

**COMMIT
TO
QUIT**

Connecticut Quitline
July 23, 2025

 **National Jewish
Health[®]**



About National Jewish Health

- Founded in 1899
- Dedicated to respiratory health for over 125 years
- As a nonsectarian, nonprofit academic medical research center, every dollar earned is reinvested in research and program enhancements
- Original motto “None may enter who can pay-none can pay who enter”



**BEST
HOSPITALS**

U.S. News
& WORLD REPORT

PULMONOLOGY &
LUNG SURGERY
2022-23

Program Features

- Telephone coaching with experienced Tobacco Treatment Specialist
- A suite of digital services
- Personalized educational materials
- Nicotine replacement therapy (NRT) for eligible participants

Phone coaching is available 7 days a week; online resources are available 24/7. Coaches speak English and Spanish and more than 200 additional languages are offered via translation services.



Program Eligibility

- Connecticut Resident
- Any age for Phone program
- NRT available to 18 years of age or older

Program Overview

- Participants can enroll by
 - Calling 1-800-QUIT-NOW / 1.855.DEJELO YA
 - Enroll online
 - Referred by a health care provider (Fax, Web, eReferral)
 - Specialized phone and website for MLMQ
- 5-Call Program and Special Protocols
 - 1 intake call
 - Up to 5 coaching calls (outbound at scheduled times)
 - Coaches speak English and Spanish and more than 200 additional languages are offered via translation services

Additional Programs

Pregnancy and Postpartum Program

- 9 coaching calls, 5 during pregnancy and 4 post-partum.
- Same dedicated female Quitline coach.
- Incentivized for Call Completion
 - \$20 gift card for completion of calls 1-5 (pregnancy)
 - \$30 gift card for completion of calls 6-9 (postpartum)

Nicotine Replacement Therapy (NRT)

- Eligible once per year
 - Current NRT Options:
 - 6 weeks of patch, gum or lozenge
 - Web-only participants receive 2 weeks
 - Combo therapy available:
 - 2 weeks patch plus 2 weeks of gum or lozenge; and then 2 weeks of single product
 - Updated NRT Options:
 - 8 weeks of patch, gum or lozenge
 - Online NRT option to include combination therapy
- Coaches encourage callers to call insurance for further NRT support.

My Life, My Quit™ Youth Program

- Dedicated text shortcode, toll-free number, and website (36072; 855-891-9989; mylifemyquit.com)
- Five coaching sessions by phone, text or online chat with youth coach specialist.
- Simplified registration and intake process.
- Promotional and education materials developed for youth and by youth



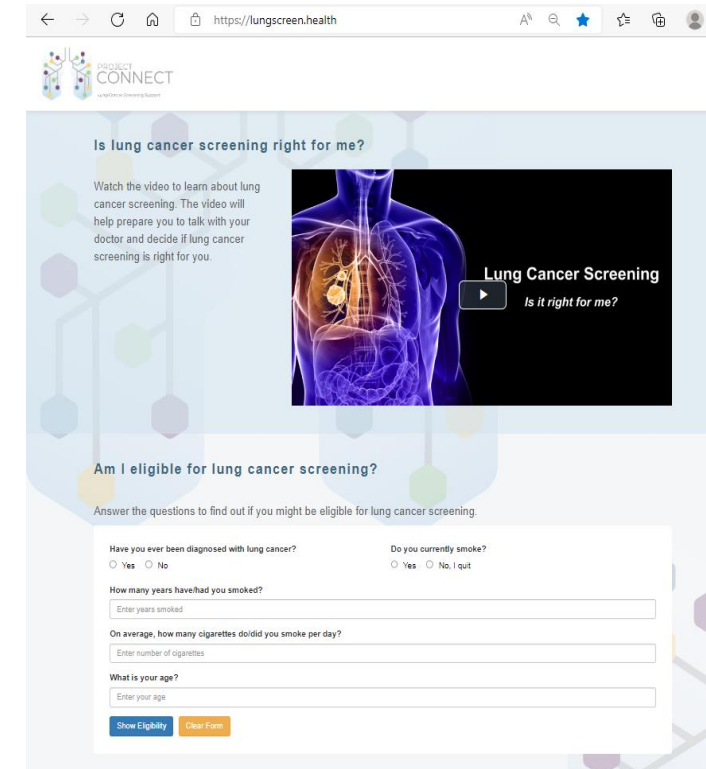
Lung Cancer Screening

- A resource package to support increasing awareness
- Connect eligible callers to information about lung cancer screening services
- 3 Strategies
 - Identify eligible Quitline callers and provide information over the phone
 - Text and email outreach
 - Embedding lung cancer screening information web page



Lung Cancer Screening

- Identify eligible Quitline callers and provide information over the phone
 - Identify Quitline eligible callers (defined by age and pack years)
 - Provide information about lung cancer screening and directed to lungscreen.health website
- Text and email outreach
 - Participants who qualify for Lung Cancer Screening AND consented to receive texts and/or emails will receive the following
- Embedded lung cancer screening information web page
 - NJH worked with MD Anderson to create a state specific lungscreen.health page
 - Embedded in the state's Quitlogix site
 - Appears in the drop-down navigation and prominent link on home page



The screenshot shows a web browser window with the URL <https://lungscreen.health>. The page features the "PROJECT CONNECT" logo and a video player titled "Lung Cancer Screening: Is it right for me?". Below the video is a form titled "Am I eligible for lung cancer screening?" with the instruction "Answer the questions to find out if you might be eligible for lung cancer screening." The form includes the following questions and input fields:

- Have you ever been diagnosed with lung cancer?
 Yes No
- Do you currently smoke?
 Yes No, I quit
- How many years have had you smoked?
Enter years smoked
- On average, how many cigarettes did you smoke per day?
Enter number of cigarettes
- What is your age?
Enter your age

At the bottom of the form are two buttons: "Show Eligibility" and "Clear Form".

