

# South Carolina Tobacco Quitline



Beginning August 16, 2006, South Carolinians will have access to an improved range of tobacco treatment services through the S.C. Tobacco Quitline, the state's free phone and Internet-based cessation program.

## What is the S.C. Tobacco Quitline?

- ❖ A **free** comprehensive tobacco treatment service featuring phone and Internet counseling;
- ❖ A one-on-one approach to cessation counseling, where each caller is assigned to a personal "Quit Coach," who will work with the participant throughout the quitting process;
- ❖ A program that is science-based and has been clinically proven to help participants quit smoking and stay quit.

## When are services available?

- ❖ **8 a.m. to midnight, seven days a week**
- ❖ After the initial call, participants work with their Quit Coaches to schedule subsequent sessions. The Quit Coach will then call the participant at agreed-upon times and dates. Of course, participants are free to call between scheduled sessions if they need extra support.

## Who can call the S.C. Tobacco Quitline?

- ❖ Any S.C. resident
- ❖ The program will prioritize services for those most in need of cessation help. It offers the most comprehensive services to the uninsured, Medicaid patients and people referred via a fax referral program by their physician.

## What role does the Internet play in the service?

- ❖ WebCoach is an interactive, Internet-based feature that enhances the Quitline's phone services. In a secure Web environment, participants complete exercises that help Quit Coaches better understand clients' needs. Participants receive personalized motivational e-mails from their Quit Coaches and can respond back as well as communicate with other participants. The Internet service is optional, but it works hand-in-hand with the phone service.
- ❖ For example, a participant can set a quit date via an online calendar in the WebCoach program. That information is transferred to the participant's personal Quit Coach, who will mark the day and call the participant on the quit date to offer support.

## Who sponsors the S.C. Tobacco Quitline?

- ❖ The Quitline is a partnership between the S.C. Department of Health and Environmental Control and Free & Clear, Inc., a Seattle-based tobacco treatment provider with experience running quitlines in 16 states.

## What is the difference between this service and the old Quitline?

- ❖ The new Quitline offers an improved level of service with a new, easy-to-remember phone number, increased hours of live coverage, individualized educational materials, Internet-based counseling and a fax referral system for health care providers.

## How can I get more information?

Visit [www.scdhec.gov/quitforkeeps](http://www.scdhec.gov/quitforkeeps)  
Call 1-800-QUIT-NOW (1-800-784-8669)