



## Get Ready for the Great American Smokeout on November 21, 2019

### Refer members to the Quit for Life® smoking cessation program

The Great American Smokeout is coming up, and you can help members get a head start when they enroll in the Quit for Life® program now. Members must be age 18 or older to be eligible.

Most smokers make multiple quit attempts before succeeding – as many as 30 on average.<sup>1</sup> Therefore, smokers should be encouraged to keep trying to quit until they succeed. Each time an individual makes a quit attempt, they have an opportunity to learn something that may assist them in their next quit attempt. The more often an individual tries to quit, the more the chances for success.

#### Quit for Life's expert coaching

The Quit for Life program will help members along every step of the way if they are diligent and dedicated to quitting. Starting with a one-on-one phone conversation with a highly trained Quit Coach staff member, the member will map out a personalized plan to make positive changes and begin living tobacco-free. The coach will also offer proven strategies to manage cravings, maintain confidence in social situations and avoid the triggers that can drain resolve.

Expert Quit Coaches will be available to lend support via telephone and online whenever needed, as the member advances through the program. Each one-on-one coaching session can provide the member with the encouragement and self-confidence needed to quit for good.

#### How to enroll in Quit for Life

To enroll, members can call **1-866-QUIT-4-LIFE** (1-866-784-8454), or visit [www.quitnow.net](http://www.quitnow.net) and enroll online.

#### What's included

Along with phone coaching, members get access to other cessation tools designed to help transition to a healthier lifestyle, including:

- A copy of the step-by-step Quit Guide to help them throughout the quit process.
- Advice for nicotine substitutes and medications that may be right for the member.
- The Text2Quit<sup>SM</sup> personalized text messaging service. Text2Quit features reminders, tips and encouragement tailored to the member's personal quit strategy (not available for Medicare members).

THIS UPDATE APPLIES TO  
**CAL MEDICONECT**  
PROVIDERS:

- Physicians
- Participating Physician Groups
- Hospitals
- Ancillary Providers

#### PROVIDER SERVICES

provider\_services@healthnet.com  
Los Angeles County – 1-855-464-3571  
San Diego County – 1-855-464-3572  
[www.healthnet.com](http://www.healthnet.com)

#### PROVIDER COMMUNICATIONS

provider.communications@  
healthnet.com

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- A dedicated web platform with eLearning modules, a community chat room and access to a Quit Coach via email.

## Help members quit with these other resources

### Tobacco-Free Health Promotion Program

Members can join the Tobacco-Free Health Promotion Program to beat cravings and stay quit for life with proven strategies. Through the program, members can learn how making better choices can improve their health now while setting the stage for a healthy future.

Members can join in two steps and should have their ID card handy for quick and easy sign-up. (If the member is already signed up, they can skip to Step 2.)

- 1 Sign up online at [www.healthnet.com](http://www.healthnet.com).
- 2 Log in to account – Once logged in, the member clicks the Wellness Center tab to access the Smoke-Free Health Promotion Program.

### California Smokers' Helpline

The Helpline offers free telephone counseling and materials to quit smoking, as well as free nicotine patches to eligible callers.

- 1-800-NO-BUTTS
- Learn more at [www.nobutts.org](http://www.nobutts.org).

### myStrength

myStrength recently launched their Nicotine Recovery program. The program is designed to help individuals determine their readiness for quitting and tailors recommended myStrength activities to an individual's stage of change. The Nicotine Recovery program includes expert videos, interactive activities and stories of hope from recovered nicotine users to help individuals reach their nicotine recovery goals.

Members can access myStrength online at [mystrength.com/hnwell](http://mystrength.com/hnwell).

After setting up an online account, they can also download the myStrength app for iOS and Android devices and register using the same email and password.

## What is vaping?

Vaping is the act of breathing in a vapor through the mouth from a battery-powered device. The device (e.g., e-cigarette, e-cigar, pipe) has a metal coil that heats up and converts a liquid into vapor. The term *vaping* is used because e-cigarettes do not produce smoke, but they make an aerosol that is often confused for water vapor. The vapor contains various toxins that have been linked to cancer, lung disease and heart disease.<sup>2</sup>

### Is vaping safer than smoking cigarettes?

Electronic cigarettes, or e-cigarettes, are often used in place of cigarettes. An e-cigarette usually has three parts:

- a base with a battery
- a liquid cartridge or tank
- a heating unit inside the cartridge or tank

E-cigarettes are often marketed as the "safe" choice to cigarettes. However, most e-cigarettes contain nicotine like habit-forming cigarettes, cigars and other tobacco products.

