



Partnering to Promote Tribes to Use Quit Line and Quit Incentives

The California Rural Indian Health Board collaborates with State of California Medi-Cal Incentives to Quit Smoking Program

In February of 2014, the California Rural Indian Health Board (CRIHB) began working with the Medi-Cal Incentives to Quit Smoking (MIQS) program to promote the MIQS quit incentives to California's American Indian communities. The MIQS program offers a \$20 gift card to eligible Medi-Cal members who call the Quit Line and complete the first counseling session through December 2015. Free nicotine replacement packages are also mailed directly to the caller's home; eliminating the need to see a doctor and obtain a prescription. This benefits many California tribal members that are trying to quit smoking, as access to health and pharmacy services may be limited on or near the Reservation/Rancheria.

The collaborations between CRIHB, MIQS and other important agencies such as the State Indian Health Program and the California Comprehensive Cancer plan program resulted in a culturally reflective postcard and poster to advertise the MIQS quit incentives. CRIHB identified the most appropriate clinic contact at each Tribal Health Program site and designated staff engaged in commercial tobacco cessation work. A package of 500 postcards and posters were mailed out to all Tribal Health Programs in California in early May. In July, MIQS reported a 22% increase in Medi-Cal patient calls to the Quit Line.

CRIHB is continuing to work with MIQS by identifying service agencies outside of Tribal Health Programs where postcards may be handed out to individuals who currently use commercial tobacco and want to quit. These programs include Social Services, Behavioral Health, Alcohol and Drug counseling, Elder Services, Education, Domestic Violence, TANF, and ICWA. By providing materials to community agencies, it expands the reach to tribal members who may not access the Tribal Health Programs. CRIHB and MIQS are also reaching out to rural clinics in tribal areas that tribal members may use outside of their system. The posters and postcards will be going out in early-October.

This collaboration has benefitted both CRIHB and MIQS. MIQS has introduced CRIHB to other state agencies to partner with. CRIHB has helped MIQS to increase their understanding of traditional tobacco and commercial tobacco use in California Indian Country. With MIQS being a participant at CRIHB conferences, the MIQS program has had an opportunity to outreach to Tribal Health Programs and Tribal Leaders directly.

Written by Chris Cooper, Health Education Specialist II, California Rural Indian Health Board

Medi-Cal Members: Special Offer to Help You Quit Smoking.

FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*

Call the California Smokers' Helpline for free tips and a quit plan.

1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
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