Utilization – July 22nd, 2024 – June 30th, 2025

Intakes

967 phone intakes

1,055 web intakes

Program Enrollment

0 eReferrals

16 Fax Referrals

32 Provider Web Referrals

Digital Services

1293 Text Participants

825 Email Participants

Coaching Calls

812 cc1

1,000 cc2+

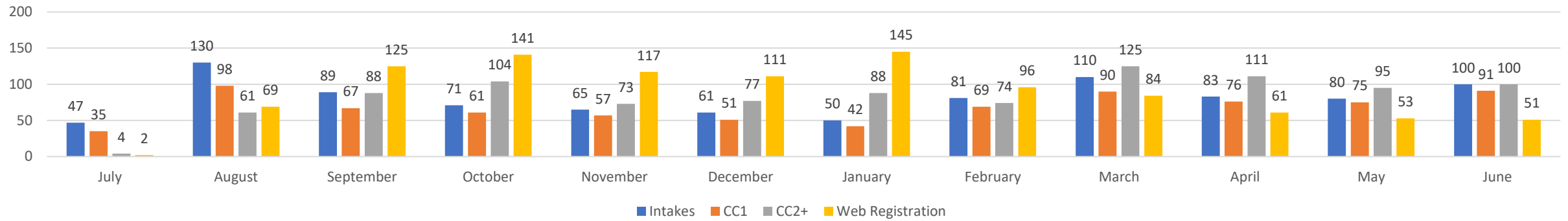
Cessation Medications Enrollments

1,570 Total NRT units ordered

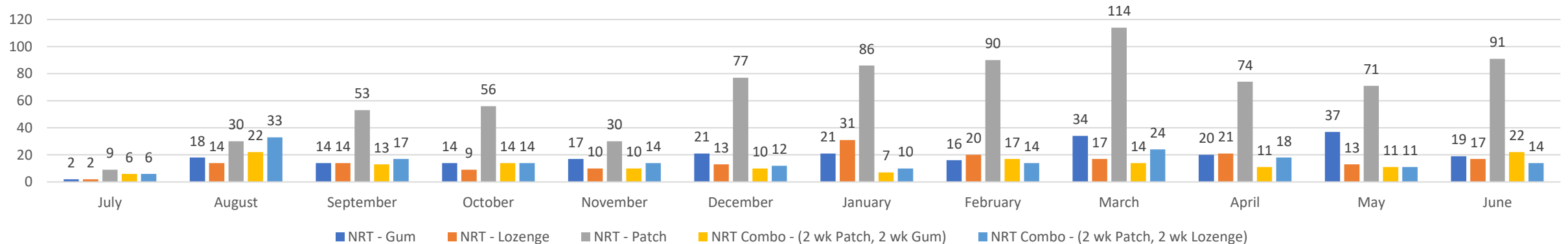
1,219 Phone NRT

351 Web NRT (available since 12/12/24)

Connecticut Trending - Participant
July 22, 2024 through June 30, 2025

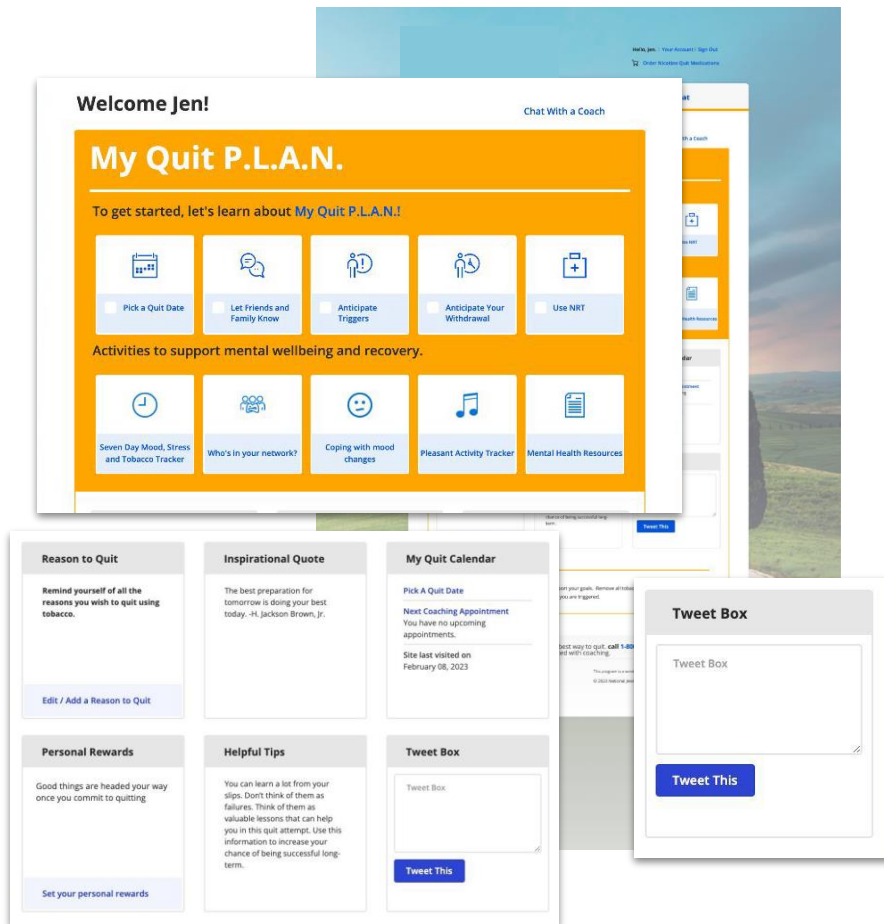
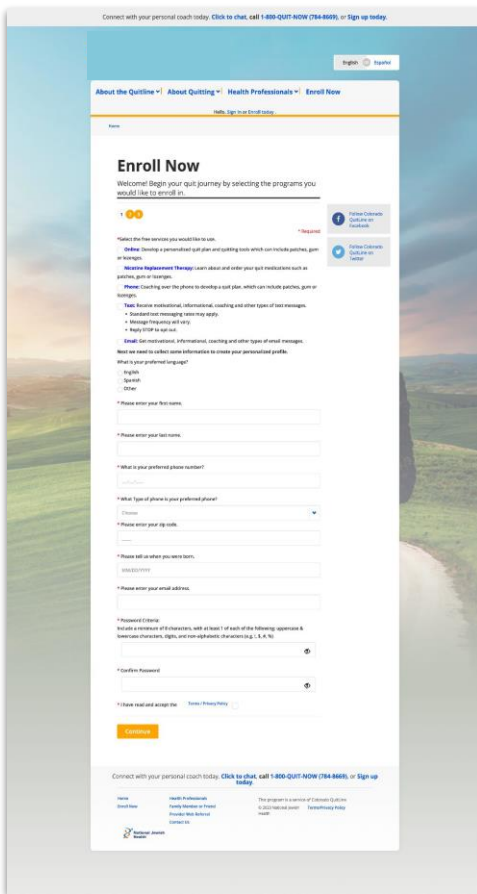
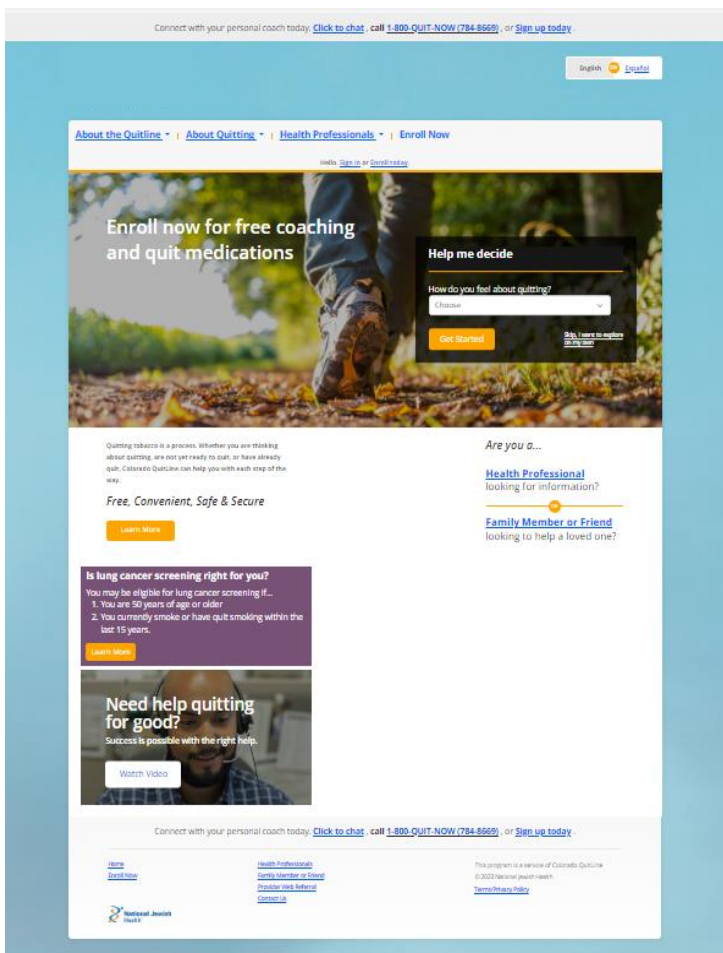


