



# South Dakota QuitLine

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KAITLYN ASHLEY

TOBACCO CESSATION COORDINATOR

Note: The term “tobacco” refers to commercially produced tobacco products only and never the traditional tobacco of the Northern Plains American Indians.

# Čanšaša

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- Helping in the journey back to the spirit world

- Offerings and gifts to Elders and others

- Offerings to Mother Earth

- Blessings

- Ceremonial pipe

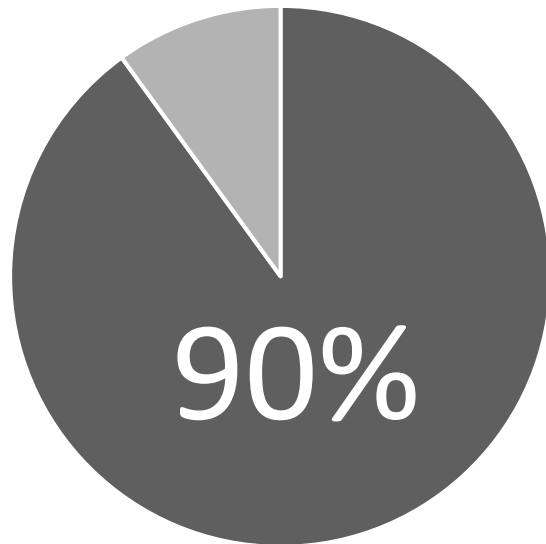
- Prayer

- Bug repellent

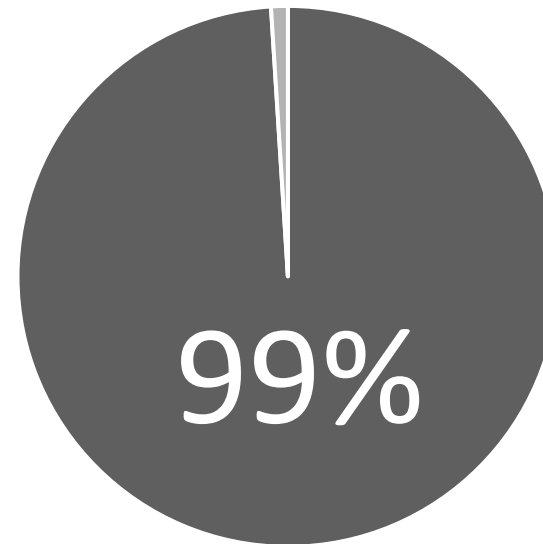
- Keeping evil spirits away

# Tobacco Use

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OF ADULTS THAT SMOKE START BY 18



OF ADULTS THAT SMOKE START BY 26

Parents are Smokers

Peer Pressure

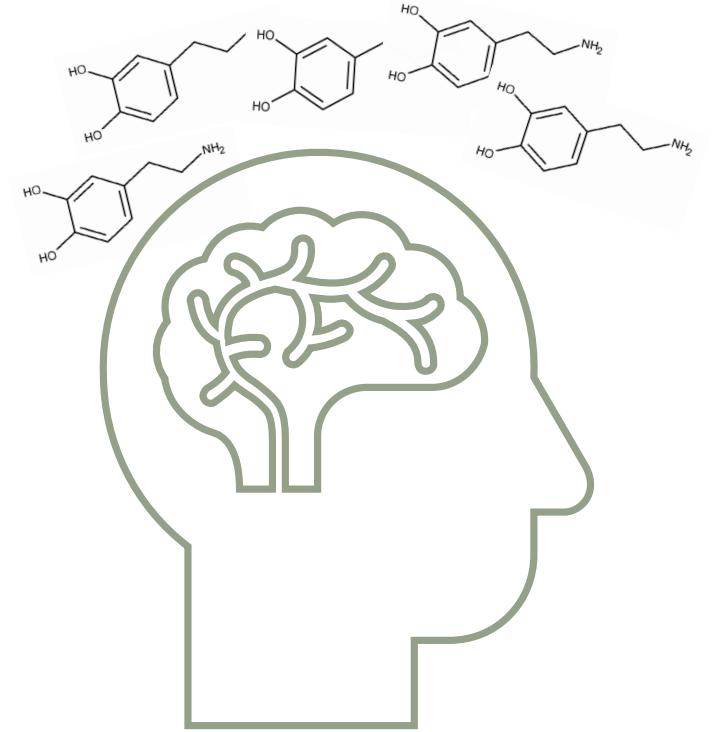
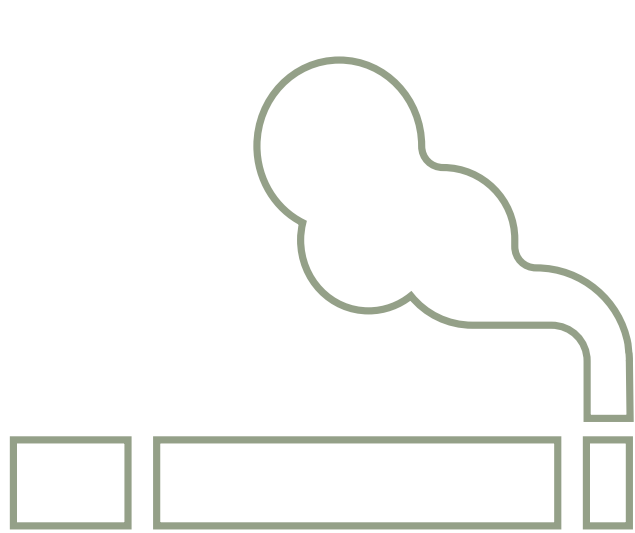
Perceived way to rebel or show independence

