



# QUIT NOW VIRGINIA

Tobacco User Quitline • 1-800-QUIT-NOW

- Funded by the Virginia Department of Health Tobacco Use Control Project
- Launching in November 2005 (starting 11/2/05)
- Toll-free phone counseling service for all Virginia residents
- Access through the national number, 1-800-QUIT NOW (1-800-784-8669)
- Calls will be answered from 8:00am-Midnight, seven days a week
- After midnight, callers can listen to topic-specific messages and/or leave a message for a callback
- Callers, including healthcare providers and family members, will receive mailed information or self-help materials
- Callers will be able to find out about local community resources
- All tobacco users ready to quit within 30 days will receive a comprehensive counseling intervention
- More intensive treatment services will be available to callers who want to quit and are Medicaid recipients or uninsured: they will be able to enroll in a multiple session service with counselor-initiated calls
- Services will be available in English and in Spanish
- Services for the hearing impaired will be available through a separate TTY line (1-877-777-6534)
- A fax-referral system will be implemented in which primary care providers can refer directly to the quitline during an office or clinic visit
- VDH has contracted with Free & Clear, Inc., to provide the quitline counseling services. Free & Clear is a highly specialized tobacco treatment provider for health plans, employers and government organizations all over the United States
- For more information about *Quit Now Virginia*, contact Shawna Shields at VDH-Tobacco Use Control Project, 804-864-7874