Connecticut Trending - NRT
July 22, 2024 through June 30, 2025

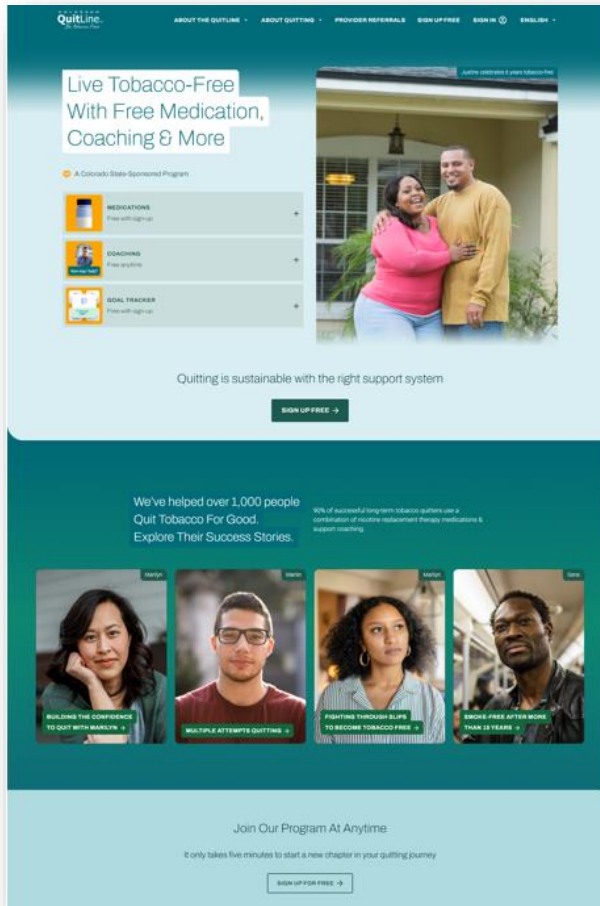


Quitlogix Web Program Redesign (Quitlogix 3.0)

Former Site



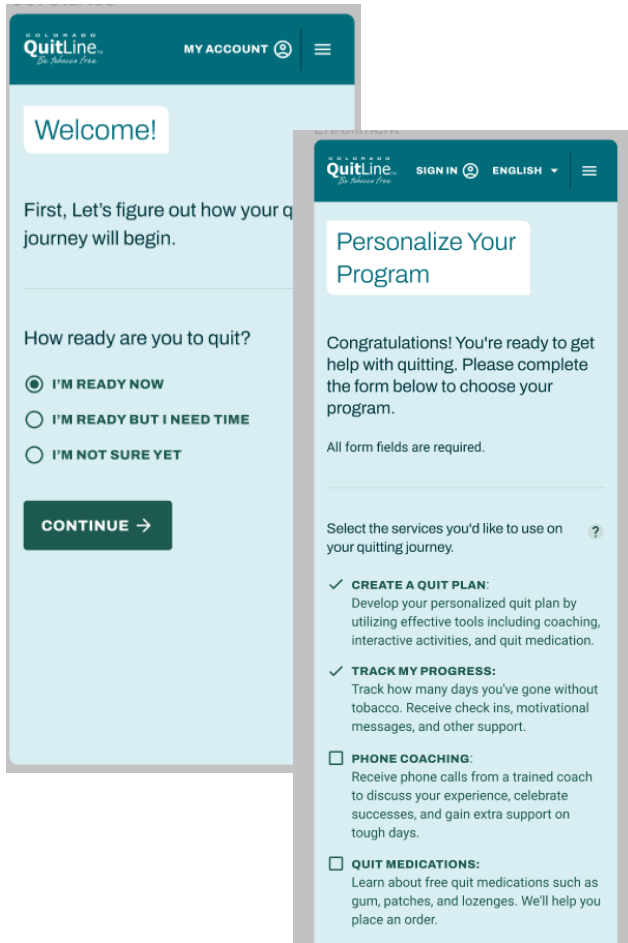
Web Program Redesigned - Launched May, 2025



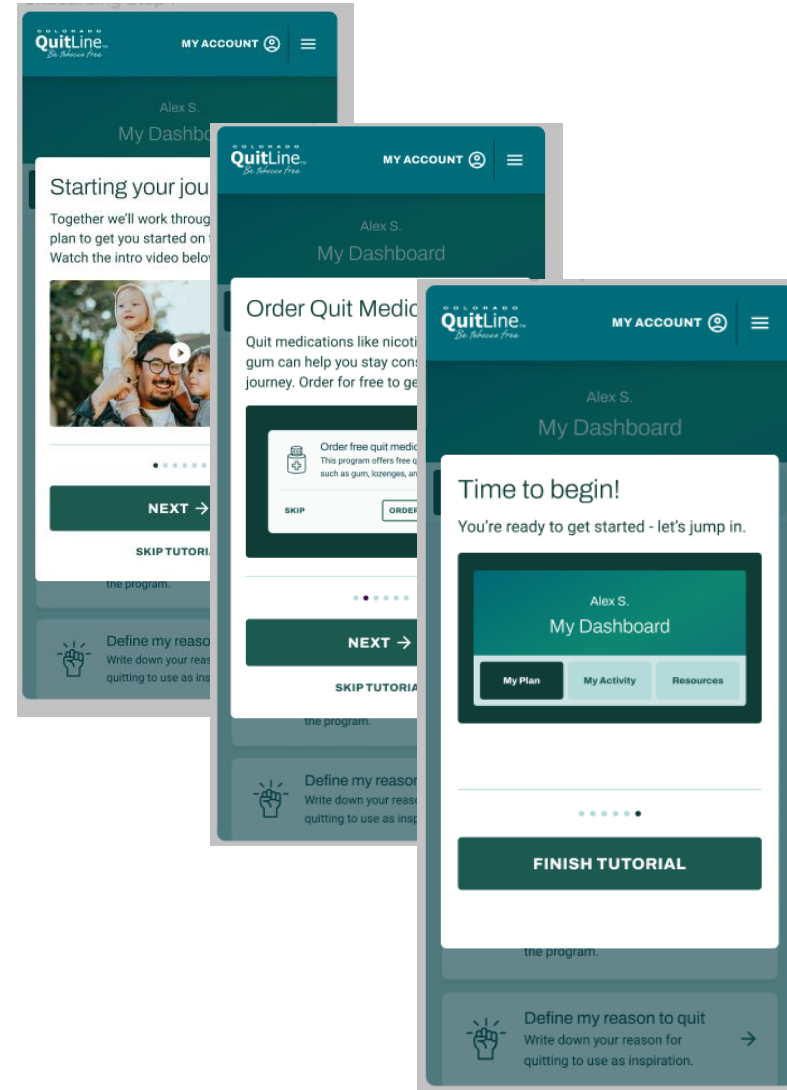
Public Pages

- Site is designed for mobile and desktop.
- Addresses user feedback and guidance to provide:
 - clarity regarding what the program is.
 - content/images that speak to the emotional nature of the quit journey.
 - clarity on how the program will support individuals along the way.
- design guardrails and guidelines on branding to ensure fast page load times and site performance.
- Meet WCAG 2.0 AA.

