

Healthy Communities Strategy G: QuitlineNC Referral Sites

Increase the number of providers and/or clinics that sign up to be QuitlineNC referral sites.

Expected Outcomes:

Number of providers and/or clinics that sign up to be QuitlineNC referral sites.

Health Equity Planning Principals:

Rates of tobacco use are not equally distributed across North Carolina's population. Some groups, identified as priority populations, use tobacco at disproportionately higher rates. These include low-income, less educated, males, African Americans, American Indians, young adults, people with mental illness, substance use disorders and/or disability issues, rural populations, and lesbian, gay, bisexual, and transgender populations. Pregnant women who use tobacco are at higher risk for having pregnancy complications. Encouraging providers and clinics who serve these populations to refer to QuitlineNC increases enrollment within these populations as much and sometimes more so than media promotions.

Recommended Partners:

Free clinics; Medicaid providers; FQHCs or Community Health Centers; Local Health Departments; Family Health Centers; Pediatric offices and pediatricians; local hospitals; HIV/STD clinics; LGBTQ friendly clinics; University and Colleges Student Wellness Centers; OBGYN providers and clinics; High Risk Pregnancy clinics; Emergency Departments; urgent care centers; behavioral health clinics and centers; community psychiatric and substance use dependent providers and clinics or centers or hospitals; community health workers; primary care centers; rural health centers; migrant health centers;

Intervention Examples:

- A. While working with a clinic to integrate tobacco treatment or a brief intervention of the 5As, encourage site to refer to the QuitlineNC and becoming a QuitlineNC Referral site. Find form to become a referral site. <https://quitlinenc.dph.ncdhhs.gov/health-professionals/docs/QuitlineNCReferralSiteRegistrationform.docx>
- B. During presentations for integrating brief tobacco use interventions or doing a presentation on the QuitlineNC, include the [benefits](https://quitlinenc.dph.ncdhhs.gov/health-professionals/become-a-referral-site.html) becoming a QuitlineNC Referral Site. <https://quitlinenc.dph.ncdhhs.gov/health-professionals/become-a-referral-site.html>

Related Programs:

The Tobacco Prevention and Control Branch provides support for proven strategies to:

1. [Prevent the initiation](https://quitlinenc.dph.ncdhhs.gov/health-professionals/become-a-referral-site.html) of smoking and other tobacco use.
2. Eliminate exposure to [secondhand smoke](https://tobaccopreventionandcontrol.dph.ncdhhs.gov/shs/index.htm).



3. Help tobacco-users [quit](https://quitlinenc.dph.ncdhhs.gov/) <https://quitlinenc.dph.ncdhhs.gov/>
4. Identify and eliminate [tobacco-related health disparities](https://tobaccopreventionandcontrol.dph.ncdhhs.gov/data/disparities.htm) among N.C. populations by addressing health equity in each goal area.
<https://tobaccopreventionandcontrol.dph.ncdhhs.gov/data/disparities.htm>

Recommended Tools/Resources:

- A. Counties that want to promote QuitlineNC and would like to provide a presentation, please contact Joyce Swetlick, Director of Tobacco Cessation, for a PowerPoint that can be used or modified with a script attached. Joyce.swetlick@dhhs.nc.gov
- B. The guide for using the web portal to refer people who use tobacco can be found [HERE](https://quitlinenc.dph.ncdhhs.gov/health-professionals/docs/QuitlineNCeReferralPortalGuide.pdf?ver=1.0). <https://quitlinenc.dph.ncdhhs.gov/health-professionals/docs/QuitlineNCeReferralPortalGuide.pdf?ver=1.0>
- C. The form to become a QuitlineNC Referral Site can be found [HERE](https://quitlinenc.dph.ncdhhs.gov/health-professionals/docs/QuitlineNCeReferralPortalGuide.pdf?ver=1.0).
<https://quitlinenc.dph.ncdhhs.gov/health-professionals/docs/QuitlineNCeReferralPortalGuide.pdf?ver=1.0>
- D. To receive the aggregate reports of referrals and/or to receive the sites that are registered QuitlineNC Referral Sites, contact Mariam Ali at mariam.ali@dhhs.nc.gov.
- E. To learn more about NC Standard of Care and the 5 A's Brief Intervention, please visit [HERE](https://quitlinenc.dph.ncdhhs.gov/health-professionals/tobacco-treatment-standard-of-care.html). <https://quitlinenc.dph.ncdhhs.gov/health-professionals/tobacco-treatment-standard-of-care.html>
- F. [CDC Best Practice User Guide: Cessation in Tobacco Prevention and Control](https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/best-practices-cessation-user-guide-508.pdf)
<https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/best-practices-cessation-user-guide-508.pdf>

Data Sources

- A. NC Youth Tobacco Survey:
<https://www.tobaccopreventionandcontrol.ncdhhs.gov/data/yts/index.htm>
- B. 2021 National Youth Tobacco Survey: <https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-results-national-youth-tobacco-survey>
- C. The Guide to Community Preventive Services:
<https://www.thecommunityguide.org/>
- D. NC Behavioral Risk Factor Surveillance System:
<https://schs.dph.ncdhhs.gov/data/brfss/survey.htm>

