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Overview of Services & Outcomes

Preventative Medicine Residents
Workshop
August 2024

Pre-Workshop Survey

Scan the QR code with your phone's camera **OR** click survey link in chat box



Agenda

- Kick It California
- Intervention approach
- Evidence of efficacy
- Services & referral strategies
- Example calls

INTRODUCING **KICK IT CALIFORNIA**

FORMERLY THE CALIFORNIA SMOKERS' HELPLINE

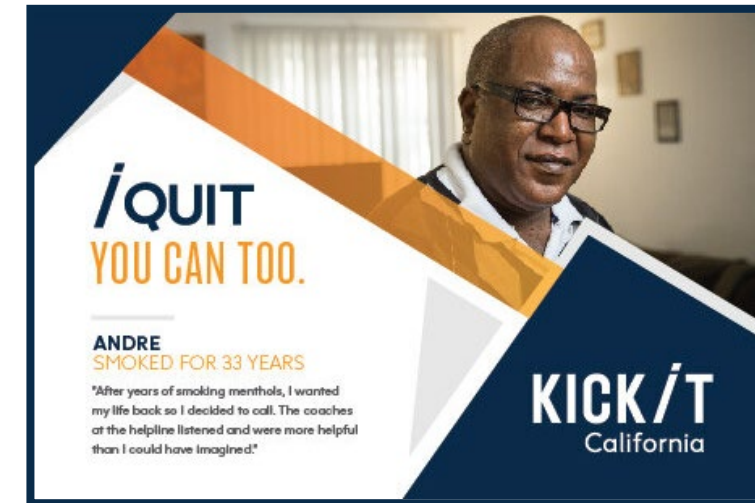


QUIT SMOKING

■ QUIT VAPING

■ QUIT SMOKELESS TOBACCO

- **FREE** statewide cessation program
- All services are confidential
- Validated in randomized controlled trials
- Trained coaches help with a tailored plan and offer support
- Open Mon-Fri (7am-9pm); Sat (9am-5pm)
- Multiple languages: English, Spanish, Mandarin, Cantonese, Korean, Vietnamese
- >26,000 registered users in 2022



Kick It Numbers

- English 1-800-300-8086
- Spanish 1-800-600-8191

Asian
Smokers'
Quitline

- Korean 1-800-556-5564
- Mandarin 1-800-838-8917
- Cantonese 1-800-838-8917
- Vietnamese 1-800-778-8440

Old Numbers Still Work

- English 1-800-NO-BUTTS (1-800-622-8887)
- Spanish 1-800-NO-FUME (1-800-456-6386)

- Chewline 1-800-844-CHEW (1-800-844-2439)
- NoVapeline 1-844-8-NO-VAPE (1-844-866-8273)

Who Calls Kick It California?



- Since 1992, over 1 million people served
- In 2022:
 - 57 of 58 counties represented
 - Ethnically diverse (59% non-white)
 - 13% non-English languages
 - 53% female
 - All ages, but 48% between 45-64
 - 73% Medi-Cal
 - 10% no insurance

Chronic Conditions Among Callers

- In a recent Helpline study (N=714):
 - 52.0% had self-reported behavioral health condition
 - 38.7% had a physical disability
 - 37.3% had cardiovascular disease
 - 32.2% had a chronic respiratory condition
 - 13.6% had diabetes
 - 79.0% had at least one of the above
 - Average was 3.6 conditions

Populations Served

- Adults & Teens:
 - Smoke combustible tobacco
 - Vape nicotine
 - Use chew/spit tobacco
 - Pregnant & breastfeeding
- Non-tobacco using callers (proxy)

Kick It Staff



Kick It Staff

- Clinical
 - 55 Quit Coaches
 - Most are bilingual (Spanish, Mandarin, Cantonese, Korean, Vietnamese)
 - Most have a bachelor's or master's degree in psychology or health-related field
 - 6 Quit Coach Supervisors
 - Service delivery manager, Clinical director, Asst. clinical director, Medical director
- Research, Communications, IT, Admin
 - 55 staff across these four departments

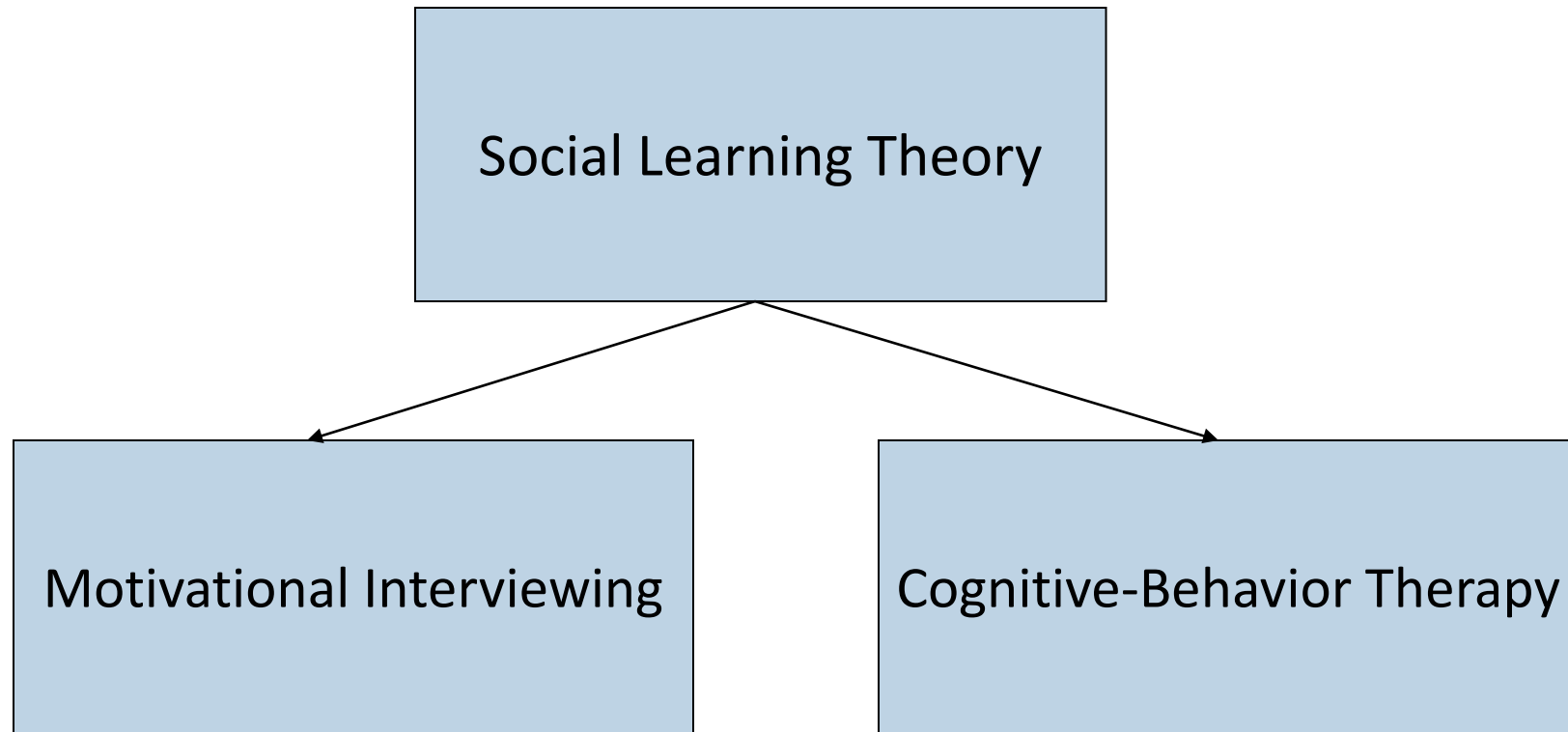
Quit Coach Training

- 60-hour, in-house training
- Varied formats: lecture, discussion, role play, etc.
- Followed by intensive, 1-month “apprenticeship”

How Do We Help People Quit?



