

PA Free Quitline Pregnancy/ Post-Partum Protocol

Eligibility

- Resident of state in which program is being offered
- Currently pregnant (can not enroll in program if Post-Partum)
- Rewards: After the first coaching call a rewards card with \$5 credit will be sent to participant.
 - Receives \$5 per completed call during pregnancy (up to \$25)
 - Receives \$10 per completed post-partum call (up to \$40)
- Incentives to participants based on completed calls during pregnancy and post-partum

Pregnancy Process

1. Caller is welcomed to the program.
2. Caller's eligibility is determined for a specific client.
 - Client (PA DPTC) determines items to assess eligibility such as insurance type, coverage, employer, etc.
3. If the caller is eligible, the QuitLine Customer Service Representative completes the intake questions derived from North American QuitLine Consortium's (NAQC) Minimal Data Set (MDS) and client (PA DTPC) specified questions with caller. The intake questions cover the following areas:
 - Reason for calling and awareness of Quitline
 - Assessment for types of tobacco use
 - Caller characteristics
 - Other intake data
 - Client specific questions
4. Medical screening of caller is conducted to determine any potential contra-indications for any Nicotine Replacement Therapy (NRT) products offered.
5. Welcome packet, including a welcome letter, a brochure, pregnancy information, and a privacy statement, is sent to the Participant.
6. Participant is transferred to a pregnancy Quitline Coach for coaching call or appointment is scheduled for a coaching call in the near future at a time that is convenient for the Participant.
7. Caller is provided an explanation of the available pregnancy program and the option to enroll or not.

8. If caller is enrolled in program, she will be assigned a designated pregnancy coach.
9. Participant will have the opportunity to receive text messages to her cell phone post partum.
10. Coach will record participant's due date.
11. Coach will begin coaching process.
12. If client (PA DTPC) offers NRT, then pending medical consent, pregnant participants may receive NRT.
13. Reward process for completed calls begins (\$5 per completed call during pregnancy up to \$25).
14. Coaching continues through pregnancy and resumes 2 weeks post-partum.

Postpartum Process

1. Two weeks prior to due date, coach will either send a text message or call participant.
 - a. If necessary, discuss relapse prevention and asking doctor for NRT consent.
2. If participant continues using tobacco she may be eligible for additional NRT (per client offerings).
 - a. Requires a new medical consent if nursing.
 - b. If participant is nursing or has a qualifying insurance status, participant may be eligible for additional NRT post-partum.
3. Coaching calls resume at 2 week intervals.
4. Reminder text messages will be sent prior to each phone call (if participant opted to receive).
5. Rewards process for post-partum completed calls begins (\$10 per completed post-partum call up to \$40).
6. Coach will make 2 additional attempts (a total of 5 attempts) to reach a participant who has been unreachable.