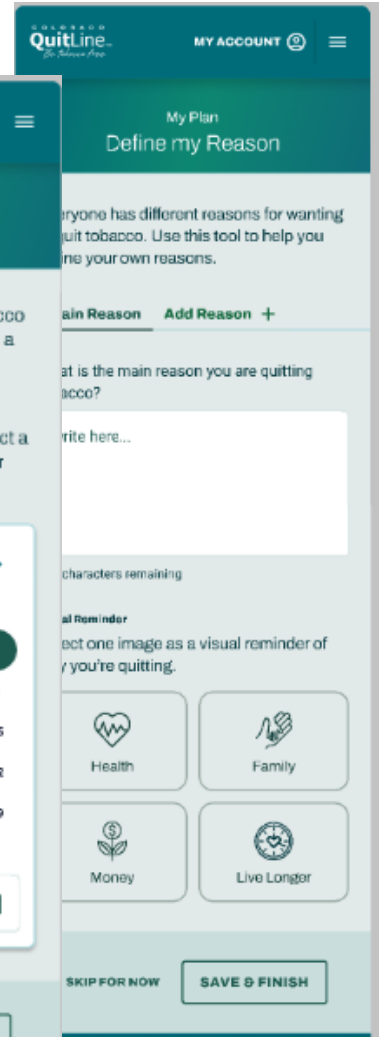
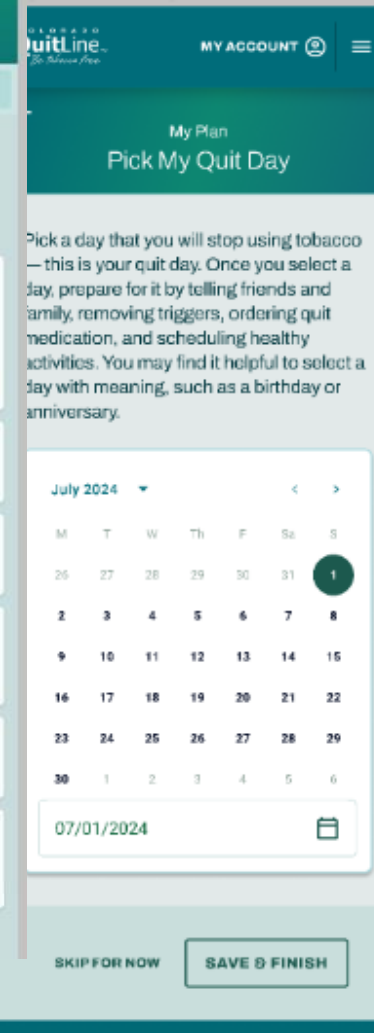
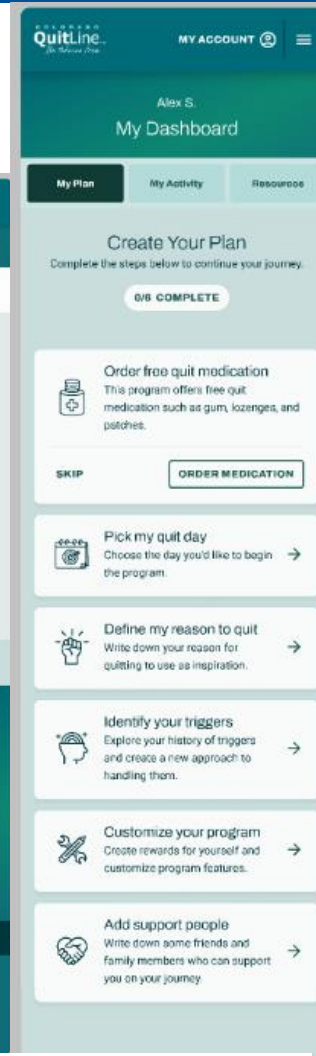
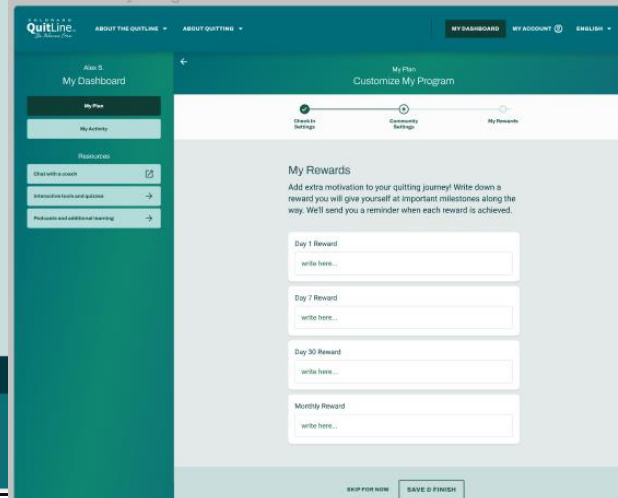
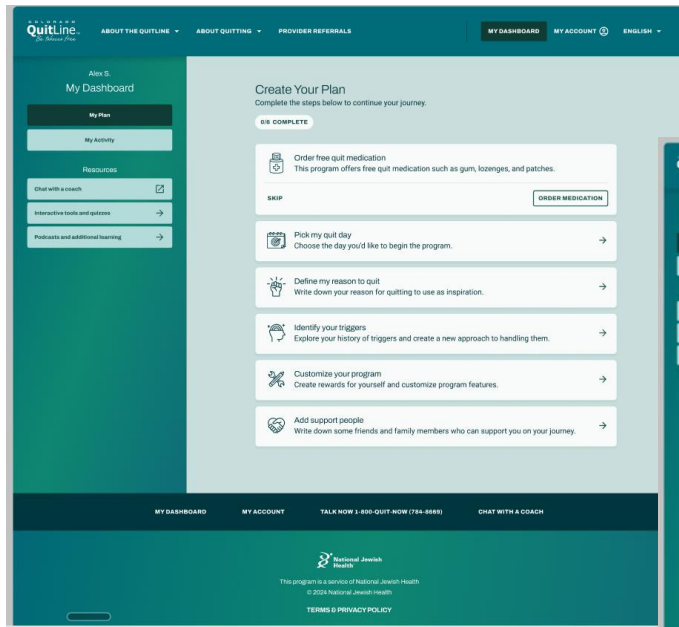
The site is designed as mobile first



• Updated enrollment with the ability to “personalize your program”

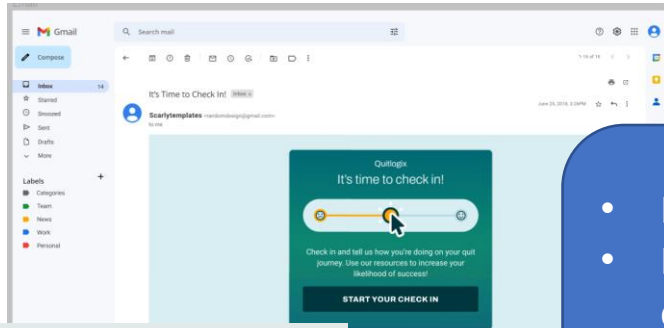


• New tutorial so participants understand what actions they need to take to set-up their program.