Theoretical Framework



Theoretical Framework

- Social Learning Theory (SLT)
 - Smoking/vaping/dipping is a learned behavior that can be unlearned
 - Increase self-efficacy and self-regulation
- Motivational Interviewing (MI)
 - Help clients resolve ambivalence
 - Empower clients to choose change
- Cognitive-Behavioral Therapy (CBT)
 - Help clients try new behaviors & change thoughts
 - Create a solid quitting & relapse prevention plan

Intervention Philosophy

- Encourage quit attempts
 - Multiple attempts are the norm; keep trying!
- Prevent relapse

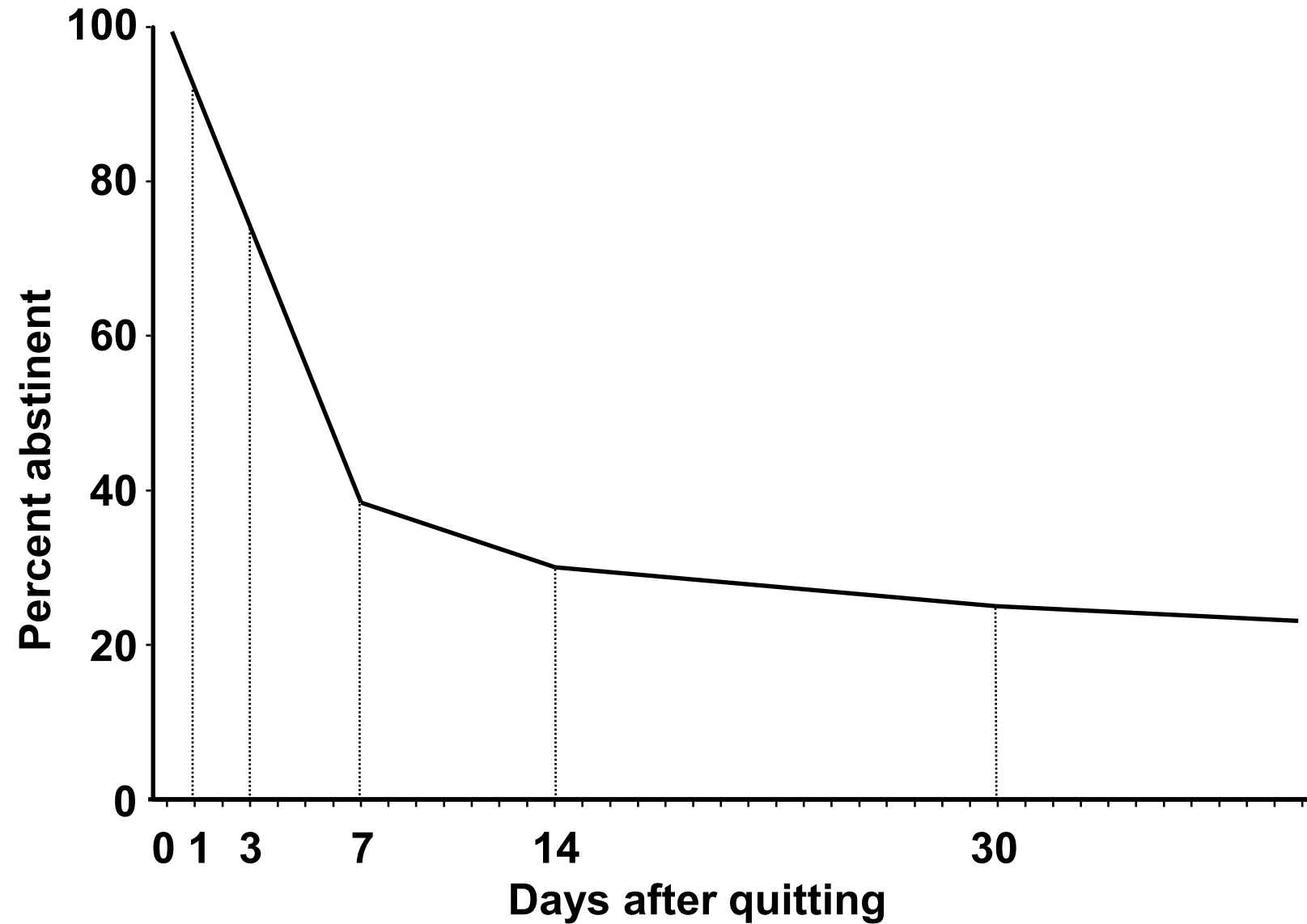
Protocol Change Principles

- Encourage quit attempts
 - Nonspecific counseling effects
 - Hope, rapport, motivation, self-efficacy, social support, ambivalence, & accountability
 - Proactivity
 - » Addresses client ambivalence, reduces attrition, provides social support, creates accountability
 - Specific counseling effects
 - Share knowledge, assist with planning

Protocol Change Principles (cont.)

- Prevent Relapse
 - Relapse-sensitive call scheduling

Relapse-Sensitive Scheduling



Protocol Change Principles (cont.)

- Prevent Relapse
 - Relapse-sensitive call scheduling
 - Motivation assessment
 - Plan revision as needed
 - Self-image
 - Perseverance

Intervention Protocol

- Intake Call
 - 8-10 minutes
 - Determine needs
- Initial Coaching 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

- Call overview & rationale
- Motivation

Top Motivators to Quit

- Health
 - current illness or fear of illness
- Social
 - includes quitting for family members and responding to nonsmoking norm in CA
- Cost
 - e.g., tax increase = call increase

First Session (cont.)

- Call 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 (slip or relapse)

Top Relapse Triggers

- Highly emotional situations (stress)
- Being around smokers
- Alcohol

Proactive Follow-up Sessions (cont.)

