



**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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*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](mailto:Cynthia.Vela@dhes.ca.gov).