From the participants interactive Dashboard, they can:

- “Pick my Quit Date”
- “Define My Reason”
- Pick “My Rewards”.
 - ...and more



Check Ins

- New feature.
- Participants receive email or text check ins to share how they are feeling during their quit journey.

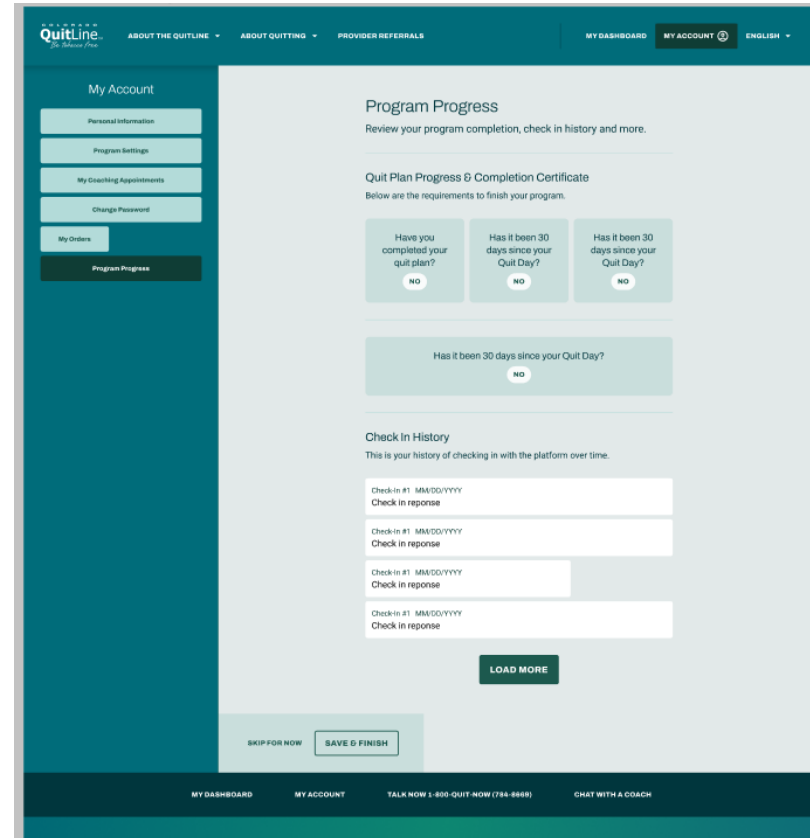
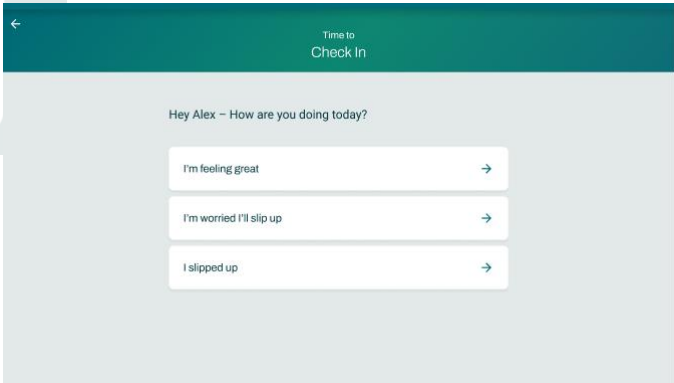
Hey Alex – How are you feeling today?

Send 1 for I'm great
Send 2 for I'm worried I'll slip up
Send 3 for I slipped Up

3

That's okay, it's normal to have slip ups. Let's get you back on track.

Here's a link to an activity to work through it: www.example.com

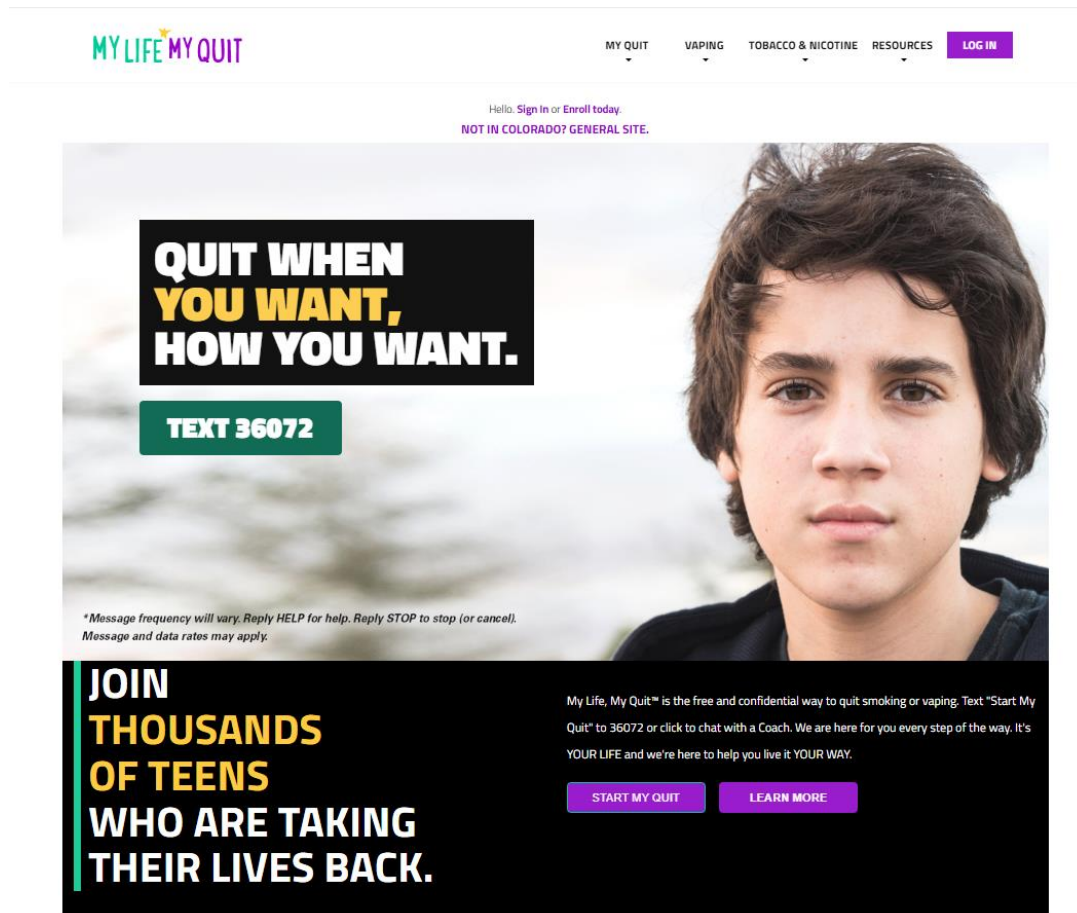


Program Progress

- Participant can see their progress towards program completion and view their check-in history.