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

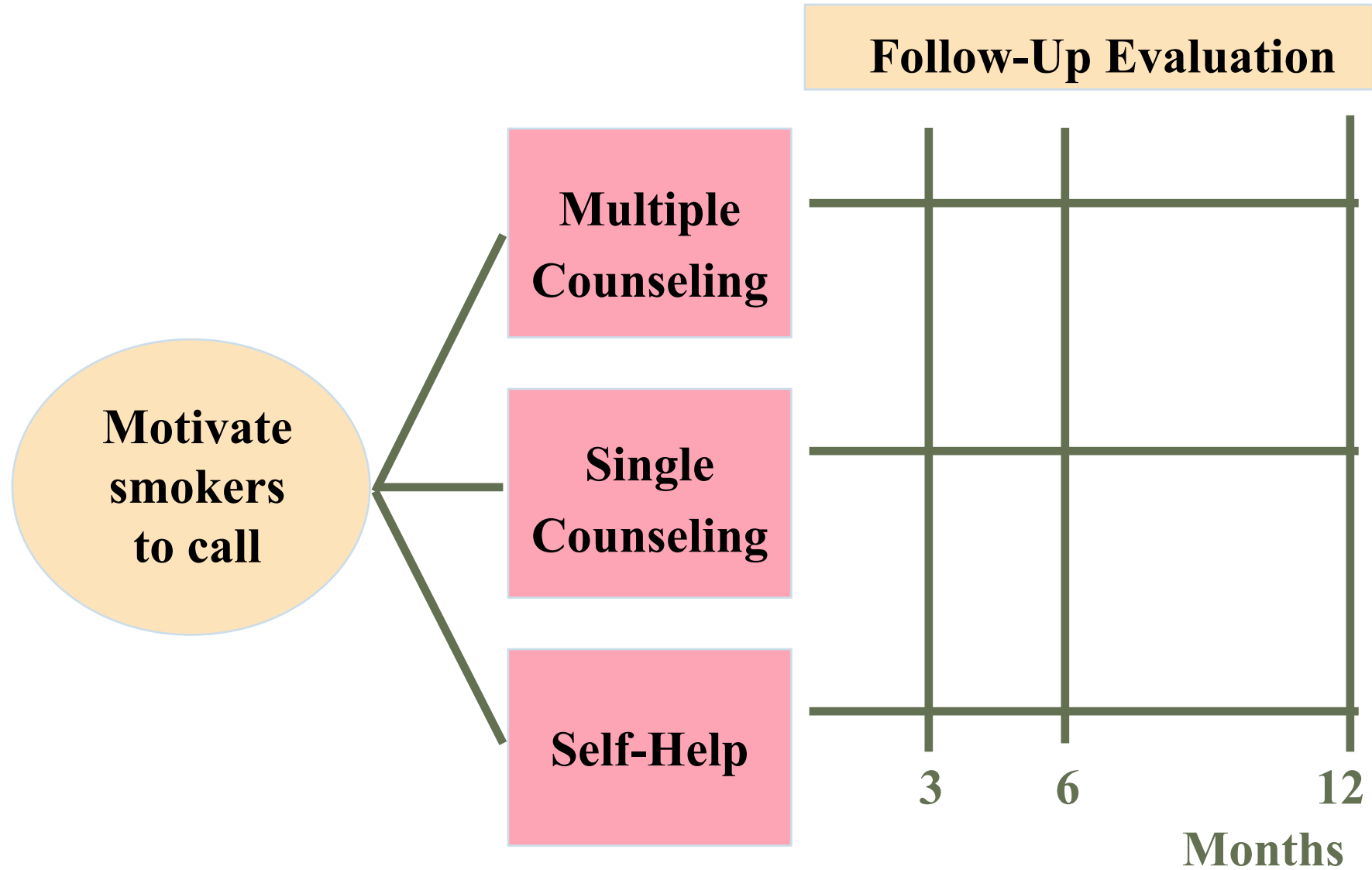
Protocol Summary

- 1 planning call (25-30 minutes)
- Up to 4 follow-up calls (5-10 minutes)
- Help clients to:
 - Identify a strong reason (Motivation)
 - Bolster belief in ability (Confidence)
 - Develop a solid plan (Skills)
 - Adopt a new view of self (Self-image)
 - Keep trying (Perseverance)

How Effective is Kick It California?



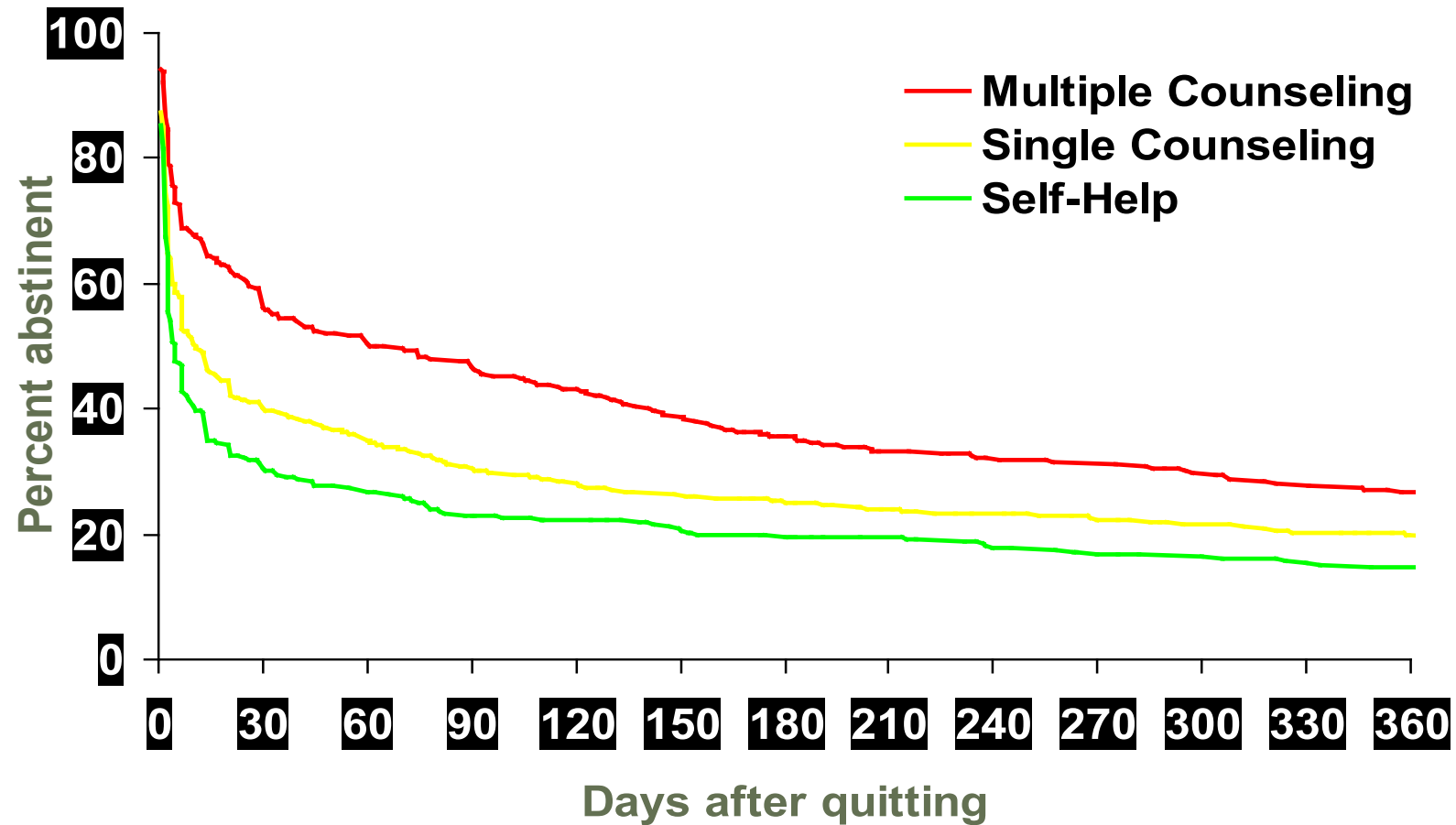
A Randomized Trial



Quit Attempts

| Treatment Group | Quit in 3 Months % |
|------------------------|-----------------------|
| Self-Help | 58.8 |
| Single Counseling | 66.7 |
| Multiple Counseling | 66.6 |

