



2.1.1

KICK / T
California

Tobacco Screening & Cessation Referral

Intended Audience: 211 agents who are new to the project or need a refresher.

Deena Wang & Carrie Kirby
211 Project Coordinator, Kick It California

key TAKEAWAYS



PROJECT
OVERVIEW & KICK
IT CALIFORNIA



SCREENING &
ELIGIBILITY
CRITERIA



ADDITIONAL
RESOURCES



TIPS TO ENGAGE
YOUR CLIENTS

Primary purpose is to help Californians quit smoking, vaping, and using smokeless tobacco.

Smoking and Cigarettes Fast Facts

- Although declined, tobacco product use remains the leading cause of preventable disease and death in the United States
- The tobacco industry spends billions of dollars on marketing cigarettes.
- High use among
 - Adults with low incomes (24.7%).
 - Uninsured adults (28.4%) and those insured by Medicaid (28.1%).
 - Adults experiencing serious psychological distress (37.6%).

project BACKGROUND

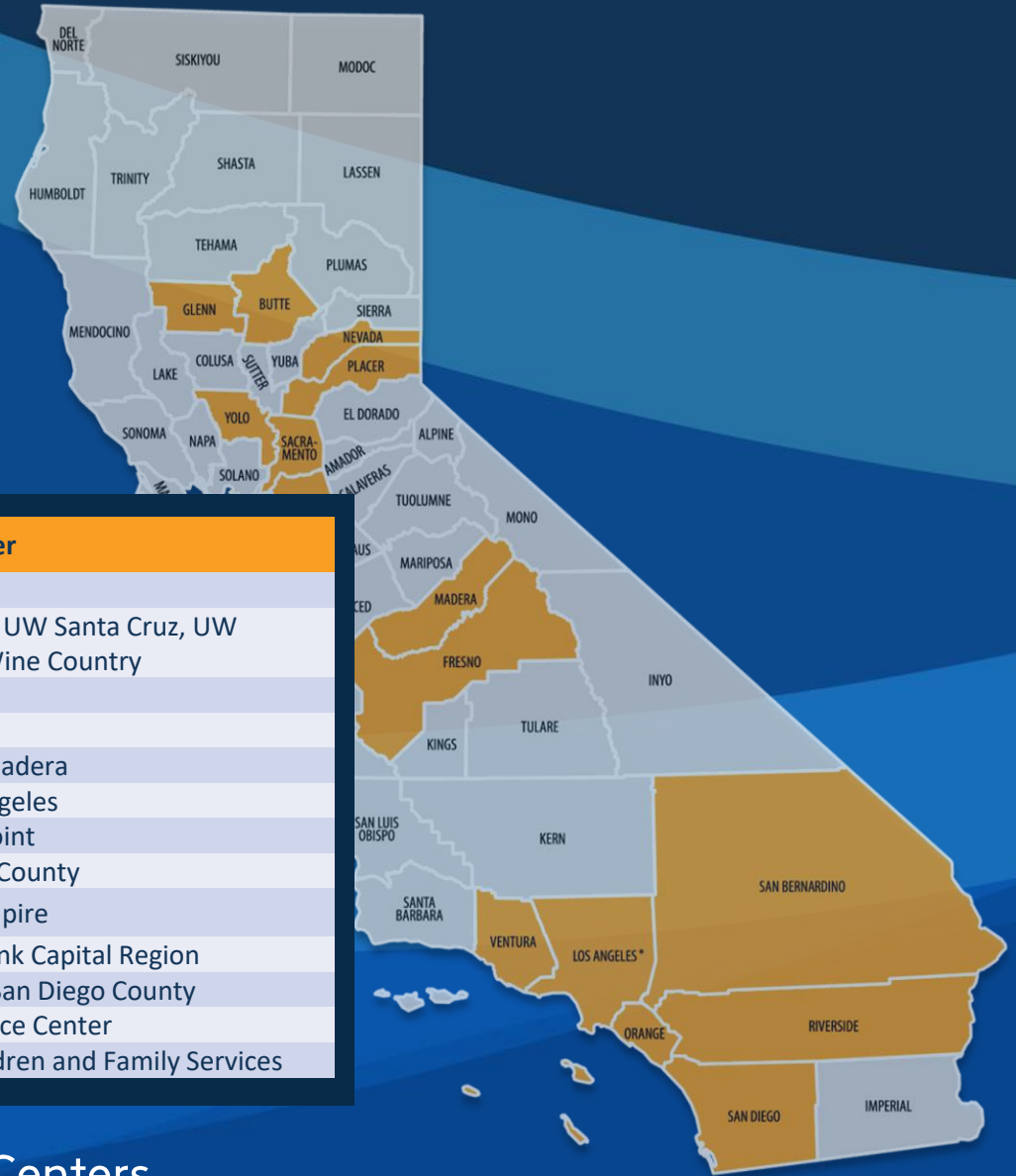
Collaboration between Kick It California, a statewide tobacco cessation program that is operated through the University of California San Diego.



