

CALIFORNIA
SMOKERS' HELPLINE



1-800-NO-BUTTS

Smokers' Helpline for First 5 California

Sharon Cummins, Ph.D.

Project Director, California Smokers' Helpline

University of California, San Diego



Overview

- About the California Smokers' Helpline
- First 5 California's (F5CA) support of the Helpline
- Highlights of activities funded by F5CA
- Plans for the upcoming contract

Evolution of the Helpline

- Development of telephone-based tobacco cessation program
- Statewide program in 1992
- Helpline funded by F5CA since 2001
- Health and consequences to children
- Health disparities

What is the California Smokers' Helpline?

- Telephone-based counseling
- Accessible—languages and hours of operation
- Counselor training
- Evidence-based
- Helps smokers quit and stay quit
- Expanded beyond smoking and telephone counseling

What makes the Helpline a good service model?

- Accessible
 - No childcare or transportation issues
 - Flexible scheduling starting when motivation is high
 - Proactive
- Broader appeal than clinic-based programs
 - Low income
 - Ethnic and gender minorities
- Individualized support—personalized, “tailored”
- Ongoing assessment of effectiveness

Pregnancy protocol

- Study design and description
- Pregnancy-specific counseling protocol
- Efficacy of the counseling protocol
- Integration into Helpline services

Demographics of First 5 CA Helpline clients (July 2016-June 2020)

	%
Median age (years)	38
Female	60
High school or less	53
Low income (Medi-Cal)	74
Ethnicity	
White	40
Black/African American	16
Hispanic/Latinx	25
Asian	7
Multi-ethnic/other	12

Smoking (July 2016-June 2020)

	First 5 Helpline Clients %	California Smokers in general (CHIS 2018) %
Smoke daily	97	59
Cigarettes per day		
<=5	11	24
6-10	32	39
11-15	16	11
16+	41	25

Highlights of activities funded by F5CA

- Individualized telephone counseling—rich clinical behavioral intervention
- Quit kit
- 2-week transition kit of nicotine patches
- Vaping—counseling and psychoeducational materials
- Trainings and outreach to those who work with F5CA-target population

Vaping

- Fact sheets relevant to F5CA target populations
- Vaping protocol
 - Developed over time with support from First 5 CA
 - Adapted our proven model
 - Tapped into our research on vaping
 - Fully integrated into our workflow

Healthcare provider trainings

- Clinical Effort Against Secondhand Smoke Exposure (CEASE)
 - Train pediatricians to identify and intervene with parents and caregivers and to refer them to the Helpline
 - Four UC Medical Centers
 - 450 providers trained
 - 20 clinics established direct referral systems through electronic medical records
 - 30,000 children 0-5 screened for exposure
- Pediatric and preventive medicine residents
 - Quarterly

Additional outreach to organizations

- Health care organizations and Managed Care plans
- Women, Infants & Children (WIC)
- Maternal Family Health Workgroup
- Local Lead Agencies (LLAs)

Connect safety net system patients to community-based cessation treatment

Digital advertisement



- Reaching out directly
- Targeting
- Google ads
- Facebook

Other efforts to increase participation

- Kit for new parents
- Adding the Helpline prominently into the First 5 CA Parent Website
- Working to make stronger connections with F5 CA County Commissions using a more intentional approach

New contract

- Maintain effective services
 - Telephone counseling including the pregnancy-specific protocol
 - Nicotine patches
- Customize expanded services to the First 5 CA population
 - Web and materials offerings
 - Texting and mobile app (for smoking and vaping)
 - Materials related to secondhand vape and marijuana exposure
- Conduct a sustained, intentional outreach that includes targeted advertising and ongoing outreach through our partnerships

Questions?

scummins@health.ucsd.edu