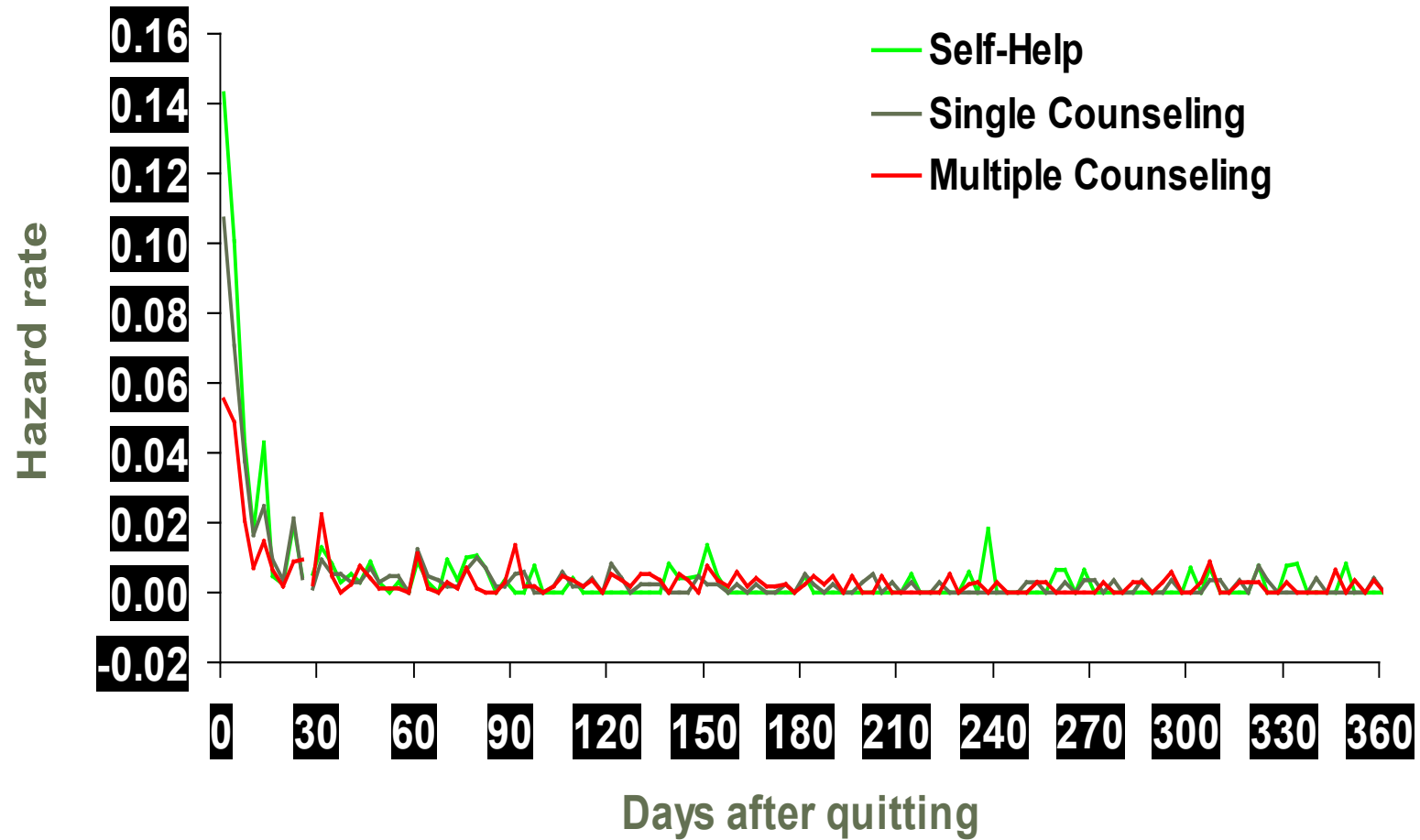
Relapse Curves for 3 Groups



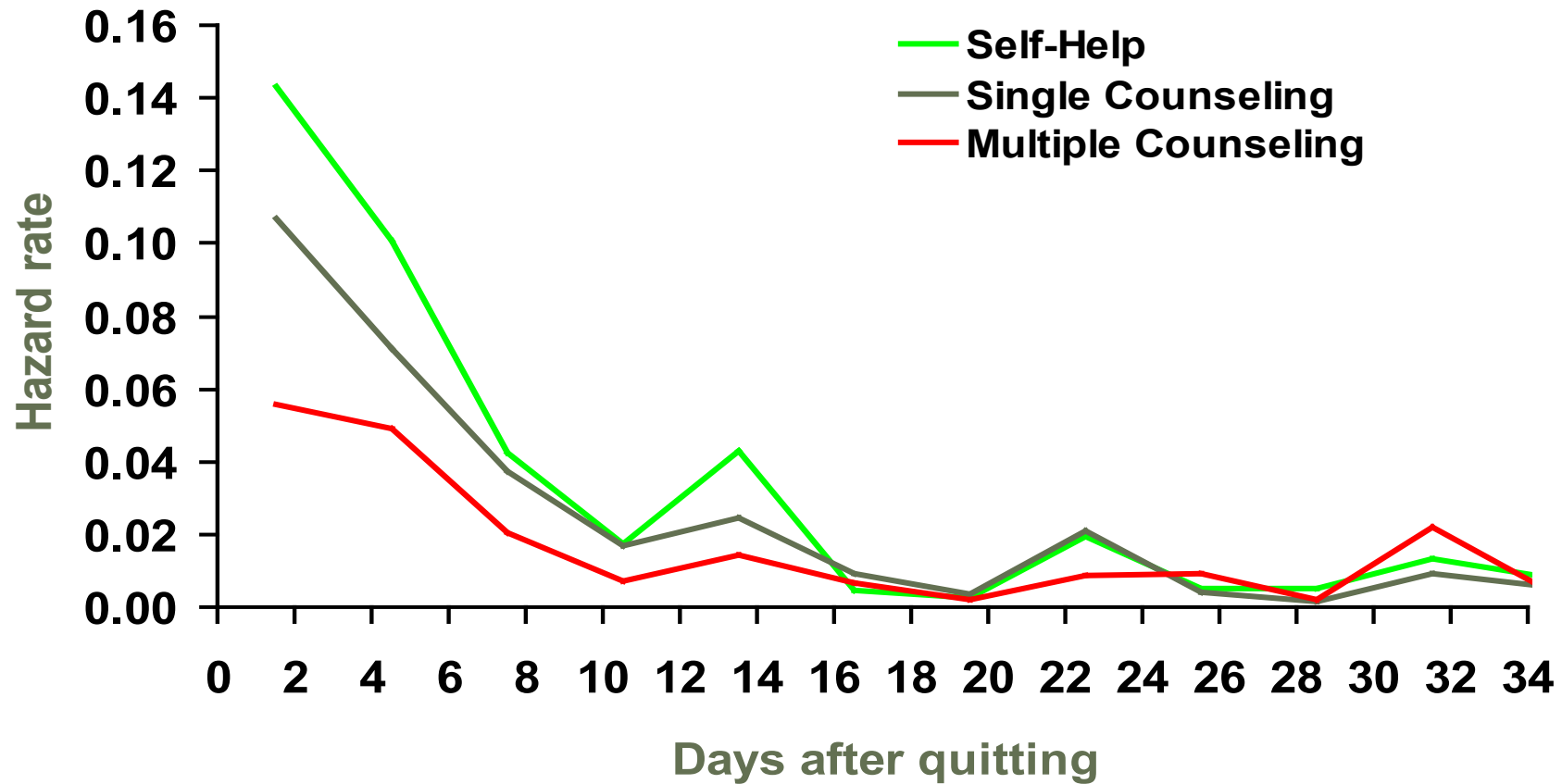
12-Month Abstinence & Median Length of Abstinence