### Is vaping an option to quit smoking?

The U.S. Food and Drug Administration (FDA) has not found any e-cigarette to be a safe choice in helping smokers quit. E-cigarettes are not approved by the FDA as a quit smoking aid. In addition, the U.S. Preventive Services Task Force deduced that there was not enough evidence to advise e-cigarettes for smoking cessation.<sup>3</sup>

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## What are the risks?

The main component of e-cigarettes is its e-liquid or “vape juice.” To create vape juice, nicotine is taken from tobacco and mixed with a base (mostly propylene glycol). To increase consumer appeal, flavors and colors are added. But these elements have chemicals, such as formaldehyde and acrolein, which can cause long-lasting lung damage.<sup>4</sup>

In 2016, the Surgeon General found that secondhand e-cigarette vapor contains:

- Nicotine.
- Very fine particles that can be inhaled deep into the lungs.
- Diacetyl, a chemical linked to severe lung disease.
- Volatile compounds, which are found in car exhaust.
- Heavy metals, such as nickel, tin and lead.<sup>5</sup>

## Danger for all ages

E-cigarettes are the most commonly used tobacco products among kids. It’s become an epidemic. Though studies about the long-term effect of e-cigarettes continue, there is growing information about the health risks of e-cigarettes on the lungs. This includes severe lung damage and lung disease.<sup>6</sup>

Bystanders can also inhale the vapor when a nearby user exhales it. There have also been cases where faulty e-cigarette batteries have caught fire or exploded, causing severe injuries.<sup>7</sup> In some cases, children and adults have been poisoned. They have either swallowed, inhaled or absorbed e-cigarette liquid through their skin or eyes.<sup>8</sup>

## Additional information

Providers are encouraged to access Health Net’s provider portal online at [provider.healthnet.com](http://provider.healthnet.com) for real-time information, including eligibility verification, claims status, prior authorization status, plan summaries, and more.

If you have questions regarding the information contained in this update, contact the Health Net Provider Services Center by county within 60 days at:

Line of Business	Telephone Number	Email Address
<b>Cal MediConnect – Los Angeles County</b>	1-855-464-3571	provider_services@healthnet.com
<b>Cal MediConnect – San Diego County</b>	1-855-464-3572	

## References

- <sup>1</sup> Centers for Disease Control and Prevention. 2019. State-Specific Prevalence of Quit Attempts Among Adult Cigarette Smokers — United States, 2011–2017. Retrieved from [https://www.cdc.gov/mmwr/volumes/68/wr/mm6828a1.htm?s\\_cid=mm6828a1\\_w](https://www.cdc.gov/mmwr/volumes/68/wr/mm6828a1.htm?s_cid=mm6828a1_w).
- <sup>2</sup> Center on Addiction. (2019). What is vaping? Retrieved from <https://www.centeronaddiction.org/e-cigarettes/recreational-vaping/what-vaping>.
- <sup>3</sup> Centers for Disease Control and Prevention. (2018). About electronic cigarettes (e-cigarettes). Retrieved from [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/about-e-cigarettes.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html).
- <sup>4</sup> American Lung Association. (2019). E-cigarettes. Retrieved from <https://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html>.
- <sup>5</sup> Centers for Disease Control and Prevention. (2018). Quick facts on the risks of e-cigarettes for kids, teens, and young adults. Retrieved from [https://www.cdc.gov/tobacco/basic\\_information/stuff/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html](https://www.cdc.gov/tobacco/basic_information/stuff/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html).
- <sup>6</sup> American Lung Association. (2019). E-cigarettes. Retrieved from <https://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html>.
- <sup>7</sup> Centers for Disease Control and Prevention. (2018). Quick facts on the risks of stuff for kids, teens, and young adults. Retrieved from [https://www.cdc.gov/tobacco/basic\\_information/stuff/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html](https://www.cdc.gov/tobacco/basic_information/stuff/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html).
- <sup>8</sup> Centers for Disease Control and Prevention. (2018). Quick facts on the risks of e-cigarettes for kids, teens, and young adults. Retrieved from [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html).