Perceived as socially acceptable

Targeted by Big Tobacco

Experimentation without thought into long-term consequences

Nicotine affects the reward center of the brain



# Nicotine Dependence

# Nicotine Withdrawal

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Cravings

Feeling irritated, grouchy or upset

Feeling jumpy and restless

Difficulty concentrating

Having trouble sleeping

Increased appetite and weight gain

Feeling anxious, sad, or depressed

# Tobacco Use Disorder – DSM 5

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A problematic pattern of tobacco use leading to clinically significant impairment or distress, as manifested by at least two of the following, occurring within a 12-month period:

1. Loss of control (inability to stop using)

2. Persistent desire/unsuccessful efforts to stop using

3. Craving (a strong desire to use the substance)

4. Failure to fulfill major role obligations due to use

5. A great deal of time is spent obtaining, using, and recovering from the use of substances

6. Continued use of substances despite having social or interpersonal problems caused or made worse by the use

7. Important activities are reduced or given up because of the use

8. Substance use in situations where it is physically hazardous

9. Continued use of substances despite having physical or psychological caused or made worse by the use

10. Tolerance

11. Withdrawal

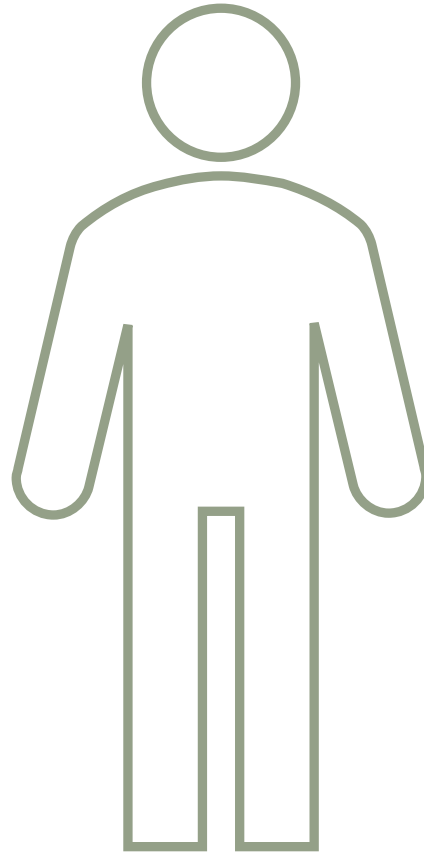


# Impact of Tobacco use on the Body

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## Cancers

Bladder  
Blood  
Cervix  
Colon and rectum (colorectal)  
Esophagus  
Kidney and ureter  
Larynx  
Liver  
Oropharynx  
Pancreas  
Stomach  
Trachea, bronchus and lung



