



California Tobacco Prevention University

November 2024

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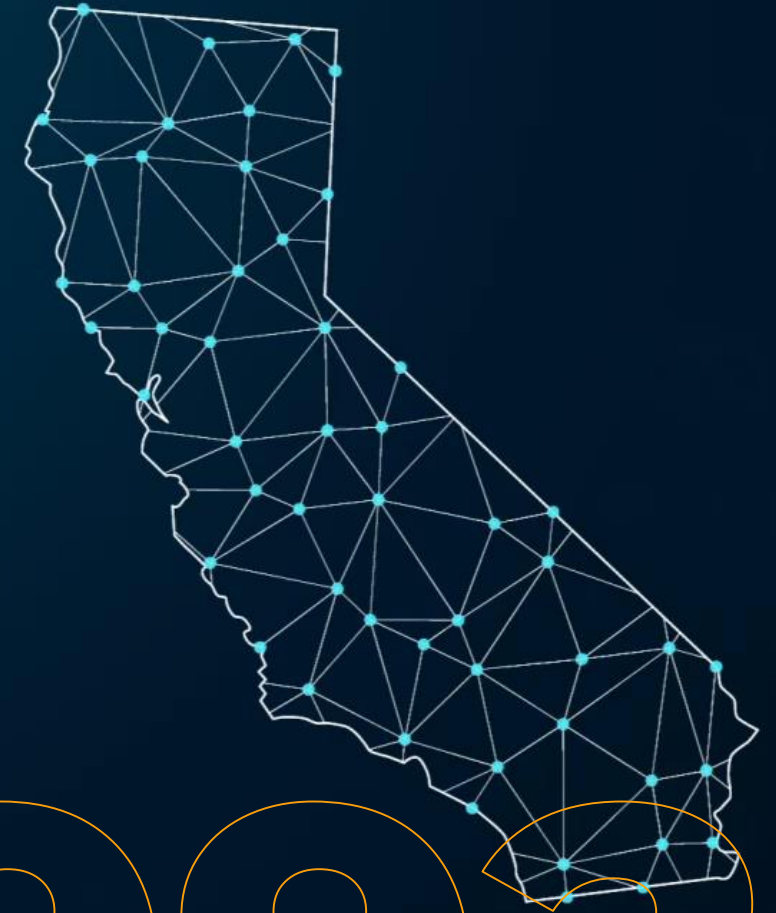
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CALIFORNIA SMOKERS' HELPLINE

- Based on research performed at UC San Diego
- The First Statewide Coaching Service
- Quitlines are now in all U.S. states, all Canadian Provinces, Mexico, Europe, Australia, New Zealand, and many Asian countries



1992

INTRODUCING **KICK IT CALIFORNIA**

FORMERLY THE CALIFORNIA SMOKERS' HELPLINE

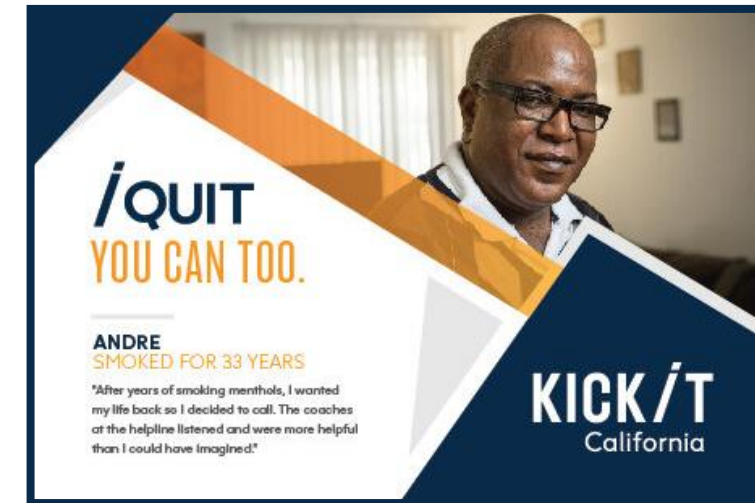


QUIT SMOKING






■ 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
- >21,000 registered users in 2023



1million+ people served

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

Who do we serve?