CALIFORNIA
TOBACCO
PREVENTION
PROGRAM

Funded by
California Tobacco Prevention Program
California Department of Public Health
(CDPH)

County	211 Call Center
Alameda	Eden I&R
Bay Area	UW Bay Area, UW Santa Cruz, UW NorCal, UW Wine Country
Butte, Glenn	Help Central
Contra Costa	Contra Costa
Fresno, Madera	UW Fresno/Madera
Los Angeles	211 LA Los Angeles
Nevada, Placer	Connecting Point
Orange County	2-1-1 Orange County
Riverside, San Bernardino	UW Inland Empire
Sacramento, Yolo	Community Link Capital Region
San Diego	INFO LINE of San Diego County
San Joaquin	Family Resource Center
Ventura	Interface Children and Family Services



Thirteen (13) 211 Call Centers

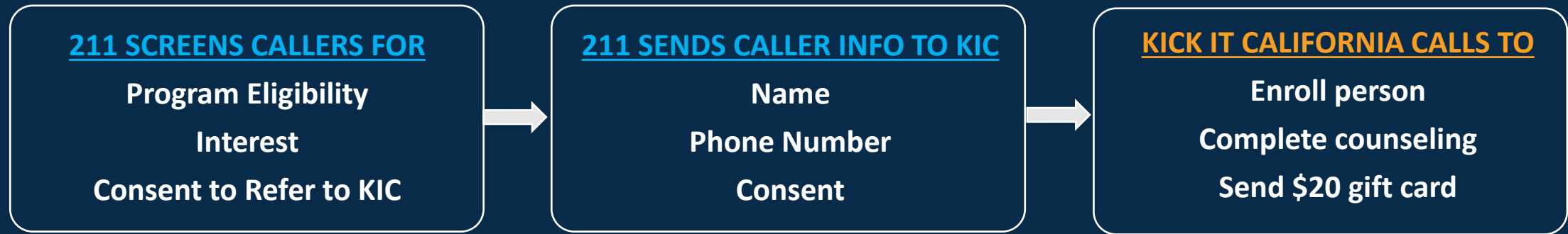
project **PURPOSE**

The project's primary purpose is to help Californians quit smoking, vaping, and using smokeless tobacco.

211 & Kick It California are ideal partners to reach low-income and minority communities that have higher rates of smoking & vaping.



project OVERVIEW



There are two incentives to help with this:

1. The caller will receive a \$20 gift card if they agree to be referred, enroll in the Kick It California program, and complete one counseling call.
2. The call center will receive \$20 for every referred caller.

proactive REFERRAL

Proactive Referral Yields Better Outcomes



VS

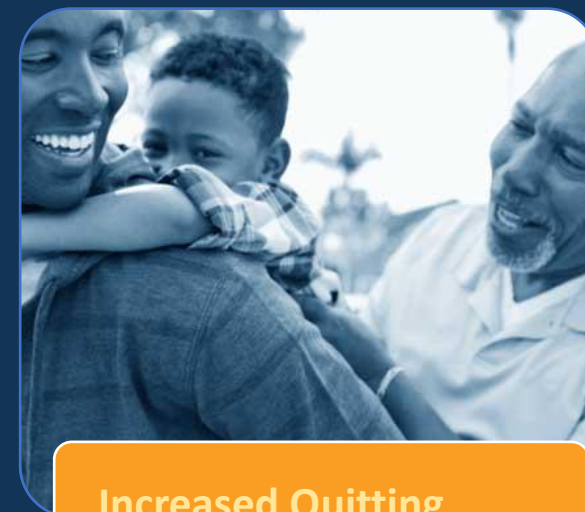


proactive REFERRAL



More referrals
= More People Getting Service

More people getting service
= Increased Quitting



Increased Quitting
= Healthier Population

incentivizing CALLERS

How do 211-referred people receive their \$20 gift card?

People referred by 211 who complete KIC enrollment and one coaching (counseling) call are mailed a \$20 gift card to their home. No activation is needed. If the card is not received within 7 days, they can call KIC to track the mailing of the card.



FINANCIAL INCENTIVES ARE EFFECTIVE AT GETTING TOBACCO USERS INTO CESSATION SERVICE.

Free \$20
Gift Card

Smoking continues to be the #1 cause of preventable death.

Low-income communities disproportionately use tobacco and nicotine.


Smokers who get help to quit are twice as likely to quit.




