.



Speak with a Quit Coach

Monday-Friday 7 am to 9 pm
Saturday 9 am to 5 pm

1-800-300-8086 (English)

1-800-600-8191 (Spanish)



Chat with a Quit Coach

kickitca.org/chat



Automated Text Program

We'll text you helpful tips at critical points during your quit journey, and answer any questions you have within one business day.

Text "Quit Smoking" or "Quit Vaping" to 66819

Envíe "Dejar de Fumar" o "No Vapear" al 66819



Mobile Apps

Download from the
App Store & Play Store



Amazon Alexa

Say "Alexa, open Stop Smoking Coach"
or "open Stop Vaping Coach"

California Leads the Way

- 1988 Proposition 99
- 1992 California Smokers' Helpline begins in English and Spanish
- 1994 Asian Languages Services Introduced
- 1997 Chew Line Added
- 1999 Teen Services Expanded
- 2004 Website Launches
- 2013 Texting Program Launches
- 2013 E-referral Offered
- 2016 Online Chat Begins
- 2017 Mobile App Launches
- Amazon Alexa Skill
- Video Intervention Launches
- 2021 Rebrand to KickIt California
- 2021 211 Projects Begin



California 211s Lead the Way

- Project is the First of It's Kind
- Model for Other States
- CDC is Watching

211 Call Centers – Project Progress

2022

- Refresher training sessions
- Ongoing TA and conducted KIs
- Monthly newsletters
- CTCP monthly check-ins to look at progress and problem-solve challenges

2023

- 211 Kick It California Collaborative Meeting

Collaborative Meeting Purpose

- Celebrate!
- Compare Notes
- Learn from Each Other
- Debrief
- Problem Solve
- Exchange Ideas
- Get Inspired