Populations Served

- Adults & Teens (>13):
 - Smoke combustible tobacco
 - Vape nicotine
 - Use chew/spit tobacco
 - Pregnant & breastfeeding
- Non-tobacco using callers (proxy)

KIC's Record in Serving the Priority Populations

Compared to the English-speaking Caucasian ethnic group,

- African American smokers are *more likely* to use the quitline
- American Indian smokers are *equally likely* to use the quitline
- Asian immigrants who prefer to speak Chinese, Vietnamese, and Korean (due to their low English proficiency) are *equally likely* to use the quitline
- LGBTQ+ smokers are *equally likely* to use the quitline as non-LGBTQ smokers
- Low-income smokers are actively using the quitline services (over **70%** of its current clients are *Medicaid recipients*)
- Behavioral health: Over **50%** of the quitline clients report having at least one mental health condition
- Rural population is just as *likely*, if not more, to use the quitline services as the urban population



Overview of Phone Coaching Services

- Personalized, one-on-one quit coaching program
 - Uses motivational interviewing and proven behavior change methods
 - Help clients adjust their thinking and make new, healthier habits
- Our Quit Coaches help clients develop a Quit Plan and set a Quit Date
 - Motivation + triggers + coping strategies
- Relapse sensitive follow-up coaching sessions
- Provide education about withdrawal symptoms, & pharmacotherapy
- Referral to other services if appropriate

My Plan KICK/IT California

I Am Becoming a Nonsmoker
My main reason to quit is: _____

Triggers (Times I will want to smoke)	Strategies (What I'll do instead of smoking)
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____

My quit day is: _____

Motivation + Planning = Success

Sample

My main reason to quit is: My health- want to breathe better

Triggers (Times I will want to smoke)	Strategies (What I'll do instead of smoking)
1. First thing in the morning (every day)	1. Eat breakfast first, then shower. Have juice, gum.
2. Meeting with Jack on Wed. (stress)	2. Take deep breaths. Drink water.
3. Stress at home (kids before bedtime)	3. Chew gum. Do dishes. Take a walk.
4. Watching TV-boredom (every day)	4. Fiddle with paper clip. Read a magazine. Do a crossword puzzle. Play cards.

My quit day is: Monday, October 5th

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A group of colorful wooden human figures standing in a line, with the text "Making A Referral to KIC" overlaid. The figures are in various colors including blue, green, red, yellow, and brown. The background is a soft, out-of-focus light gray.

Making A Referral to KIC

1-800-300-8086

Contact Information

☐ I agree to receive phone calls. I'm at least 13 years old. I live in California.*

☐ I agree to receive SMS messages. Standard text messaging rates apply.

* Indicates required field

By clicking continue, I acknowledge that my information will be kept confidential as allowed by law. You can read our detailed privacy policies [here](#).

Continue

Web Intake/Enrollment

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](#)

[Friends & Family](#)

[Health Professionals](#)

[Tobacco Control Community](#)

[Free Materials](#)



Web referral

★ kickitca.org/patient-referral

Health Professional Information

First Name*

Last Name*

Email*

Clinic Name*

Patient Information

First Name*

Last Name*

Date of Birth (MM/DD/YYYY)*

Phone Number*

Gender



Language



Patient Consent

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.

☐ Yes, I consent

Verify

☐

I'm not a robot



reCAPTCHA
Privacy - Terms

Submit

KICK/T
California

*A quit coach will contact the patient in 2-5 business days once referral is made.

Thank You!

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Additional Information

Resources:

- [Kick It California Website](#)
 - [Provider Referral form](#)
 - [Materials Catalog](#)
- [Asian Smokers Quitline Website](#)

References:

- Zhu, S. H., Tedeschi, G. J., Li, S., Wang, J., Aughinbaugh, E., Pratt, A. S., & Zhuang, Y. L. (2024). Tobacco Quitline Callers Who Use Cannabis and Their Likelihood of Quitting Cigarette Smoking. *American Journal of Preventive Medicine*.
- Zhu, S. H., Anderson, C. M., Tedeschi, G. J., Rosbrook, B., Johnson, C. E., Byrd, M., & Gutiérrez-Terrell, E. (2002). Evidence of real-world effectiveness of a telephone quitline for smokers. *New England Journal of Medicine*, 347(14), 1087-1093.
- Zhu, S. H., Tedeschi, G. J., Anderson, C. M., & Pierce, J. P. (1996). Telephone counseling for smoking cessation: what's in a call?. *Journal of Counseling & Development*, 75(2), 93-102.