



## ***FREQUENTLY ASKED QUESTIONS***

- **Q: What services does the Quitline offer?**  
**A:** The Quitline offers free telephone or web-based counseling, Text2Quit support, self-help materials and referral to local resources. There is no limit to the number of times someone can call. The Virginia Department of Health, Tobacco Control Project manages the Quitline and funding is provided by the Centers for Disease Control and Prevention (CDC). OPTUM provides the tobacco cessation services. This is a highly specialized company with contracts to provide services to numerous health plans, employers and government organizations. Services are accessed by calling **1-800- QUIT NOW (1-800-784-8669). Website: QUITNOW.NET/VIRGINIA.**
- **Q: Who should call the Quitline?**  
**A:** Anyone who desires to quit smoking; using smokeless tobacco or any form of nicotine, or just wants more information about quitting. In addition, family and friends can receive information to help someone they care about quit and providers can call for assistance in helping a patient.
- **Q: How effective are Quitline Services?**  
**A:** Scientifically proven in clinical trials, Quitlines more than double a caller's chances of successfully quitting.
- **Q: What languages and specialized services does the Quitline offer?**  
**A:** Quitline services are available in English and Spanish, plus AT&T translator services are used for over 140 different languages. Services for the hearing impaired are available through a separate TTY line. (1-877-777-6534). Quit Coaches have also received specialized training in counseling pregnant women, smokeless tobacco users and active military personnel.
- **Q: Why should a smoker who wants to quit call the Quitline**  
**A:** Quitting smoking is the single most important action a person can take to improve his or her health. The Quitline has been proven effective and it is **free, confidential and convenient.**
- **Q: What is the process when someone calls the Quitline? What can the caller expect?**  
**A:** Callers are asked some questions to determine their needs and are given a choice of services, materials and /or counseling. If the caller chooses counseling, they are given the option of beginning immediately or they can request to be called back at another time. Counseling sessions last about 20-30 minutes and consists of an assessment of the caller's tobacco use history, previous quit attempts and relapse, life experience that may affect the quit attempt and an offer to help in developing a quit plan that will work for that particular person. Callers are encouraged to call back as often as they want for additional assistance and support.

- Q: What credentials/experience do the Quit Coaches have?**  
**A:** The Quit Coaches have a range of educational backgrounds from bachelor's degrees through master's degrees in psychology, social work, or other health-related fields. Regardless of educational background and counseling experience, all Quit Coaches must complete over 240 hours of rigorous training and evaluation before they are qualified to speak independently with callers. Following classroom training, Quit Coaches spend three (3) weeks making calls in a supervised setting and then continue to participate in monthly in-service trainings. A physician oversees all clinical work.
- Q: For most smokers/ tobacco users, it is very difficult to quit. Do you have any words of encouragement?**  
**A:** It often takes many tries, but it is possible to quit. There are now more former smokers in the USA than current smokers. The Quit Coaches are well trained, caring, and non-judgmental. They are trained to assist callers in setting up a personalized plan for quitting.
- Q: What is the Quit Now Virginia Patient/Client Referral Services?**  
**A:** When a clinician or health professional addresses tobacco use during a visit, he or she gives the tobacco user the option of having a Quit Coach contact the patient directly. **'Three Clicks and Done'** is the e-Referral portal available for registered referral sites. You may access it at <https://www.wellbeingenroll.net/Providerreferral/Virginia>  
 By sending a completed referral form (e-Referral or fax), Optum will proactively contact patients to begin intervention.
- Q: Where can I find more information about Quit Now Virginia and/or the referral services?**  
**A:** From the Virginia Department of Health / Tobacco Control Project  
**Website:** [VDHLiveWell.com/tobacco/](http://VDHLiveWell.com/tobacco/) **Phone-** 804-864-7897

**Help is only a click or call away!**  
**QuitNow.net/Virginia**  
**1-800-QUIT NOW - (1-800-784-8669)**  
**1-800-855-DEJELO-YA- (1-855-335-3569)**  
**TTY line- 1-877-777-6534**