| Treatment Group | 12-month Abstinence rate (%) | Median length of abstinence (Days) |
|---------------------|------------------------------|------------------------------------|
| Self-Help | 14.7 | 5 |
| Single Counseling | 19.8 | 11 |
| Multiple Counseling | 26.7 | 63 |

Hazard Rates Over 12 Months



Hazard Rates Over 30 Days



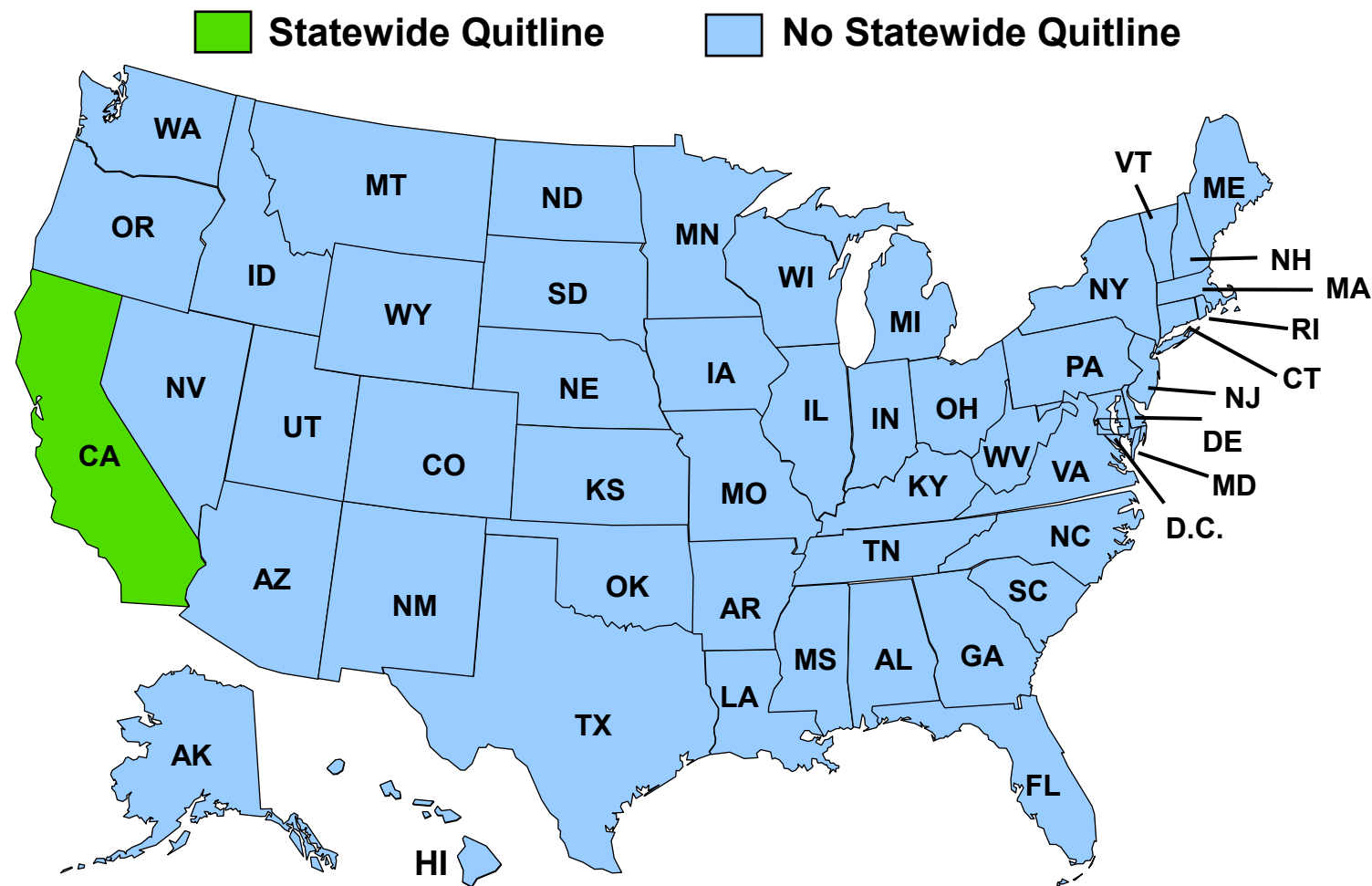
Summary of Evidence

- RCT showed:
 - Telephone counseling can increase quit attempts and prevent relapse
 - Single session can be efficacious; multiple sessions even more so
- Further research has:
 - Replicated original results
 - Validated protocols for sub-populations

