

Announcement: Medi-Cal Incentives to Quit Smoking (MIQS) Project Incentives Ended on July 31, 2015

Due to the success of the MIQS project and the resulting high volume of calls to the Helpline, MIQS incentives ended **July 31, 2015**. Medi-Cal members may continue to call the Helpline at 1-800-NO-BUTTS for free telephone tobacco cessation one on one counseling services.

Additionally smokers may receive nicotine patches paid for by their Medi-Cal Managed Care Plan, when obtained through a pharmacy. Some callers may qualify for other incentives for nicotine patches offered through special projects like First Five (for parents of children 0 - 5) and the Asian Smokers' Quitline.

Here are some steps you can take to communicate to Medi-Cal members and providers about the end of the MIQS incentives:

- 1) **Remind** providers and health professionals to **Ask, Advise and Refer** smokers to the Helpline, and encourage them to sign up for the Helpline's Web-Based Referral Service at <https://forms-nobutts.org/referral>.
- 2) **Send** providers and smokers to the Helpline's newly redesigned web site at www.nobutts.org for more information on special projects and quit smoking resources.

The MIQS staff would like to thank our statewide and local partners for their contribution to the success of the MIQS Project. Your partnership in promoting the MIQS incentives has made the difference in helping tens of thousands of Medi-Cal members to quit smoking, thereby improving their overall health status and reducing chronic disease rates.

Thanks again for all you do to help Medi-Cal members quit smoking!

If you have any questions, please contact Cynthia.Vela@dhcs.ca.gov.