

New FREE Smoking Cessation Program for Pregnant Patients!

For the first time, through Quit Now Kentucky (1-800-QUIT-NOW), pregnant/postpartum women can receive customized coaching calls with incentive payments for each call, and if uninsured, also receive two weeks of free nicotine patches! Over 24% of the pregnant women in Kentucky continue to smoke - **double** the national average. This is complicated by a review of eight studies which concluded that counseling alone is not enough to help most pregnant women quit smoking, indicating medication is needed for many patients to quit.

([British Journal of Obstetrics and Gynaecology](#), August 22, 2011)

Quit Now Kentucky is a free statewide tobacco cessation service featuring proactive telephone coaching, web-based services, and text messaging. This program includes at least 5 calls during pregnancy and at least 4 calls postpartum with a dedicated female coach specifically trained to work with pregnant smokers.

This FREE program is available in English or Spanish during normal operating hours 8am – 1am EST (7am – 12 midnight CST) at **1-800-QUIT-NOW** (1-800-784-8669).

Eligibility and Incentives:

- Resident of Kentucky
- Currently pregnant (cannot enroll in program if postpartum but can receive standard services)
- 15 years of age or older (no parental consent required)
- Some participants may receive NRT with provider consent
- Participants will receive \$5 per completed call during pregnancy (up to \$25) and \$10 per call postpartum (up to \$40)

The U.S. Public Health Service Clinical Practice Guideline and the Guide to Community Preventive Services recommend proactive telephone counseling through quitlines as an effective method to help people stop using tobacco.

Quit Now Kentucky offers ALL patients:

- Support and advice from an experienced quit coach
- A personalized quit program with self-help materials
 - The latest information about medications
 - Online resources (websites, interactive sites)
 - eCoach mobile app
- Text messaging and other smart phone applications
 - Social support available online

To have the Quitline contact/enroll your patient, go to:

www.QuitNowKentucky.org/eReferral

For telephone counseling, patients can call 1-800-QUIT-NOW.

For online cessation services or more information about quitting, patients can visit www.QuitNowKentucky.org.

**Ask every patient about tobacco use
Advise patients to quit with tailored, personalized messages
Refer them to Quit Now Kentucky**



www.kycancerprogram.org