## Chronic Illnesses

Lung diseases  
Stroke  
Coronary Heart Disease  
Type II Diabetes Mellitus  
Inflammation and decreased immune function  
Rheumatoid arthritis  
Cataracts  
Tooth Loss

# Second-Hand Smoke

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## Adults

Nasal Irritation

Lung Cancer

Coronary Heart Disease

Reproductive Effects in Women



## Children

More frequent and severe asthma attacks

Respiratory infections

Ear Infections

SIDS

Affects lung development

# Thirdhand Smoke

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Exposure to heavy metals, carcinogens and other harmful chemicals

Lung problems

Linked to slower healing, learning, and behavior problems

# Vaping & Cessation

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## Tanks & Mods



## Rechargeable E-cigarette



## Disposable E-cigarette





**ASK**



**ADVISE**



**REFER**

A tobacco cessation intervention that could double a patient's chance at quitting.



**ASK**

**Ask about Tobacco Use (smoking, vaping, smokeless) at every visit**

**Follow-up Questions around quitting –**

**Have you tried quitting before?**

**Have you thought about quitting?**

**What would it look like for you to quit?**



# ADVISE

In a personable and nonjudgmental way

Quitting is the single best thing someone can do for their health



## **REFER**

**Make a referral to the South Dakota QuitLine**

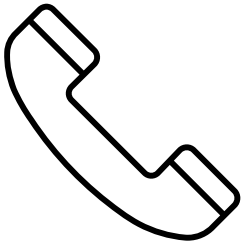
**Provide materials/education on the SD QuitLine**





# Best Practices Tobacco Cessation

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Promoting QuitLine resources available to tobacco users and healthcare providers to increase awareness and use



Promoting Health System Changes to integrate tobacco screening and treatment/referrals

# State Quitlines

Available in all 50 States, District of Columbia, Puerto Rico, and Guam

Highly effective and widely accessible

Increases chances of quitting

Can reach more people at a lower cost than face-to-face

Can operate during more convenient hours

Can reduce financial barriers to treatment



SOUTH DAKOTA  
**QuitLine**



### **Phone Coaching**

**FREE no-judgement support throughout your journey.**

People who use a coach are 2x more likely to quit for good!



### **Kickstart Kit**

**Step-down with medication on your own.** Get FREE cessation medication to kickstart your journey.



### **Quit Guide**

**Not ready for a coach or medication?** Use this interactive workbook to help prepare, motivate & guide you.



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## ELIGIBILITY

- SD Resident
- Tobacco user (*including e-cigarette users!*)
- 13 years of age or older
- Ready to quit or has quit in the last 30 days
- Eligible to re-enroll



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**QuitLine**

## ENROLLMENT

### WEB ENROLLMENT

#### WE Call You!

Tell us how to reach you, the best time to call, and a Quit Coach will be in touch. If you do not receive a call within the next few days, please call the QuitLine at **1-866-737-8487**.

First Name

Last Name

Phone Number

Date of Birth (MM/DD/YYYY)

Best Time to Call

Best Days to Contact You

[www.sdquitline.com](http://www.sdquitline.com)

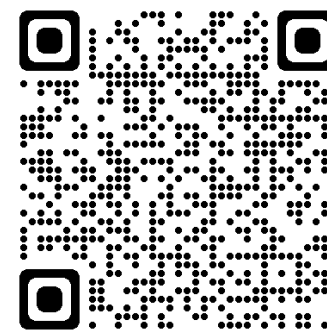
### CALL THE QUITLINE

**1-866-SD-QUITS**

**1 - 8 6 6 - 7 3 7 - 8 4 8 7**

### REFERRALS

Healthcare providers can make fax or electronic health record referrals



Fax Referral Form

[Referral Options | SD QuitLine](#)



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## QUIT GUIDE



Preparing to Quit

Medication Options that can Help

Coping Mechanisms and Strategies to  
Handle Triggers

Dealing with a Relapse

Celebrating being Tobacco Free



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## KICKSTART KIT

### FREE CESSATION MEDICATION

2 weeks of NRT medication

Can get an additional 2 weeks of NRT medication if a valid phone number is provided when registering