They can quit. We can help

screening CALLERS



A small grey button with a left-pointing arrow icon.

Language English 

Client is over 18?

☒ Yes
☐ No

Continue



OVER 18

Eligible for referral program.



UNDER 18

Call Kick It California directly or visit our website.

English: 800-300-8086

Spanish: 800-600-8191

Website: kickitca.org



screening CALLERS



Language English

Client is over 18?

☒ Yes

☐ No

Continue



OVER 18

Eligible for referral program.

Q: Do I need to ask each caller for their date of birth or age?

A: Yes, 211 must verify if caller is at least 18 years old.

Q: Can I refer a client who is under 18?

A: No, not through the referral form. Callers under the age of 18 are not eligible to receive the \$20 gift card, and 211 Call Centers will not receive the \$20 payment for referring callers under the age of 18.

However, Kick It California will gladly provide cessation and counseling services to people age 13-17.

screening CALLERS

Do you smoke cigarettes, vape nicotine or use other tobacco?

- ☐ Yes
- ☐ No

Do you live with anyone who uses tobacco or vapes nicotine?

- ☐ Yes
- ☐ No



Gauging INTEREST

If the caller uses tobacco ...

We partner with The University of California San Diego – Kick It California. They have free services for smokers/vapers that can be very helpful. If you enroll and complete a telephone counseling call with them, you will receive a \$20 gift card. **Are you interested in quitting?**

- ☐ Yes
- ☐ No

If the caller lives with someone who uses tobacco ...

We partner with The University of California, San Diego – Kick It California. They have free services for friends and family that can be very helpful. If you enroll and complete a telephone counseling call with them, you will receive a \$20 gift card. **Are you interested in finding out how you can help?**

- ☐ Yes
- ☐ No



Are callers eligible for the program if they do not have a mailing address or a phone number?

No. Since this project involves telephone counseling, callers must have a phone number to be referred to KIC. Once the client is referred, KIC will collect a mailing address to mail the \$20 gift card when the client completes the counseling. Electronic gift cards are not available for this project.

Can callers from other counties that don't reside in the particular 211 county sign up for the program?

Yes. We do not redirect clients. If a caller was forwarded to your call center and referred, this client is associated with your 211 center. If this client was later referred by another 211, we would assign a new referral number for the client and later merge them, however we will not remove referrals and your call center will still receive the referral count.



Program **PROMOTION**

- ✓ Acknowledge them.
- ✓ Give more information on the program to unsure/uninterested callers.
- ✓ Reassure them that it's worth trying.
- ✓ They'll get a free \$20 gift card for their time.



Program **PROMOTION**



KIC COUNSELING

Counseling is specific to the person.

- ✓ We'll talk with the person about their readiness and motivation to quit.
- ✓ We'll help them build a quit plan and talk to them about quit aids.
- ✓ We'll help them set a realistic quit date.



Getting Consent & CONTACT INFO

Is it ok if I send your name and number to Kick It CA, so they can call you? (required)

- ☐ Yes
☐ No

May I have your name? (required)

First Name:

Last Name:

What is a telephone number to reach you?
(required) **(Do not use a 211 Number)**

What is your email address? (not required)



Referring CLIENTS

Q: What happens after 211 refer callers to KIC?



REFERRAL TIMELINE

Referrals added to Kick It's call list the day after 211 call

KIC makes five call attempts over two weeks

If the person is not reached after 5 calls, KIC stops calling.

Q: Does KIC leave a voicemail if you can't reach the referred person? Yes

Referring CLIENTS

Q:How does the 211-referred person enroll in the KIC program?

KIC agent will ask the referred person about their tobacco use, what products they wish to quit, and some demographic information. The KIC enrollment (intake) takes 8-10 minutes. The client can then go directly into their first coaching session or schedule for a future date.



Q:What happens during the first coaching (counseling) session?

The first coaching (counseling) session lasts 25-30 minutes and focuses on the client's motivation to quit, making a quit plan, and setting a quit date. After the first coaching call, the 211-referred client is mailed a \$20 gift card.