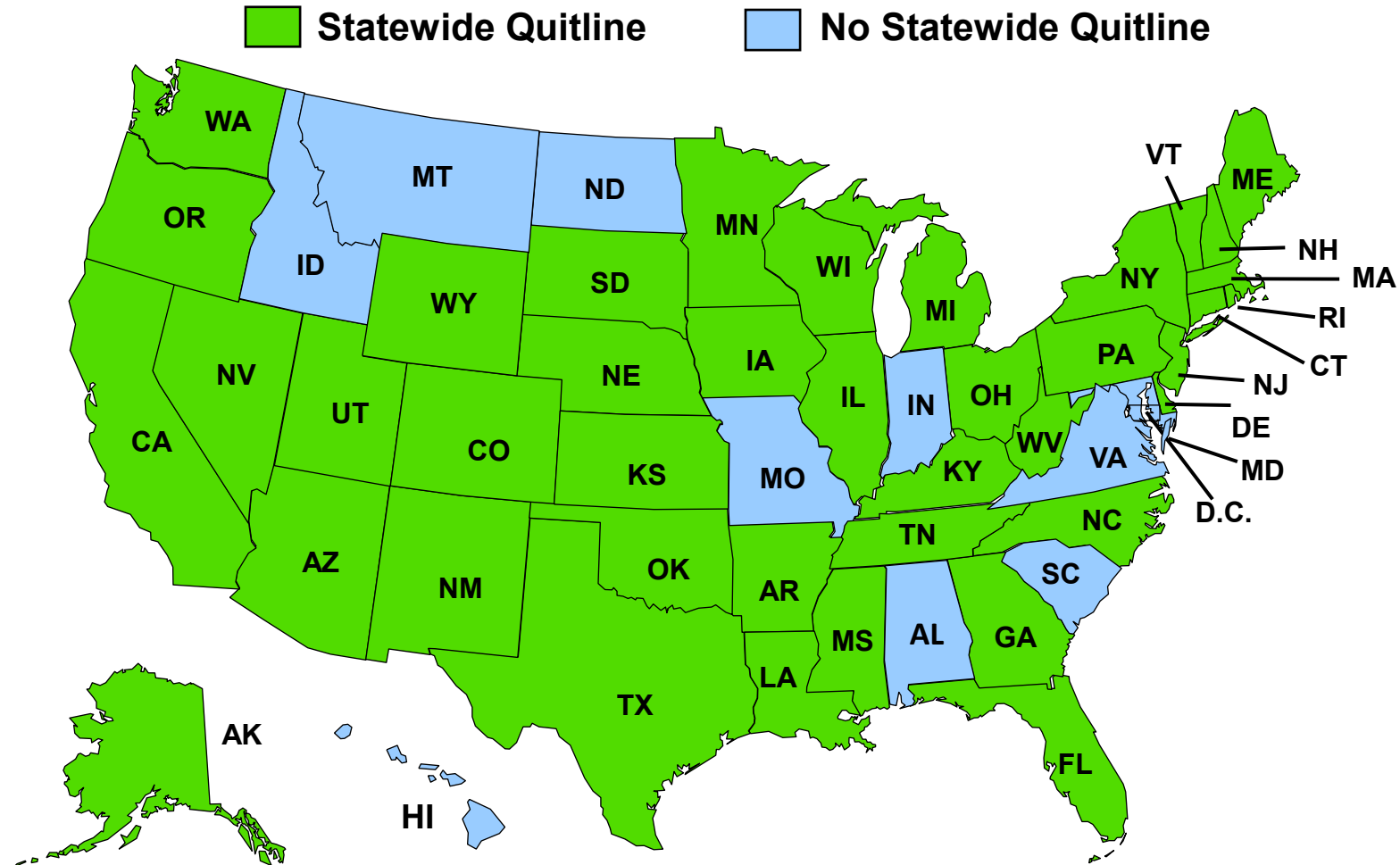
CSH Randomized Trials

- Early demonstration study (N>3,000)
- Replication trial (N>3,000)
- Teen smokers (N>1,400)
- Pregnant smokers (N>1,100)
- Smokers using NRT (N>3,000)
- Asian language speakers (N>2,200)
- Depressed smokers (pilot N>90)
- Patch distribution study (N=4,200)
- Smokeless tobacco users (N>1,600)
- Voucher-patch study (N=3,710)
- Project BEST (N>3,100; Smoker-Nonsmoker pairs)