### FREE QUIT GUIDE







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## PHONE COACHING

### FREE CESSATION COUNSELING

Up to 12 scheduled phone sessions  
with a quit coach

### FREE CESSATION MEDICATION

Up to 12 weeks of cessation  
medication

### FREE QUIT GUIDE



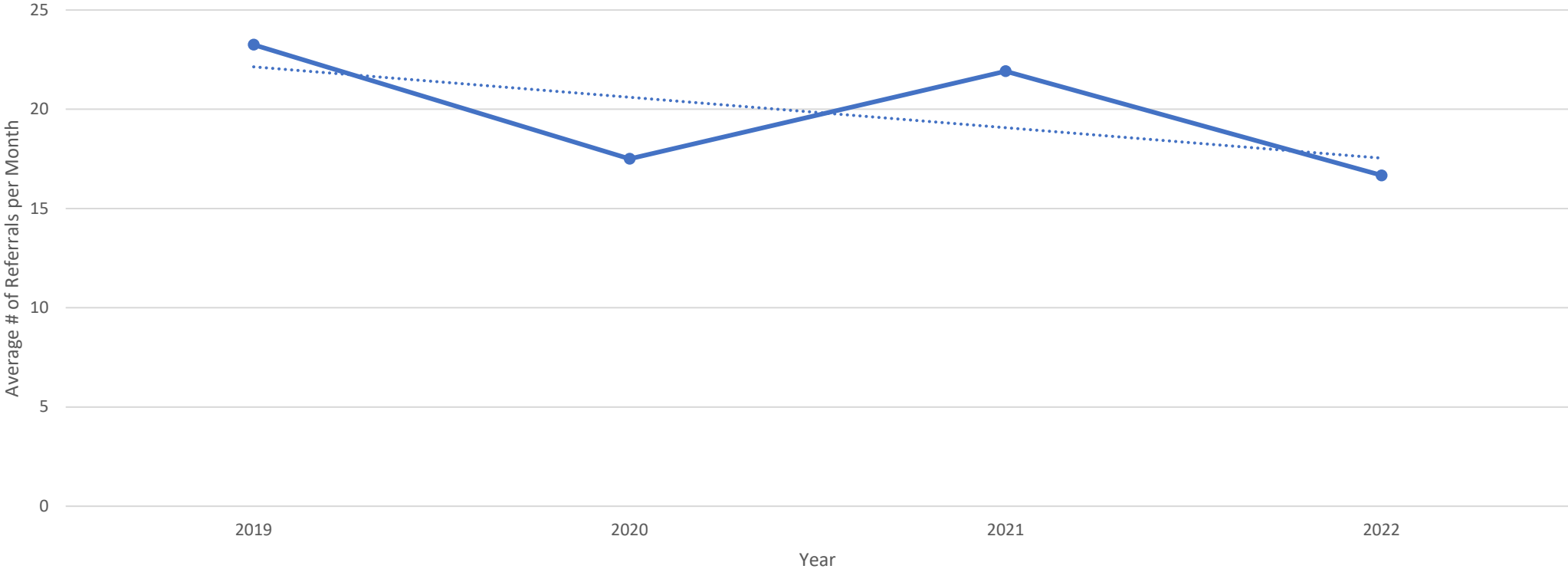
People who use a coach are 2x as likely to quit



