

State Quit Services

Operated by Optum, State Quit Services is a clinically proven program for helping people end their dependence on nicotine. The approach to behavior change draws on more than 35 years of experience and is in line with the Surgeon General's 2020 report on tobacco cessation.¹

Clinically proven approach to overcoming nicotine dependence

State Quit Services is an evidence-based program that uses clinical research and data to help drive better cessation outcomes. Quitting tobacco* is hard, and there is more than one way to quit successfully. Quit Services offers multiple methods of coaching and support to help increase the chances of success. The approach is validated by the Surgeon General's 2020 report.¹

Despite a recent decline, tobacco use is still a problem and remains the leading cause of preventable disease in the U.S.¹

While 70 percent of tobacco users want to quit, it's difficult on their own.⁷ Evidence-based programs may double or triple their chances of success.⁴ Quitting can be more challenging for vulnerable populations – such as youth, those with behavioral health conditions or those expecting. We provide specialized support for people who are having a hard time quitting and may need additional help.

State Quit Services offers tailored support based on a tobacco users Quit Plan, tobacco type, Quit Date, motivation and confidence to quit.

Model for Success

State Quit Services offers multiple modes of support aligned to a tobacco user's status, quit date, tobacco type, health conditions and confidence.

Live coaching is combined with a comprehensive, connected digital experience that provides a clear step-by-step path to helping people become and remain tobacco and nicotine free. There are multiple ways to interact, putting an emphasis on member choice.

Tobacco Use

12.5% U.S. Overall

28.9%

Individuals with behavioral health conditions⁴

27.1%

American Indians/ Alaska Natives²

19.2%

LGBTQ individuals³

Smoking During Pregnancy⁵

5.5% Overall

Electronic Cigarette Use

U.S. E-cigarettes are the second most used tobacco product in the U.S.³

Used by group:

4.5%

U.S. Adults³

11.3%

High Schoolers⁶

2.8%

Middle Schoolers⁶

5 proactive coaching sessions

- 3 one-on-one coaching sessions - telephone, chat or text
- 2 coach-led peer support group sessions
 - Participants can choose to swap group sessions with one-on-one sessions
- Unlimited inbound sessions

Integrated digital support through a central dashboard

- A personal journey with a clear step-by-step path to quit and stay tobacco free
- Activities include steps, videos, quizzes and other content, as well as trackers that give feedback and show progress

Nicotine replacement therapy delivered at no cost

- Tailorable amounts to different populations
- Patch, gum, lozenge or combination therapy

Text a Coach

- Two-way tailored dialogues using AI technology
- On demand content using key words
- Access to live coaches

Programs tailored to the needs of your population

Behavioral Health

Offers extended support for tobacco users who are living with depression, anxiety and other behavioral health conditions.

Live Vape Free SM

Provides a text-based vaping cessation program for teenagers and online courses to support parents and concerned adults.

Pregnancy and Postpartum Support

Provides specialized support to help people who are planning to get pregnant, expecting, and those who recently gave birth to quit using tobacco.

American Indian Program

Offers respectful tobacco cessation services tailored to the unique needs of American Indians and Alaska natives – populations with the highest smoking rates of almost any population in the in the U.S.²

National Experience

- 23 State Quitlines
- 1,000+ health plans and employers



Enrolling in the Quitline



*Referring to commercial tobacco and nicotine use

1.Feb. 26, 2018.

2.<https://www.cdc.gov/mmwr/volumes/69/wr/mm6946a4.htm>

3.<https://smokingcessationleadership.ucsf.edu/campaigns/national-partnership-behavioral-health-and-tobacco-use>

4.QuickStats: Percentage of Births to Mothers Who Reported Smoking Cigarettes at Any Time During Pregnancy, by Urbanization Level of County of Residence – United States, 2020. MMWR Morb Mortal Wkly Rep 2021;70:1652. DOI: <http://dx.doi.org/10.15585/mmwr.mm7047a5external icon>

5.Park-Lee E, Ren C, Sawdey MD, et al. Notes from the Field: E-Cigarette Use Among Middle and High School Students – National Youth Tobacco Survey, United States, 2021. MMWR Morb Mortal Wkly Rep 2021;70:1387–1389. DOI: <http://dx.doi.org/10.15585/mmwr.mm7039a4>

6.https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/smoking-cessation-fast-facts/index.html

We recognize (commercial tobacco)