



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

General Fact Sheet

BACKGROUND

Smoking is a risk factor for the development of heart disease, lung disease, cancer, and type 2 diabetes. Medi-Cal members are at risk of these diseases because they smoke at higher rates than non-members. The Medi-Cal Incentives to Quit Smoking (MIQS) Project aims to reverse these trends and motivate smoking cessation by incentivizing attempts to quit smoking. The California Smokers' Helpline is a free telephone-based counseling service operated by the University of California, San Diego.

HOW THE INCENTIVE WORKS FOR MEMBERS

For a limited time through 2015 or while supplies last, the MIQS Project is offering free nicotine patches and a \$20 gift card bonus to members who call the Helpline and enroll in counseling. Medi-Cal members age 18 and over who smoke are eligible. To receive the nicotine patches and \$20 gift card bonus, the member must have a valid Medi-Cal Beneficiary Identification Card number and complete the first counseling session.

HERE'S WHAT YOU CAN DO TO HELP MEMBERS QUIT SMOKING

1) ASK all Medi-Cal members if they smoke; **2) ADVISE** them to quit smoking; **3) REFER** members who smoke to the Helpline at **1-800-NO-BUTTS** or **www.nobutts.org/referral**. Cessation counseling is available in English, Spanish, Vietnamese, Korean, and Chinese; and **4) MOTIVATE** members to call by telling them about the free nicotine patches and \$20 gift card bonus.

Helpline Launches Web-Based Referrals

The California Smokers' Helpline just made it easier for health professionals to refer their patients who smoke to the Helpline for free, evidence-based, tobacco cessation services in multiple languages. Health professionals can now register online at **www.nobutts.org/referral/** for the Helpline's new free, web-based referral service. Once approved, it's easy and convenient to refer patients who want to quit smoking with the Helpline's online referral service: 1) select the provider name from the drop-down menu; 2) enter the patient's name, date of birth, phone number and preferred language; 3) obtain patient consent; and 4) click save!



Free, Effective Help for Smokers
 Our new web-based referral service makes it easy to refer clients to free, evidence-based cessation counseling
Funded by the California Department of Public Health and First 5 California



For more information, visit <http://nobutts.org/miqs> or contact:

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*Made possible by a grant from the Centers for Medicare and Medicaid Services under the Medicaid Incentives for Prevention of Chronic Diseases program. Some conditions apply. One gift card per person, per year, while supplies last. Medi-Cal Managed Care plans may offer additional tobacco cessation services.

Action Ideas for Medi-Cal Providers

Medi-Cal members who smoke have a great new reason to quit!

Free nicotine replacement patches and \$20 gift card now available for calling the California Smokers' Helpline at 1-800-NO-BUTTS and developing a "quit smoking" plan.

Here's what you can say to a Medi-Cal member:



- 1. Ask** about tobacco at every visit. "Do you smoke?"
- 2. Advise** those who smoke to quit. "It is important for your health to quit smoking."
- 3. Refer** smokers to the California Smokers' Helpline online at <http://nobutts.org/referral/>. "The Helpline help you with a plan to quit smoking. It's free and will double your chances of quitting."
- 4. Motivate** Medi-Cal members to call. "For a limited time, members who smoke can receive free nicotine replacement patches and a \$20 gift card bonus that will be mailed to their homes after the first counseling session."

To receive the \$20 gift card: Must be a current Medi-Cal member who smokes, have a valid Beneficiary ID Card number, and complete the first Helpline counseling session.

Tools for Action:

Visit <http://nobutts.org/miqs>:

- Outreach posters for Medi-Cal members in multiple languages
- Order form for free Helpline materials.
- To order free member posters and postcards, contact Cynthia.Vela@dhes.ca.gov.