My Life, My Quit Web Program Redesign (MLMQ 2.0)

Former Site



MY QUIT VAPING TOBACCO & NICOTINE RESOURCES LOG IN

Hello, Jen. [Sign In](#) or [Enroll today](#).
NOT IN COLORADO? GENERAL SITE.

QUIT WHEN YOU WANT, HOW YOU WANT.

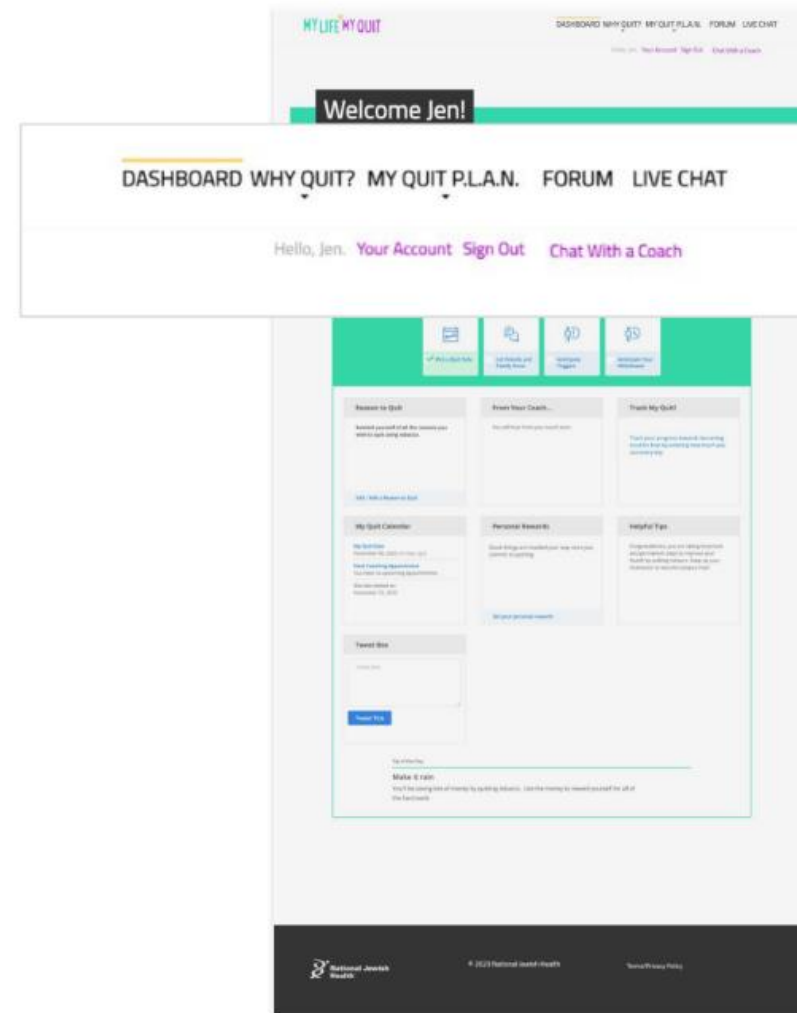
TEXT 36072

*Message frequency will vary. Reply HELP for help. Reply STOP to stop (or cancel). Message and data rates may apply.

JOIN THOUSANDS OF TEENS WHO ARE TAKING THEIR LIVES BACK.

My Life, My Quit™ is the free and confidential way to quit smoking or vaping. Text "Start My Quit" to 36072 or click to chat with a Coach. We are here for you every step of the way. It's YOUR LIFE and we're here to help you live it YOUR WAY.

[START MY QUIT](#) [LEARN MORE](#)



MY LIFE MY QUIT DASHBOARD WHY QUIT? MY QUIT P.L.A.N. FORUM LIVE CHAT

Hello, Jen. [Your Account](#) [Sign Out](#) [Chat With a Coach](#)

Welcome Jen!

DASHBOARD WHY QUIT? MY QUIT P.L.A.N. FORUM LIVE CHAT

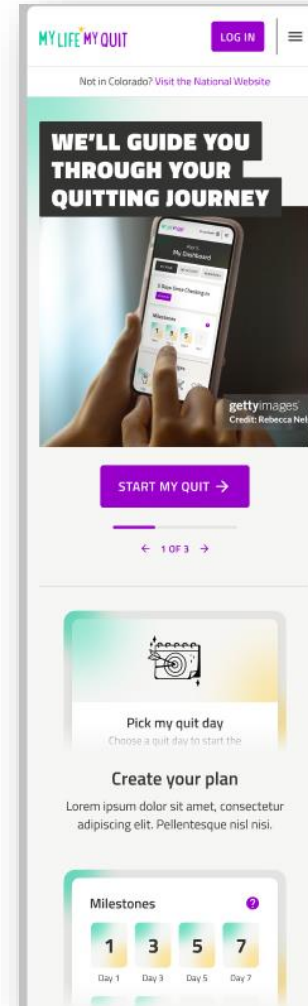
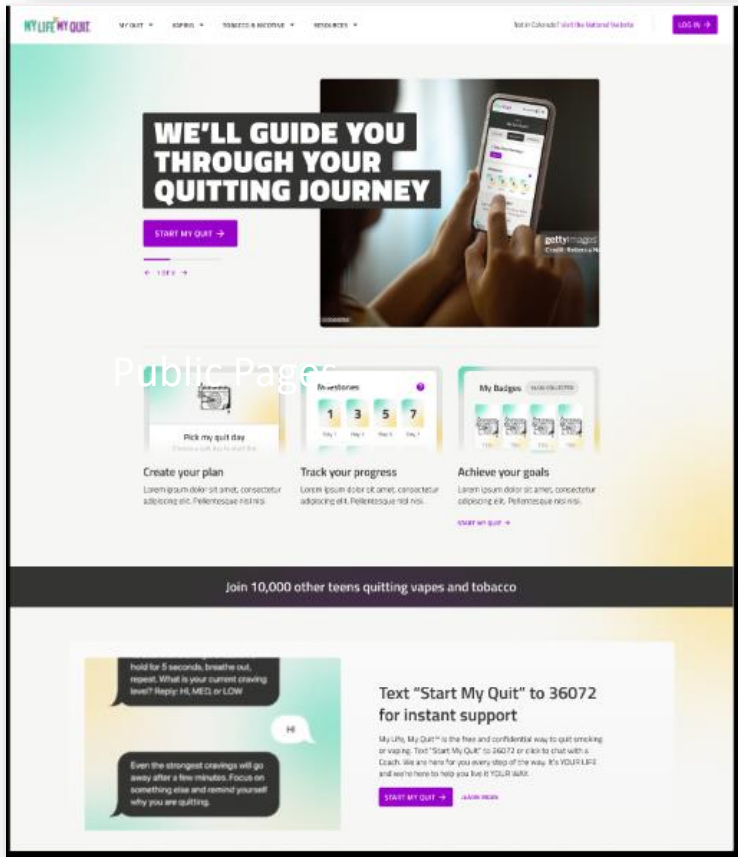
My Quit Calendar Personal Rewards Helpful Tips