Additional RESOURCES

2-1-1 KICK/IT
California



Contact Deena Wang with any questions
ddw003@ucsd.heath.edu

Make the Project a Success

Boiling a lot of info down into a "truth"

- People first
- Intuitive
- Automated
- Standard
- Easy to monitor



Tips

1. Find the sweet spot in the workflow

- ✓ Conversational
- ✓ Makes sense to the caller
- ✓ Determine the protocol for assessing and stick to it

2. Assess as many as possible

- ✓ Win/win/win
- ✓ Tobacco users want to quit but are ambivalent
- ✓ Low-income population are heavy smokers
- ✓ Repeated callers are okay to be referred



Tips



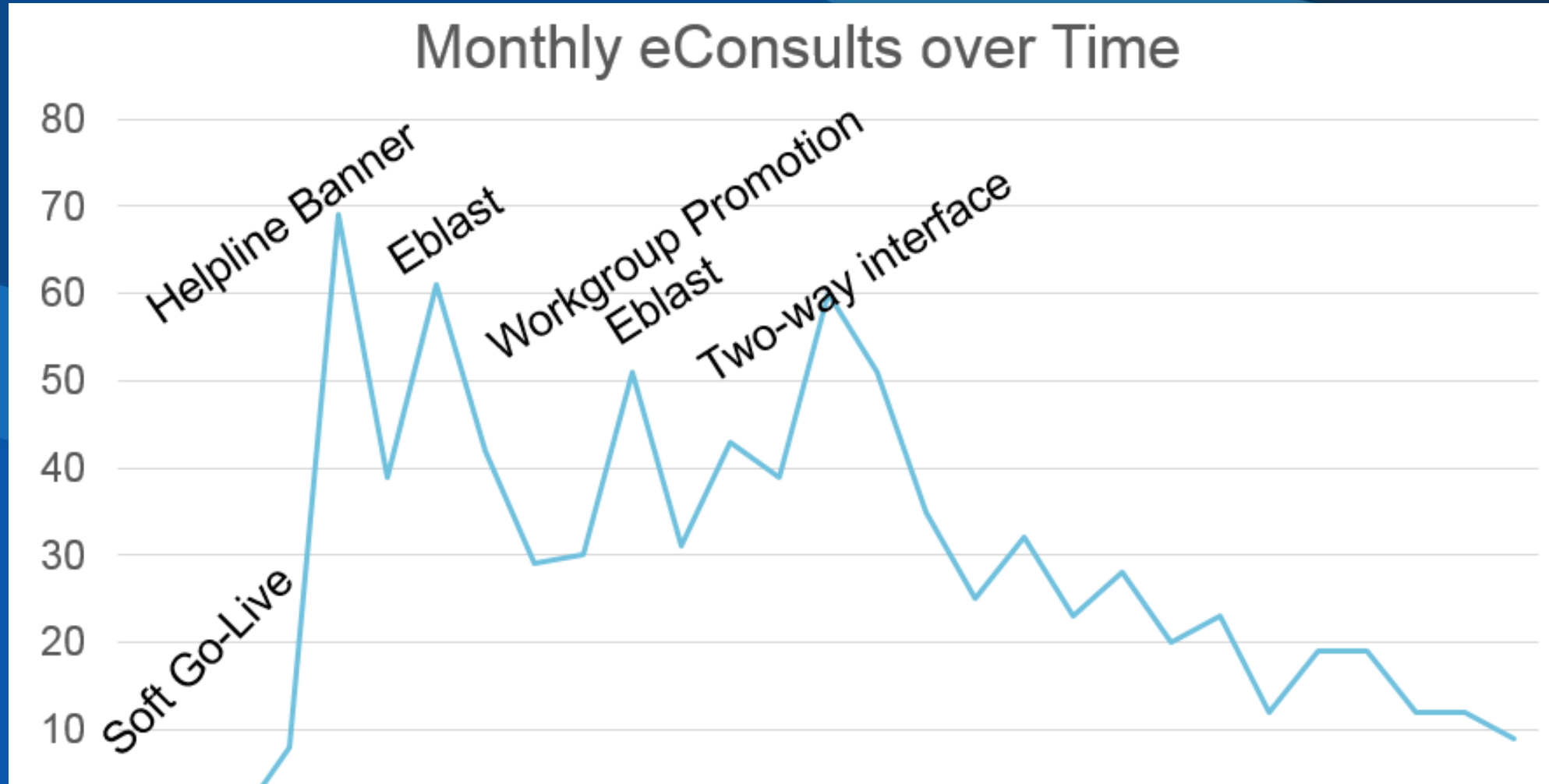
3. Check for accuracy

- ✓ Names
- ✓ Phone Numbers – area codes

4. Ensure consent

- ✓ **Script** -- We partner with the University of California, San Diego, Kick It California
- ✓ **Talk up** -- Talk up the advantages of the program
- ✓ **Remind** -- Remind them someone will call and they should answer the phone

Tips

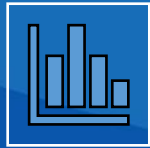


Tips

5. See something, say something



Empower staff – “the eyes and ears”



Review the monthly numbers – are they as expected?



Communicate with KIC if something doesn't look right

A big **THANK YOU**

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KICK / T
California

Kick It California is very appreciative
of our partnership with 211.

Together we are building healthier
communities.

Thank you for all that you do!

