



# Florida Department of Health Bureau of Tobacco Prevention Program



Joanna Colburn,  
Cessation Manager



## Update on the Florida Quitline

---

The Quitline provides smoking cessation information to all callers and telephone counseling to all Florida residents who want to stop using tobacco products.

As of November 11, 2009, Free and Clear is the new Quitline service vendor.

Phone numbers are:

1-877-U-CAN-NOW

1-877-822-6669

- Press #1 for telephone counseling
- Press #2 to be transferred to Area Health Education Centers (AHEC) for face to face counseling



## Call Volume to the Florida Quitline

---

Since the last August 2009 update, the Quitline received 12,164 calls from Floridians ready to quit smoking, doctor's offices, and smoker's friends and family requesting information.

Total Nicotine Replacement Therapy (NRT) sent to callers is 13,522 - this includes patches, gum, and lozenges.



## Rural Hospital Update

---

- Florida Department of Health, Bureau of Tobacco Prevention Program awarded 9 rural hospitals with funds to develop and implement smoke free policies within their hospitals.
- All patients, employees and family members associated with each of the hospitals are eligible to receive free counseling and Nicotine Replacement Therapy (NRT).



## Rural Hospital Update (Continued)

---

The hospitals are:

- Baptist Medical Center, Nassau
- Calhoun-Liberty Hospital
- Campbellton-Graceville Hospital
- DeSoto Memorial
- Jackson Hospital
- Lake Butler Hospital & Hand Surgery Center
- Northwest Florida Community Hospital
- Hendry Regional Medical Center
- Larkin Community Hospital



## Rural Hospital Update (Continued)

---

GlaxoSmithKline was awarded a contract for up to a total of \$2,000,000 of Nicotine Replacement Therapy (NRT) for use at the rural hospitals that were awarded contracts.

Note - the contracted amount includes the NRT and shipping costs to these rural hospitals.



## Area Health Education Centers (AHEC)

---

- Quitline works closely with AHEC
- Callers interested in face-to-face counseling are referred to AHEC
- AHEC trains health care providers on tobacco cessation