Track Your Coach

Make It Real

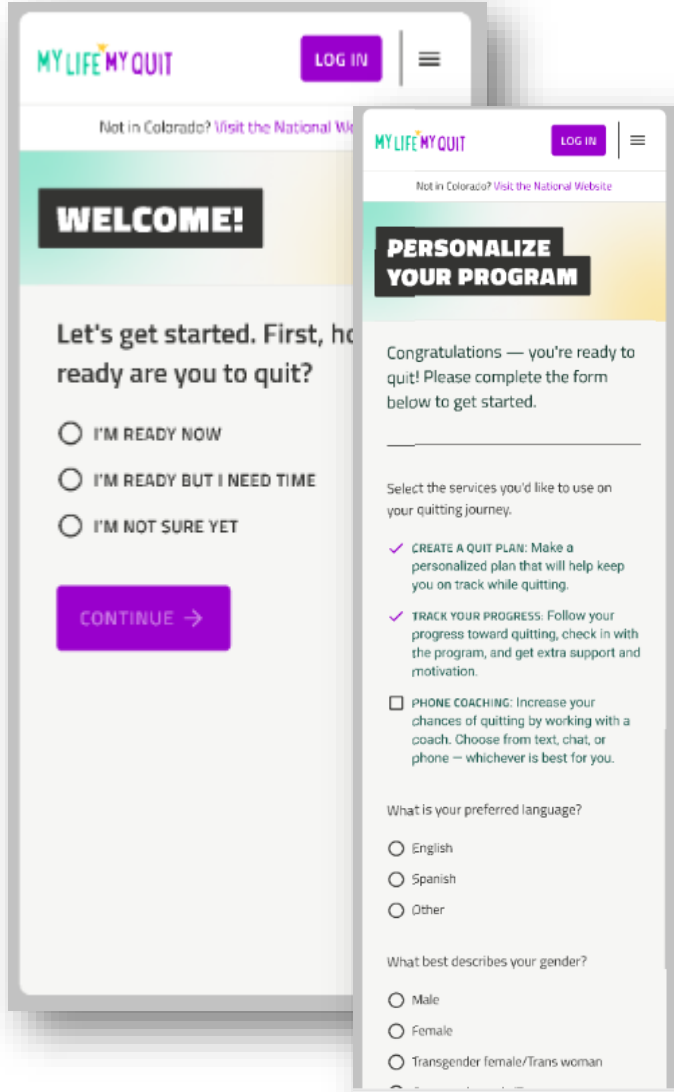
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Web Program Redesign ReLaunch – May, 2025

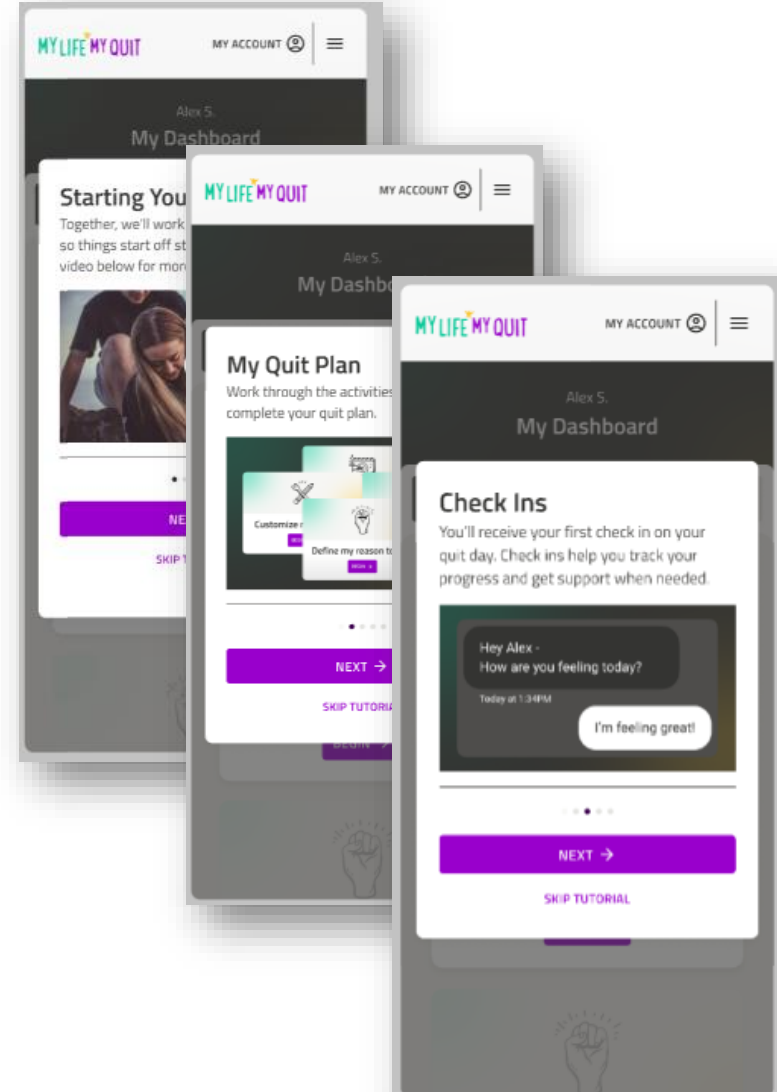


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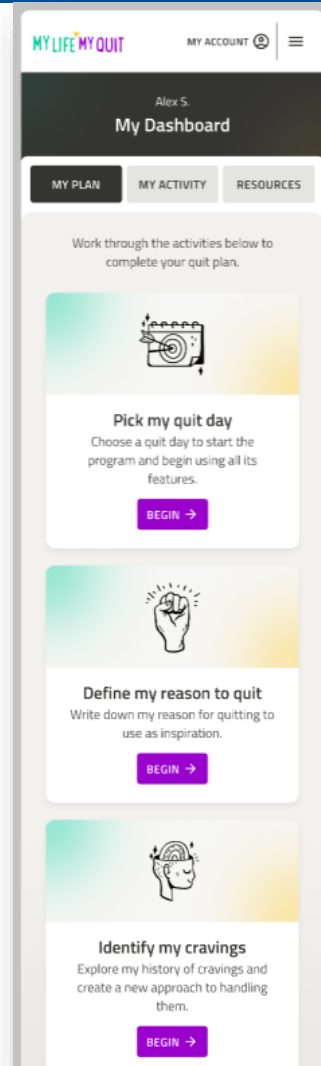
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My Rewards

How do you want to reward yourself you a reminder once you reach each

Day 1 Reward

write here...

Day 7 Reward

write here...

Day 30 Reward

write here...

Day 60 Reward

write here...