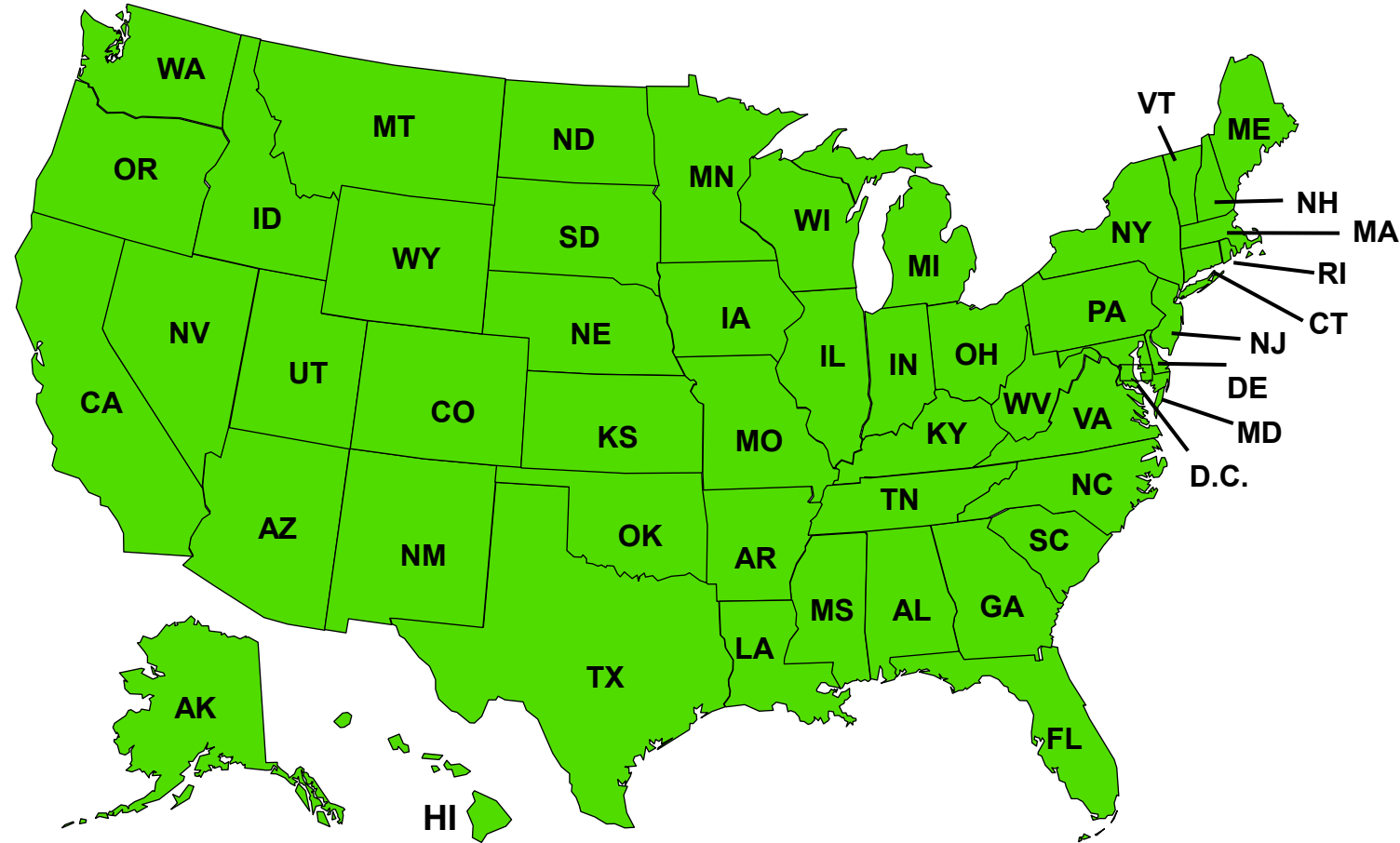
Quitlines in 1992



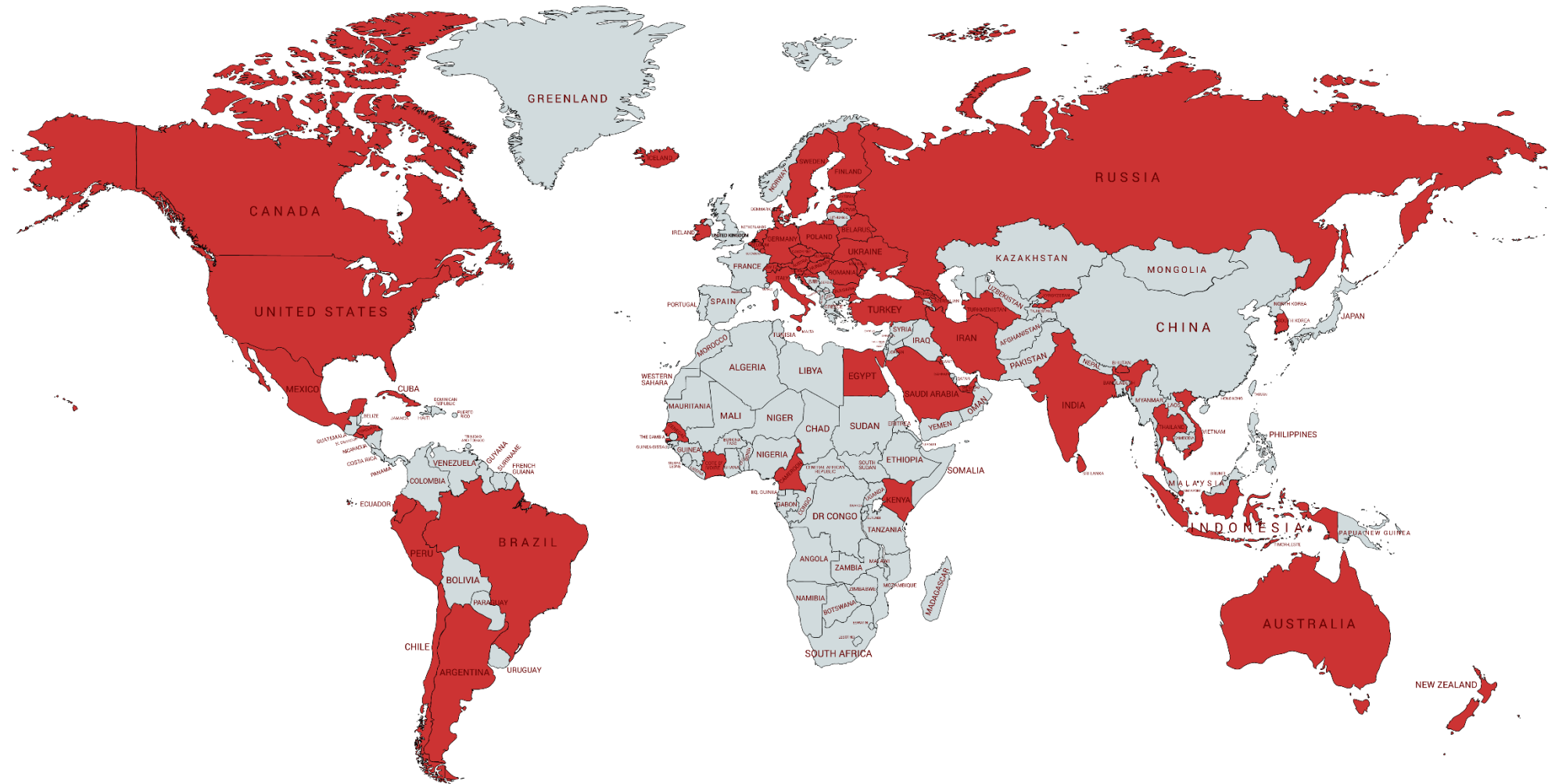
Quitlines in 2004



Quitline Coverage With 1-800-QUIT-NOW



Telephone Counseling Globally










Kick It California Services



1million+ people served

120,000 people over the last 3 years

| PHONE | CHAT | TEXT | MATERIALS | APPS | VIDEOS | ALEXA | |
|---|---|--|---|---|---|---|---------|
|  |  |  |  |  |  |  | |
| LIVE COACHING MON-SAT | LIVE COACHING MON-SAT | AUTOMATED MESSAGES | DIGITAL & PRINT | IOS & ANDROID | 8 ONLINE VIDEOS | SKILL - QUIT TIPS | |
| SMOKING | SMOKING | SMOKING | SMOKING | SMOKING | SMOKING | SMOKING | |
| VAPING | VAPING | VAPING | VAPING | VAPING | ENGLISH & SPANISH | VAPING | |
| CHEW | CHEW | ALL SERVICE LANGUAGES* | CHEW | ENGLISH | | ENGLISH & SPANISH | ENGLISH |
| ALL SERVICE LANGUAGES* | ENGLISH & SPANISH | | ALL SERVICE LANGUAGES* | | | | |

* Service languages: English, Spanish, Chinese, Korean, and Vietnamese. (Asian languages not funded under this grant.)

Nicotine Patch Eligibility

- **First 5 CA funds** – 2-week starter kit of patches
 - Persons living with children 0-5, Pregnant smokers (with MD approval)
- **CDC grant** - 2-week starter kit of patches
 - Callers to the Asian Smokers' Quitline
- **Medi-Cal**
 - Most beneficiaries can get pharmacotherapy covered
 - MD prescription needed

Website: kickitca.org

[Our Program](#)[Quit Smoking](#)[Quit Vaping](#)[Quit Smokeless](#)[Help Others Quit](#)[Quit Now](#)[Call](#)[English](#)

Welcome to Kick It California

We're a free program that helps Californians kick smoking, vaping, and smokeless tobacco with the help of proven, science-based strategies. Take the first step toward quitting.

[Start Now](#)[Chat](#)

KIC Website Features

- English: kickitca.org & Spanish: kickitca.org/es
- Responsive design for desktop and mobile devices
- [Online program enrollment](#) for tobacco users & friends/family of tobacco users
- [Quit Toolkits](#) with guides and plans
- Special resources to [Help Youth Quit Vaping](#) and for [First 5 populations](#) (pregnant & parents of children 0-5)
- Secure patient/client [online referral](#) for Health Professionals
- Cessation Training & Education Resources for [Health Professionals](#) and the [Tobacco Control Community](#)
- A [new catalog](#) of free print & digital materials

Quit Vids

- Series of 8 smoking cessation videos
- Available on:
 - Kick It California YouTube channel – <https://www.youtube.com/kickitca>
 - Kick It California website - <https://www.kickitca.org/quit-vids>





Kick It California

Evidence-based referral option for tobacco cessation

Self-Referral



Can be ordered at www.tecc.org

Proactive Provider Referral

- Greater assurance patient will receive treatment
- Most suitable for patients who want to quit and provide consent
- Types:
 - E-Referral
 - Web

E-referral

- Provider receives automated feedback from Kick It
- Piloted with UC Davis
- Other UC health systems launched
 - UCSF, UCLA, UCSD, UCI

E-referral

- Search: “smoker” “quit” or “quitline”

[illegible]

E-referral

- Add contact number for patient
- Obtain consent

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Association CodeSearch PrefList OP Pharmacy Providers References Open Orders Pend Orders Sign Orders Calculator Routing Interactions

