

State Quit Services



Our State Quit Services are grounded in more than 35 years of physical, psychological and behavioral health science from Optum[®], a leading health services and innovation company dedicated to helping make the health system work better for everyone.

A clinically proven approach to overcoming nicotine dependence

Despite a recent decline, tobacco use is still a problem and remains the leading cause of preventable disease in the United States.¹ In addition to cigarettes, e-cigarette use among youth has now reached epidemic proportions, according to the Surgeon General.²

While 70 percent of tobacco users want to quit, it's difficult on their own.³ Evidence-based interventions may double or triple their chances of success.⁴ Quitting is likely to be particularly challenging for more vulnerable populations — such as youth, those with mental health issues or expectant mothers — requiring a more specialized level of support.

Our Quit For Life[®] tobacco cessation program combines evidence-based strategies with personalized support, robust tools and helpful resources to improve quit outcomes.

5.4M

American youth use e-cigarettes²

Smokers with mental health issues are

4x

more likely to die prematurely⁵



1 in 14

 women smoke while pregnant⁶

20% of American Indian and Alaska native adults smoke cigarettes⁷

Programs tailored to the needs of your population

At Optum, we use clinical data to drive better outcomes and continually evolve our approach to align with the needs of nicotine users, with support that can be tailored to the needs of your population, including:

Individual Services Program

Allows participants to choose the services that work best for them — including enhanced texting, email messaging, Nicotine Replacement Therapy and a helpful quit guide.

Behavioral Health Program

Offers expert support for tobacco users who are living with depression, anxiety and other mental health issues.

Live Vape FreeSM

A solution for teenagers and parents to solving the vaping epidemic.

Pregnancy Program

Provides specialized support to help new and expecting mothers 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 minority group in the U.S.⁷

Learn more about Quit Services at:
optum.com/quitservices

A 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, such as:

- Inbound and outbound calls from a specially trained coach
- A web portal with progress and cost-savings trackers
- Nicotine Replacement Therapy
- Enhanced texting and a mobile app
- Secure email messages
- A supportive online learning community

National experience. State-focused support.

As a leader in tobacco cessation services, Optum offers the advantage of national insights and experience with state-focused services and support.

25
state
quit lines



800+
health plans
and employers



1. Centers for Disease Control and Prevention. Tobacco Use. cdc.gov/chronicdisease/resources/publications/factsheets/tobacco.htm. Accessed Sept. 30, 2020.
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3. BMJ Journals. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. bmjopen.bmj.com/content/6/6/e011045. Accessed Feb. 26, 2018.
4. Oxford Academic. Linking smokers to a quitline: randomized controlled effectiveness trial of a support person intervention that targets non-smokers. academic.oup.com/her/article/32/4/318/3953906. Accessed Feb. 26, 2018.
5. Centers for Disease Control and Prevention. Tobacco Use and Quitting Among Individuals with Behavioral Health Conditions. cdc.gov/tobacco/disparities/mental-illness-substance-use/index.htm. Accessed Nov. 19, 2020.
6. Centers for Disease Control and Prevention. Smoking During Pregnancy. cdc.gov/nchs/products/databriefs/db305.htm. February 2018.
7. Centers For Disease Control and Prevention. American Indians/Alaska Natives. cdc.gov/tobacco/campaign/tips/groups/american-indian-alaska-native.html. Accessed Dec. 8, 2020.



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