South Dakota QuitLine has one of the best success rates  
in the nation

# Healthcare Referrals

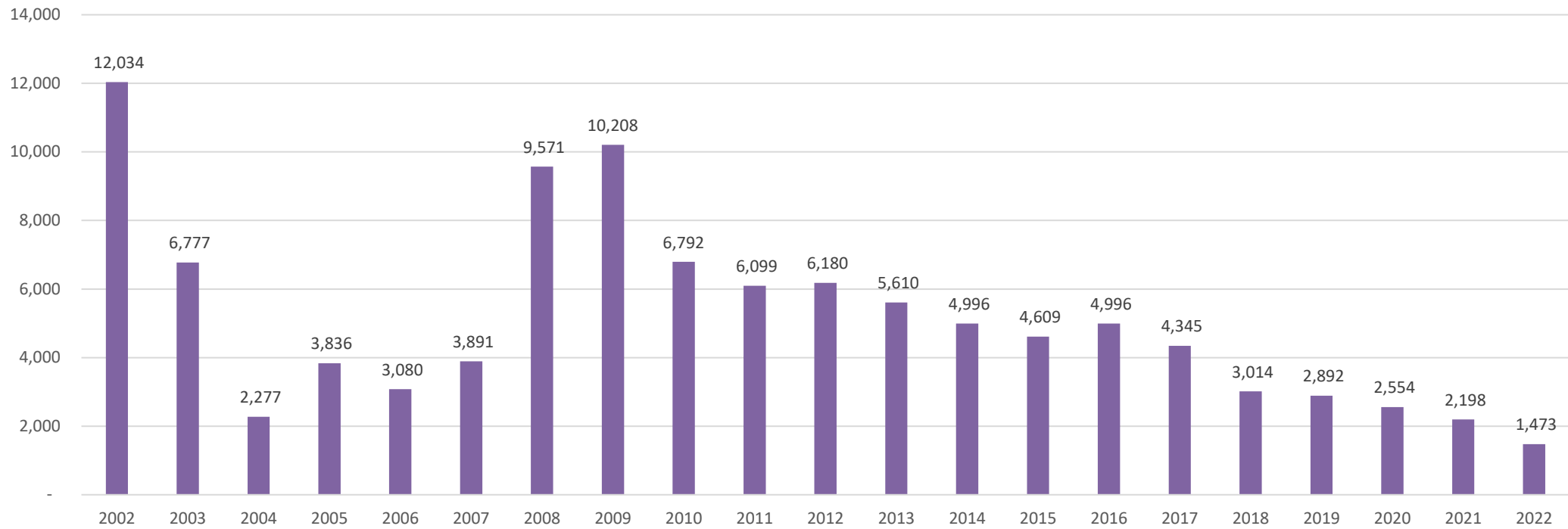
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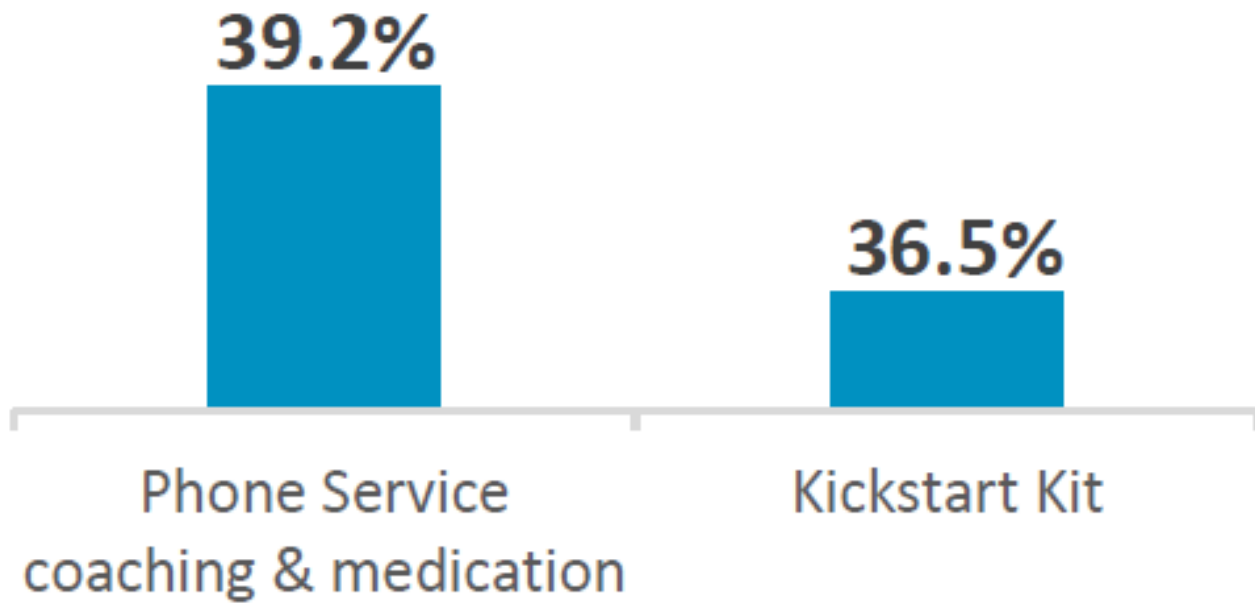
# QuitLine Enrollments

