



Kick It California UCSD Family Medicine Provider Meeting July 16, 2024

Presenter

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Objectives

- Review the importance of seizing the moment for smoking cessation
- Review resources available: Kick It CA
- Brief review of intake/counseling session

Seize the Moment

- 70% of tobacco users want to quit
- Without assistance, only 5% are able to quit
- Most tobacco users try to quit on their own
 - More than 95% relapse
- Physicians using evidence-based programs can more than double quit rates

https://www.aafp.org/dam/AAFP/documents/patient_care/tobacco/clinicians-presentation.pdf

Ending the Tobacco Problem: A Blueprint for the Nation

U.S. Public Health Service (USPHS) Clinical Practice Guideline: Treating Tobacco

Use and Dependence: 2008 Update

The Importance of Quit Attempts

- Encourage quit attempts
 - Multiple attempts are the norm; keep trying!
- How many tries does it take to quit for good?
 - 10 to 12 attempts on average^{1,2}
 - As many as 30 attempts according to some studies³

Hyperspace - SOR INTERNAL MEDICINE - UCSD PLY - ALEX DOLPHIN

1 : My Unsigned Orders

Web Links UpToDate Sign My Visits Schedule In Basket Remind Me Chart Encounter Doc/Orders Telephone Call Print Secure Log Out

Acdd,Timothy UCSD PLY ALEX DOLPHIN EpicCare

Chart Review Results Syn... Ro... MyCh... Plan Wr... Medic... MyCh... iReport Proce...

Smoker's Cessation - Quit Line

Who is this referral intended for? Patient Household Smoker (Enter Comments)

Has the patient consented for this referral? Yes No

Patient's phone contact # 608-271-9000

Best time to reach Morning Afternoon Evening Anytime

Patient's preferred language English English Spanish Chinese Korean Mandarin Vietnamese Other

Comments: Patient or patient's guardian (if under 18) has agreed to have Kick It California contact patient for help with a quit plan or more information about quitting smoking or vaping. Patient or Patient's guardian (if under 18) has also agreed that Kick It California will provide patient's health care provider with the result of patient's participation.

Priority: Routine Routine STAT

Class: External ref

Next Required

Start Review Search for new orders + ADD DX (3) PRINT AVS 1 PEND SIGN ORDERS (1)

Ambulatory Orders/Prescriptions

Smoker's Cessation - Quit Line

P Routine, External referral, "You can select either a discrete Referral: "To loc/pos" (Referring Location) OR "To provider" (Referring Provider) OR you can free text this info in the Comments (F6) field."

Who is this referral intended for? Patient

Has the patient consented for this referral? Yes

Patient's phone contact #: 608-271-9000

Patient's preferred language: English

Patient or patient's guardian (if under 18) has agreed to have Kick It California contact patient for help with a quit plan or more information about quitting smoking or vaping. Patient or Patient's guardian (if under 18) has also agreed that Kick It California will provide patient's health care provider with the result of patient's participation. Kick It California (KIC) is a free statewide service to help people quit smoking, vaping, or using smokeless tobacco. Operated by UC San Diego's Moores Cancer Center, KIC offers one-on-one telephone coaching, an automated text program, mobile app, and self-help tools to help people quit. Specialized services are available for pregnant women and friends and family of tobacco users. For more information, visit: <https://kickitca.org/> Call for a Free Quit Plan: English 1-800-300-8086 Spanish 1-800-600-8191

CVS 16051 IN TARGET - SAN DIEGO, CA - 3245 SPORTS ARENA BLVD

619-471-0030



KICKITCA.ORG



ENGLISH

1-800-300-8086

SPANISH

1-800-600-8191

- ***FREE*** statewide cessation program
- Started in 1992 by UC San Diego researchers
- All services are confidential
- Validated in randomized controlled trials
- Trained coaches help with a tailored plan and offer support
- Multiple languages
- Open Mon-Fri (7a-9p); Sat (9a-5p)
- >28,000 enrolled clients in 2022

Populations Served

- People who smoke, vape, or use smokeless tobacco products
- Pregnant & breastfeeding people
- People with children 0-5 in the home
- Teens
- Non-tobacco using callers (proxy)



Multiple languages, Medi-Cal, range of income, rural & urban, co-occurring behavioral health conditions, LGBTQ+

Quit Service

[KickItCA.org](https://kickitca.org)

Phone & Chat Coaching

- Multiple languages: English, Spanish, Mandarin, Cantonese, Korean, Vietnamese
Chat in English only
- Open: Monday-Friday: 7am to 9pm, Saturday: 9am to 5pm

Text Program

- Multiple languages: English, Spanish, Chinese, Korean, Vietnamese
- Enroll by texting [Quit Smoking](#) or [Quit Vaping](#) to 66819 (English)

Mobile App (iOS and Android)

- Kick It Quit Smoking and Vaping
- <https://play.google.com/store/apps/details?id=com.kickitca>
- <https://apps.apple.com/us/app/kick-it-quit-smoking-vaping/id6473648667>

Amazon Alexa

- Say: [Alexa, open Stop Smoking/Vaping Coach](#)



Kick It: Quit Smoking | Vaping (17+)
Quit Smoking/Vaping for Good
[University of California, San Diego \(Business Affairs\)](#)
Designed for iPad
★★★★★ 5.0 • 11 Ratings
Free

Intervention Protocol

- Intake Call
 - 8-10 minutes
 - Determine needs
- Initial Counseling Call
 - 25-30 minutes
 - Preparation to quit
- Proactive Follow-up Calls
 - Up to 4 calls, 5-10 minutes
 - Relapse sensitive schedule
 - Relapse prevention

What's in a Call?



First Session

- Treatment overview & rationale
- Motivation
- Health considerations
- Smoking & quitting history
- Quitting methods
- Self-efficacy
- Self-image
- Planning
- Setting a quit date

Proactive Follow-up Sessions

- Quit status
- Withdrawal review
- Pharmacotherapy review
- Challenges & smoking events
- Motivation
- Self-efficacy
- Support
- Planning for future
- Self-image

Nicotine Patches

FREE, 2-week starter kits delivered to home

Pregnant smokers

Smokers with children 0-5
in home

Asian language smokers:
Korean, Vietnamese,
Cantonese & Mandarin



Pharmacy referral medication management

- Referral to Pharm D Family Medicine
 - Management of medication for smoking cessation
 - Management of medication for vaping cessation (nicotine)

KICK/IT QUIT SMOKING | VAPING

YOU CAN QUIT *FREE*
OUR APP CAN HELP

5 WAYS THE APP CAN HELP YOU QUIT.



Check In Daily



Track Progress



Build a Quit Plan



Crush Cravings



Complete Missions



**KICK IT CALIFORNIA HAS SERVED
1 MILLION+ PEOPLE OVER 30 YEARS.**