5 Days Since Checking In

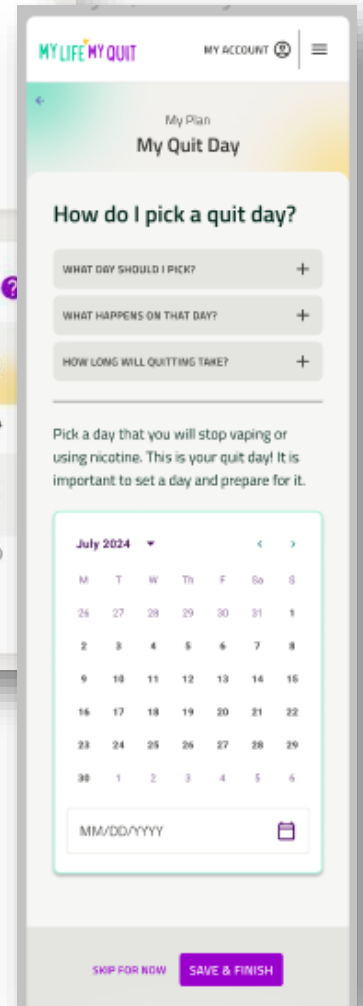
Check in after your quit day to track your milestones and get support from others who are quitting too!

[CHECK IN](#)

Milestones



[VIEW CHECK IN HISTORY](#)





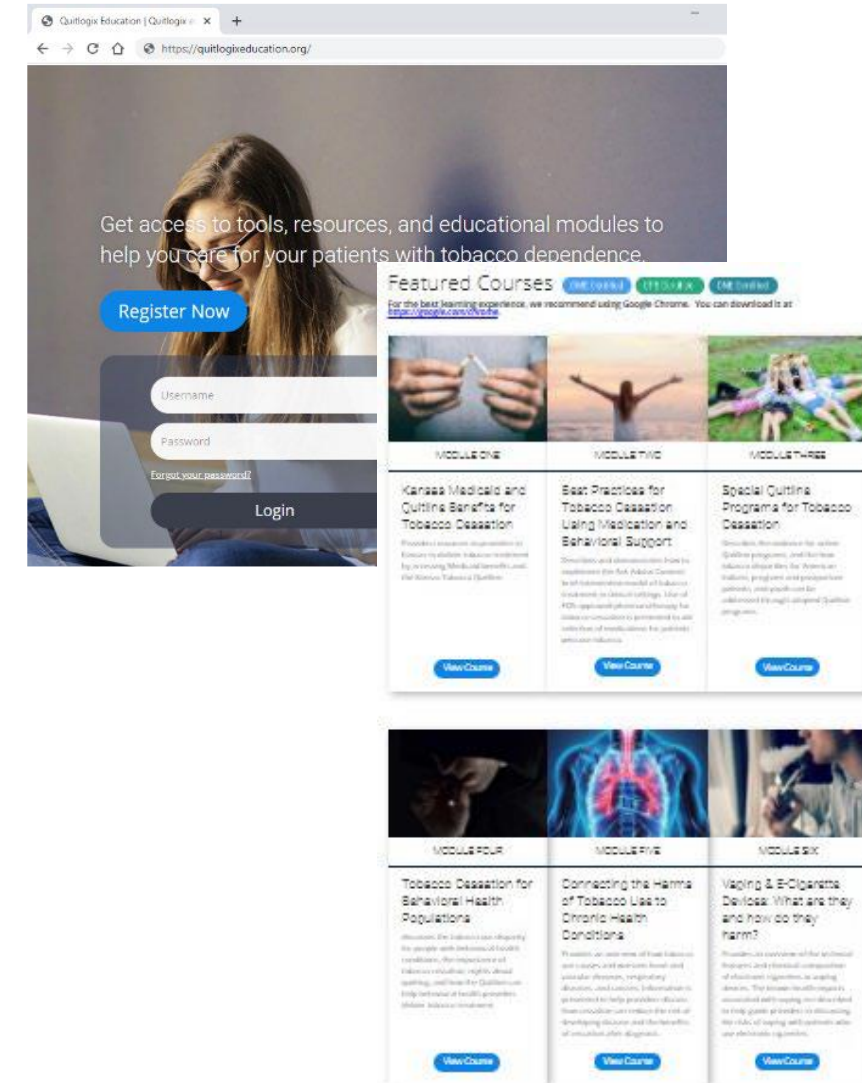
Behavioral Health Protocol

- Expanded 7-call program
- Enhanced coach training for working with participants who report behavioral health conditions
- Specialized and intensive coaching protocol covering topics:
 - Mood management and communication skills
 - Developing social support
 - Behavioral alternatives to smoking
 - Relaxation
 - Developing coping skills for high-risk situations
 - Long-term cessation planning
- Standardized protocol for NRT with combination therapy



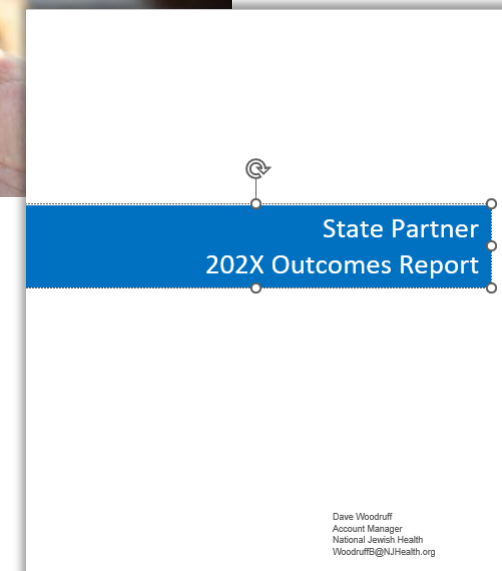
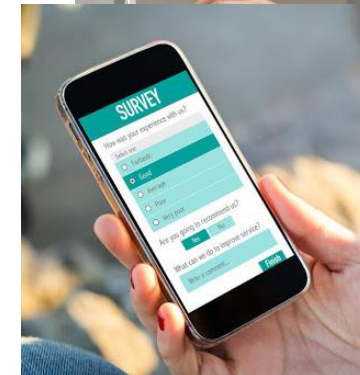
QuitLogix® Education

- NJH offers online CME-, CNE-, & CPE–accredited learning to address the provider education gap in delivering a brief evidence-based intervention.
- Modules are 15 to 30 minutes long to enable busy provider to complete activity during a break.
- Providers can complete as many modules as they wish and can return at any time.
- The library contains a customized state module and several standard modules. :
 - [State] Medicaid and Quitline Benefits
 - Best Practices for Tobacco Cessation Using Medication and Behavioral Support
 - Special Quitline Programs for Tobacco Cessation
 - Tobacco Cessation for Behavioral Health Populations
 - Connecting the Harms of Tobacco Use to Chronic Health conditions
 - Vaping and E-Cigarette Devices: What are they and how do they harm?
 - Conversations for Screening, Responding, and Preventing Vaping
- State have the option of adding additional modules unique to the state and meet a specific need.



Evaluations

- Method
 - Use third-party evaluator, Westat, for phone survey.
 - Evaluation process follows NAQC standards for follow-up
 - Consent obtained at intake and conducted 7-months after intake.
- Phone Survey
 - Normal
 - 7 outreach attempts
 - Enhanced
 - Pre-notification letter sent, up to 10 outreach attempts, and a \$25 incentive for completion of survey
- Web Survey
 - Normal
 - Up to 3 email or text outreach messages with a link to the survey,
 - Enhanced
 - Up to 3 email or text outreach messages with a link to the survey, and a \$25 incentive for completion of survey
- Outcomes Report
 - Evaluation report
 - Includes analysis of outcomes, satisfaction data, and demographic information for reviewed period.



Thank you!



**National Jewish
Health®**

Breathing Science is Life.®