New order: Search Next Edit Mul

New order defaults Not using defaults

Procedures (1 Order)

SMOKING CESSATION - QUIT LINE Accept Cancel Remove

Patient Consented for this Referral? Yes
Patient Preferred Language? English
Patient or patient's guardian (if under 18) has agreed to have California Smokers' Helpline contact him for help with a quit plan or more information about quitting smoking. Patient or Patient's guardian (if under 18) has also agreed that the California Smokers' Helpline will provide his health care provider with the result of his participation. The California Smokers' Helpline (1-800-NO-BUTTS) is a free statewide quit smoking service operated by the University of California San Diego's Moore's Cancer Center. The Helpline offers self-help materials, referral to local programs, and one-on-one, telephone counseling to quit smoking. Helpline services have been proven in clinical trials to double a smoker's chances of successfully quitting. Specialized services are also available for teens, pregnant women, and tobacco chewers. The Helpline also provides information to friends and family members of tobacco users. More information can be found on the website: <http://www.californiasmokershelpline.org/> Contact phone number: 1-800-NO-BUTTS

| Questions: | Prompt | Answer | Comments |
|------------|--------------------------------------|---|----------------------|
| 1. | Patient Consented for this Referral? | <input checked="" type="button" value="Yes"/> <input type="button" value="No"/> | <input type="text"/> |
| 2. | Patient Contact Phone # | <input type="text"/> | <input type="text"/> |
| 3. | Best Day/Time to Reach | <input type="button" value="Morning"/> <input type="button" value="Afternoon"/> <input type="button" value="Evening"/> | <input type="text"/> |
| 4. | Patient Preferred Language? | <input type="button" value="English"/> <input checked="" type="button" value="English"/> <input type="button" value="Spanish"/> <input type="button" value="Chinese (Mandarin)"/> | <input type="text"/> |

Single response

Comments (F6): Insert SmartText ← → ↩ ↪

Patient or patient's guardian (if under 18) has agreed to have California Smokers' Helpline contact him for help with a quit plan or more information about quitting smoking. Patient or Patient's guardian (if under 18) has also agreed that the California Smokers' Helpline will provide his health care

► **Previously Signed Orders (3)**

► **Diagnoses** Level of service:

Web Referral

[Our Program](#)[Quit Smoking](#)[Quit Vaping](#)[Quit Smokeless](#)[Help Others Quit](#)[Quit Now](#)[Call](#)[English](#)

Health Professionals

Kick It California provides free tobacco cessation education, training, and technical assistance. We also offer options for you to securely refer your patients and clients to our Quit Services.

[Refer a Patient](#)

How to Submit
Web-based Referrals
to **Kick It California**

STEP 1 Scan QR code for easy access

kickitca.org/patient-referral



STEP 2 Enter ALL fields for Health Professional & Patient

Health Professional Information

First Name*

Last Name*

Email*

Clinic Name*

STEP 3 Enter FULL clinic or community-based organization name

Patient Information

First Name*

Last Name*

Date of Birth (MM/DD/YYYY)*

Phone Number*

Gender



Language



Patient Consent

Obtain patient consent. Quit Coaching is available to those aged 13 or older.

Patient or Patient's Guardian (if under 18) consents to allow the referring organization to share contact information with Kick It California for the purpose of offering cessation services through phone or email.

STEP 4 ☒ Yes, I consent

Verify

☒ I'm not a robot



STEP 5

Submit



A quit coach will call the patient within 2 business days after referral is made.

1.800.300.8086

KICK/IT
California

Thank you!

Scan the QR code with your phone's camera **OR** click survey link in chat box



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Case Study: Krystal

- Krystal is 31-year-old female with asthma and depression. She has been smoking regularly since she was 16 (currently 15-20 cigarettes a day). Krystal reports feeling “stable” on Lexapro for her depression, but she has been using more albuterol over the past several months for her asthma.
- Krystal tells you she is now ready to quit. She has tried to stop smoking several times before (having used nicotine patches) and wants to know if there are any other “better” options out there.
- What other information would you like to know?
- What would you say about quitting aid options for Krystal?
- What other considerations are there for Krystal?

E-cigarettes and Vaping



E-cigarettes & Vaping

- Hundreds of brands thousands of flavors available
- Long-term health risks unknown
- Efficacy for smoking cessation not established
- Will they help smokers quit or will they “re-normalize” smoking and impede cessation efforts?
- Pod systems (e.g., JUUL, Suorin) have become popular, especially among youth (e.g., Puff Bar, Stig)

Vaping Cessation

- Among youth, there is interest in quitting
 - But uptake is more common at present
- Learn as much as you can about vaping
- Start the conversation
 - (e.g., What do you like about vaping?)
- Be ready to listen
- Be ready for questions
 - Isn't vaping safer than smoking?
 - But e-cigs don't have (much) nicotine?



Vaping Cessation (cont.)

- Lack of studies on vaping cessation
- Smoking cessation principles apply:
 - Motivation
 - Planning
 - Setting a quit date
 - Keep trying
- Unique considerations
 - Type of device
 - Nicotine strength
 - Patterns of use
 - FDA-approved quitting aids?



Vaping Cessation Resources for Youth

- Stanford Medicine– Tobacco Prevention Toolkit
 - Resources & educational modules for schools, providers and parents
 - <https://med.stanford.edu/tobaccopreventiontoolkit.html>
- American Academy of Pediatrics – Vaping, JUUL & E-cigarette Toolkit
 - PowerPoint presentations on vaping related resources
 - <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Richmond-Center/Pages/vaping-juul-e-cigarettes-toolkit.aspx>
- American Lung Association – Conversational Guides
 - Educational materials for teens, parents, educators
 - www.thevapetalk.org
- SAMSHA – Guide to Reducing Vaping among Youth and Young Adults
 - Resources for health care providers, systems, and communities.
 - <https://store.samhsa.gov/product/Reducing-Vaping-Among-Youth-and-Young-Adults/PEP20-06-01-003>

Vaping Cessation Resources for Youth (cont.)

- National Cancer Institute – Quit vaping resources for teens
 - SmokeFreeTeens.gov
 - <https://teen.smokefree.gov/quit-vaping>
- American College of Preventive Medicine
 - Youth cessation resources for parents, educators, healthcare professionals
 - <https://www.acpm.org/initiatives/tobacco-cessation-resources/>
- Everfi/Kaiser Permanente/Truth Initiative
 - Quit vaping curriculum for teachers, parents and students
 - *Vaping – Know the Truth* - 45-minute self-help interactive course with peer-to-peer & digital material
 - <https://everfi.com/courses/k-12/vaping-prevention>

Vaping Cessation Resources for Youth (cont.)

- Truth Initiative® - Free text message program & app
 - Text “QUIT” to 202-804-9884
 - Text “QUIT” to 706-222-QUIT
 - Mobile App – This is Quitting
 - www.thisisquitting.com
 - www.thetruth.com
- National Jewish Health – Program for teens & adults who vape
 - <https://mylifemyquit.com>
- California Youth Advocacy Network - Educational materials
 - www.cyanonline.org
- California Smokers’ Helpline – Counseling, texting chat, mobile app, Alexa skill 1-844-8-NO-VAPE
 - www.novapes.org