New Year’s – Quit with Help from Medicaid LTE

Drafted December 12, 2018

**Quit Tobacco for New Year’s – Medicaid can Help**

Dear Editor,

START YOUR LETTER BY ENCOURAGING READERS TO CONSIDER QUITTING TOBACCO USE FOR THEIR NEW YEAR’S RESOLUTION. SHARE THAT INDIVIDUALS ENROLLED IN MEDICAID ARE ESPECIALLY IMPACTED BY TOBACCO. MENTION THAT 28% OF MEDICAID RECIPIENTS SMOKE COMPARED TO 16% OF WISCONSIN’S GENERAL POPULATION. NOW LET READERS KNOW THAT MEDICAID OFFERS FREE HELP TO QUIT!

TELL READERS ABOUT THE FREE HELP THAT IS INCLUDED IN THE MEDICAID BENEFIT, INCLUDING TOBACCO CESSATION MEDICATIONS LIKE (**PULL FROM LIST AT** [**https://ctri.wisc.edu/fact-sheets/quit-tobacco-series-fact-sheet-3-medicaid-badgercare/**](https://ctri.wisc.edu/fact-sheets/quit-tobacco-series-fact-sheet-3-medicaid-badgercare/)). ALSO SHARE THAT THE MEDICAID CESSATION BENEFIT IS UNIQUE FROM OTHER CESSATION SERVICES BECAUSE:

* Repeated courses of treatment are allowed
* There are no co-pays for tobacco cessation
* Evaluation and management visits for tobacco cessation are covered

REMIND READERS THAT THE NEW YEAR IS THE PERFECT TIME TO QUIT TOBACCO AND PROVIDE SOME OF THE BENEFITS OF QUITTING (**PULL EXAMPLES FROM** [**http://www.cancer.org/healthy/stayawayfromtobacco/benefits-of-quitting-smoking-over-time**](http://www.cancer.org/healthy/stayawayfromtobacco/benefits-of-quitting-smoking-over-time)).

LET READERS KNOW THEY CAN START THEIR QUITTING JOURNEY FOR FREE BY TALKING TO THEIR DOCTOR ABOUT THE MEDICAID BENEFIT OR BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669). ALSO SHARE THAT THEY CAN GET INVOLVED IN LOCAL TOBACCO PREVENTION AND CONTROL EFFORTS BY VISITING (**COALITION URL, SOCIAL MEDIA, ETC.**).