



PA Free Quitline Pregnancy/Postpartum Protocol

When you are pregnant, you want the best for your baby. When you stop smoking, your baby will get more oxygen, even after just one day of not smoking. There is less risk your baby will be born too early.

The PA Free Quitline (1-800-QUIT-NOW) is a telephone-based tobacco cessation counseling service offering free coaching, with no judgment. This program has a proven record of increasing your chances of staying smoke free for good. If you are pregnant, follow the steps below and see how you can receive free incentives today!

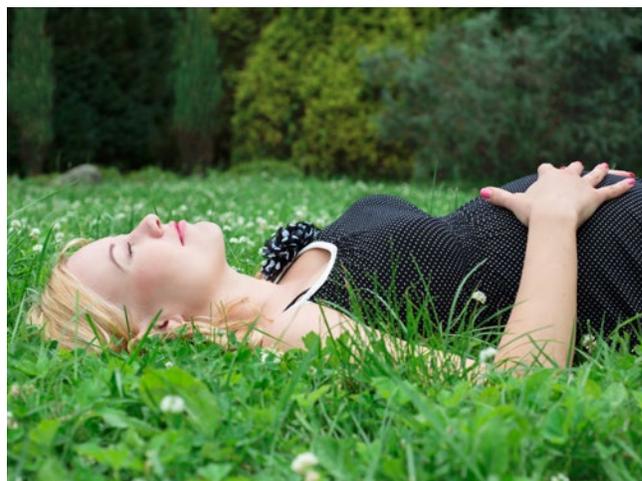
Eligibility

- Resident of state in which program is being offered
- Currently pregnant (not eligible if postpartum)
- Incentives to participants based on completed calls during pregnancy and postpartum

Pregnancy Process

1. Caller is welcomed to the program.
2. Caller's eligibility is determined.
 - a. Determines items to assess eligibility such as insurance type, coverage, employer, etc.
3. If the caller is eligible, the QuitLine Customer Service Representative completes the intake questions derived from North American QuitLine Consortium's (NAQC) Minimal Data Set (MDS) and specified questions with caller. The intake questions cover the following areas:
 - a. Reason for calling and awareness of Quitline
 - b. Assessment for types of tobacco use
 - c. Caller characteristics
 - d. Other intake data
 - e. Specific questions

4. Medical screening of caller is conducted to determine any potential contra-indications for Nicotine Replacement Therapy (NRT) products offered.
5. Welcome packet, including a welcome letter, a brochure, pregnancy information, and a privacy statement, is sent to the participant.
6. Participant is transferred to a pregnancy Quitline coach for coaching call or appointment is scheduled for a future call at a time that is convenient for the participant.
7. Caller is provided information about available pregnancy program and provided the option to enroll.
8. If caller is enrolled in program, she will be assigned a designated pregnancy coach.
9. Participant will have the opportunity to receive text messages to her cell phone post partum.
10. Coach will record participant's due date



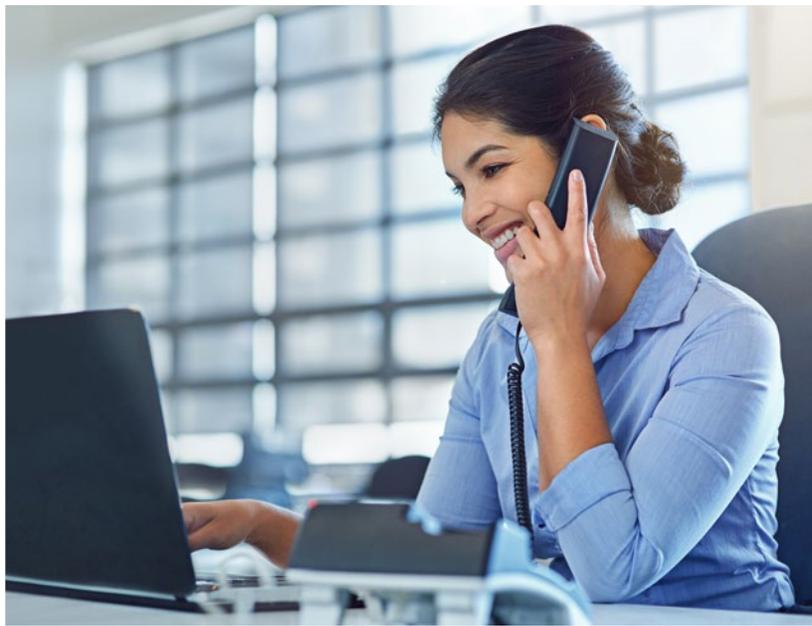
11. Coach will begin coaching process.
12. If client offers NRT, then pending medical consent, pregnant participants may receive NRT.
13. Reward process for completed calls begins (\$10 per completed call during pregnancy up to as much as \$50).
14. Coaching continues through pregnancy and resumes two weeks postpartum.

Rewards

After the first coaching call a rewards card with \$10 credit will be sent to participant

- \$10 per completed call during pregnancy (up to as much as \$50)
- \$15 per completed postpartum call (up to as much as \$60)





Postpartum Process

1. Two weeks prior to due date, coach will either send a text message or call participant.
 - a. If necessary, discuss relapse prevention and ask doctor for NRT consent.
2. If participant continues using tobacco she may be eligible for additional NRT (per client offerings).
 - a. Requires a new medical consent if nursing.
 - b. If participant is nursing or has a qualifying insurance status, participant may be eligible for additional NRT postpartum.
3. Coaching calls resume at two week intervals.
4. Reminder text messages will be sent prior to each phone call (if participant opted to receive).
5. Rewards process for postpartum completed calls begins (\$15 per completed postpartum call up to as much as \$60).
6. Coach will make two additional attempts (a total of five attempts) to reach a participant who has been unreachable.



Call toll free
1-800-QUIT-NOW
Online services also available
at: pa.quitlogix.org