

# STRIVING TO QUIT

A new initiative to help BadgerCare Plus members stop smoking

## What is Striving to Quit?

A five-year, \$9.2 million federal grant from the Centers for Medicare and Medicaid (CMS) to help BadgerCare Plus members stop smoking. The grant will provide evidence-based smoking cessation services through the Wisconsin Tobacco Quit Line (WTQL) and First Breath, a smoking cessation program for pregnant women. The grant also provides cash incentives to members for successfully participating in treatment services and for quitting.

This demonstration project is a partnership between the Wisconsin Department of Health Services and the Wisconsin Women's Health Foundation (First Breath), the UW Center for Tobacco Research and Intervention (WTQL) and twelve health maintenance organizations (HMOs).

## Who are the target populations?

Up to 8,000 BadgerCare Plus adult members who smoke and live in South Central and Northeastern Wisconsin and up to 3,000 pregnant BadgerCare Plus members who smoke and live in Dane, Kenosha, Milwaukee, Racine and Rock counties.

## What services are provided?

Striving to Quit will provide the following services via the WTQL for BadgerCare Plus members:

- ✓ Up to five (5) proactive counseling/coaching calls
- ✓ Additional calls initiated by the member
- ✓ Tobacco cessation medications through Wisconsin Medicaid

Pregnant BadgerCare Plus members enrolled in First Breath will receive one-on-one counseling at no cost during pregnancy plus counseling and support services for up to 12 months following delivery.

## What do clinics/providers need to do?

- Screen all BadgerCare Plus members for smoking
- Make referrals to the WTQL or First Breath/Wisconsin Women's Health Foundation
- Do urine cotinine tests to confirm smoking status (quit line only)
- Prescribe tobacco cessation medications as appropriate (quit line only)

## Where can I get more information about Striving to Quit?

Contact your HMO representative(s).



STATE OF WISCONSIN  
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