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Total Enrollments by Year



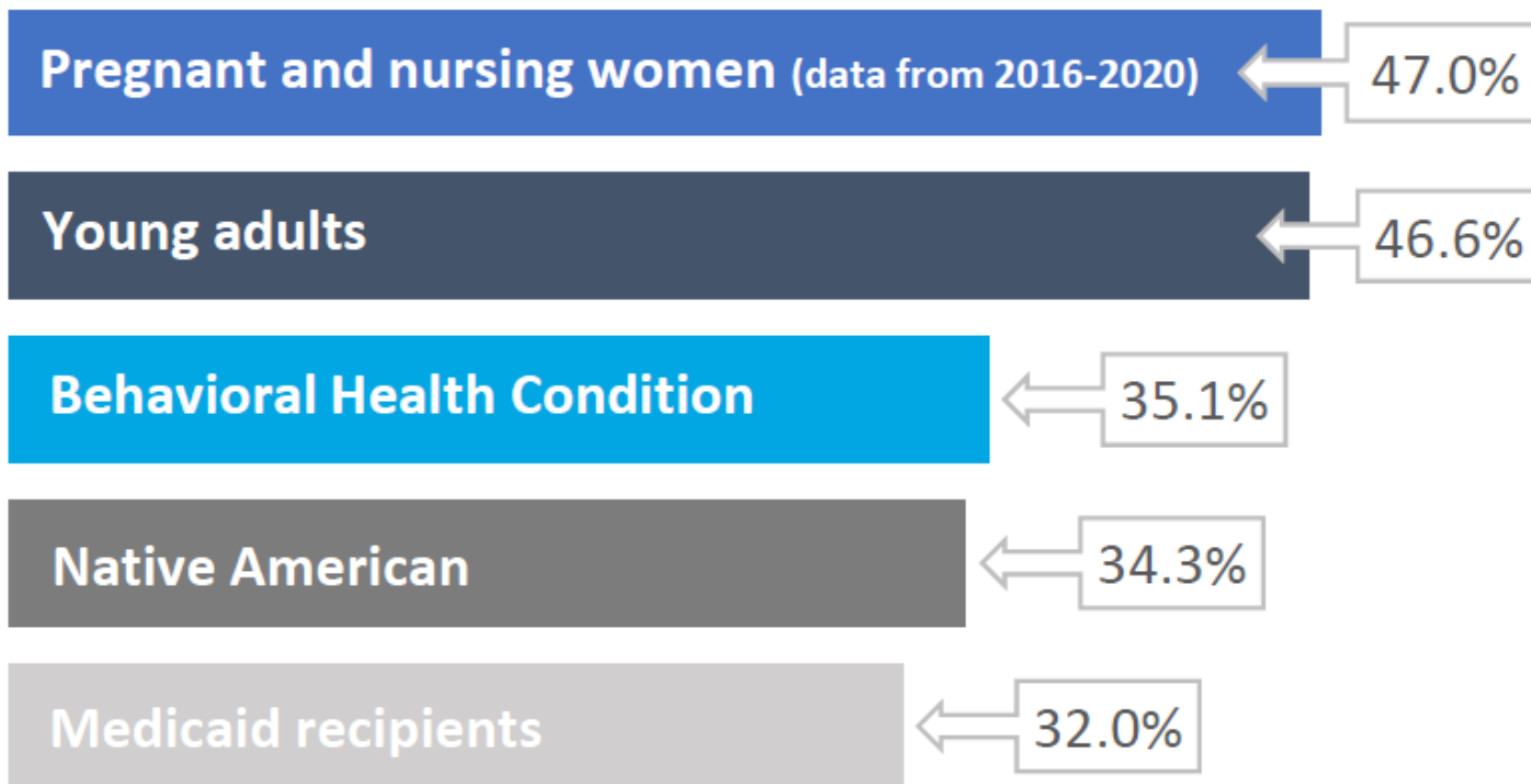
## Quit Rate by Service Type



**38.6%**

Overall  
Quit Rate

## Priority Population Quit Rates, 2019-2020\*



\*Quit outcomes for youth callers are not reported due to low enrollment and response rates, even with multiple year data.



# Free Cessation Materials

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SOUTH DAKOTA  
**QuitLine**

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