



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

**Solicitation**

NUMBER
EHP14005

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
ROBERTA WAGNER 304-558-0067

RFQ COPY  
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HEALTH AND HUMAN RESOURCES  
 BPH - EPIDEMIOLOGY AND  
 HEALTH PROMOTION  
 VARIOUS LOCALES AS INDICATED

DATE PRINTED
10/25/2013

BID OPENING DATE: 11/05/2013 BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 1						
ADDENDUM IS ISSUED:						
1. TO PROVIDE A COPY OF THE PRE-BID MEETING SIGN-IN SHEET FOR THE ABOVE SOLICITATION.						
2. TO PROVIDE RESPONSES TO VENDORS' QUESTIONS REGARDING THE ABOVE SOLICITATION, ALSO TO PROVIDE SAMPLES OF EDUCATIONAL MATERIALS REQUESTED DURING THE QUESTION AND ANSWER PERIOD. QUESTION AND ANSWER PAGES ARE ATTACHED. SAMPLES OF EDUCATIONAL MATERIALS ARE ATTACHED.						
3. TO PROVIDE ADDENDUM ACKNOWLEDGEMENT. THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR BID. FAILURE TO SIGN AND RETURN MAY RESULT IN THE DISQUALIFICATION OF YOUR BID.						
***** END OF ADDENDUM NO. 1 *****						

SIGNATURE		TELEPHONE		DATE	
TITLE		FEIN		ADDRESS CHANGES TO BE NOTED ABOVE	

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**SOLICITATION NUMBER: EHP14005****Addendum Number: 1**

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The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

**Description of Modification to Solicitation:**

1. To provide copy of the pre-bid meeting sign-in sheet.
2. To provide copy of the vendor questions and responses, also to provide samples of educational materials requested during the question and answer period.
3. To provide Addendum Acknowledgement form.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

PLEASE PRINT

Date: 10/8/13

\* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

TELEPHONE & FAX NUMBERS

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>First Choice Health Systems</u> Rep: <u>Steven Burton</u> Email Address: <u>steve@1stchs.com</u>	<u>601 Morris St.</u> <u>Suite 401</u> <u>Charleston, WV 25301</u>	PHONE <u>(304) 344-2163</u> TOLL FREE <u>(888) 696-2517</u> FAX <u>(304) 344-2263</u>
Company: <u>beBetter Health Inc.</u> Rep: <u>Heather Dickerton</u> Email Address: <u>heather.dickerton@bebetter.net</u>	<u>6 Craddock Way</u> <u>Poca, WV 25159</u>	PHONE <u>304-75-0020</u> TOLL FREE FAX <u>304-75-0043</u>
Company: <u>Alere Wellbeing</u> Rep: <u>Maria Martin</u> Email Address: <u>maria.martin@alere.com</u>	<u>999 Third Ave Suite 2100</u> <u>Seattle, Wa 98104-1139</u>	PHONE <u>(206) 876-2117</u> TOLL FREE FAX <u>(206) 876-2101</u>
Company: <u>WVDHHR -</u> Rep: <u>Kathy Danberry</u> Email Address: <u>KathyDanberry@wv.gov</u>		PHONE <u>356-4221</u> TOLL FREE FAX
Company: <u>WVDHHR / BMS</u> Rep: <u>ALVA PAGE Jr</u> Email Address: <u>alva.page@wv.gov</u>		PHONE <u>304-356-4908</u> TOLL FREE FAX <u>304-558-4398</u>

PLEASE PRINT

Date: 10/8/13

\* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>DHHR/Bms</u> Rep: <u>Pat Woods</u> Email Address: <u>pat.a.woods@wv.gov</u>	<u>350 Capitol St.</u> <u>Rm 251</u> <u>Char. WV 25313</u>	PHONE <u>304-356-4930</u> TOLL FREE FAX
Company: <u>DHHR/Bms</u> Rep: <u>Angelita Castro</u> Email Address: <u>Angelita.L.Castro@wv.gov</u>	<u>350 Capitol St - Rm 251</u> <u>Charleston WV 25301</u>	PHONE <u>304 356 5052</u> TOLL FREE FAX
Company: <del>Bms</del> <u>DHHR/BPH</u> Rep: <u>Bruce W. Adkins</u> Email Address: <u>Bruce.W.Adkins@wv.gov</u>	<u>350 Capitol Street Rm #514</u> <u>Charleston, WV 25301</u>	PHONE <u>304-356-4203</u> TOLL FREE FAX
Company: <u>DHHR/Central Finance</u> Rep: <u>Margaret Ingram</u> Email Address: <u>Margaret.A.Ingram@wv.gov</u>	<u>350 Capitol St. Room 206</u> <u>Charleston WV 25301</u>	PHONE <u>304-356-4120</u> TOLL FREE FAX
Company: _____ Rep: _____ Email Address: _____	_____ _____ _____	PHONE TOLL FREE FAX

## EHP14005 Responses to Vendor Questions

- 1. Question:** Under the “qualifications” portion of the RFQ (Section 3), the RFQ calls for fifteen years experience in providing quitine services. If a vendor has less than fifteen year experience, does this disqualify the vendor from placing a proposal? First Choice is going on year fourteen of providing the Problem Gamblers Help Network of West Virginia, which operates the 1-800-GAMBLER helpline.

**Response:** Yes, this does disqualify them as a vendor.

- 2. Question:** Under section 3.3 of the RFQ, the RFQ call for a medical/clinical director. During the pre-bid, I asked if there was a certain degree this position required. I was informed during the pre-bid that the position would require and M.D. However, I was told by staff of DHHR during the pre-bid to place this question in writing.

**Response:** The medical director must have a license to practice medicine in WV, whether they are an M.D. or D.O.

- 3. Question:** Regarding 6. Bid Submission: The RFP asks that bidders “submit one original technical and one original cost proposal plus \_\_\_ convenience copies of each.” How many convenience copies should bidders submit?

**Response:** This is a RFQ, Request for Quotation, the statement pertains to RFP’s, Request for Proposals, therefore this statement does not apply to this solicitation. One copy of the bid response is required.

- 4. Question:** Page 18 of the RFP states the purpose of the project is provide cessation services for the uninsured, underinsured and Medicaid eligible. Please define “underinsured.” What services do the insured receive?

**Response:** Underinsured means the caller is insured but their insurance provider supplies no tobacco cessation services. Insured callers receive all services offered to all Quitline callers, coaching calls and NRT (for Bureau for Public Health only).

5. **Question:** We understand there are three MCO's who provide services to Medicaid members and when calling the Quitline, members of these plans are to be transferred to their plan's tobacco cessation service. Who are the eligible populations for NRT (4 week shipment) provided through the Quitline (Uninsured? Underinsured? Insured?)

**Response:** For DTP the eligible populations for NRT provided by DTP are all West Virginians not covered by MCOs, Medicaid or private insurance.

6. **Question:** How has the dramatic volume increase impacted DTP's strategy in serving tobacco users in the state?

**Response:** DTP's ongoing strategy and current contracting have readily handled any prior increases in call volume, enrollment due to state and/or national media campaigns or promotions.

7. **Question:** Is the State interested in services that complement phone based services such as text messaging, starter kits or e-mail only programs?

**Response:** See Section 4.6 of the RFQ; these services would be covered under the research section of the RFQ. Yes, DTP would have to see cost estimates for these services before consideration.

8. **Question:** Related to 3.3 on page 21, do vendors need to have clinical licensure through the West Virginia Board of Medicine?

**Response:** Per page 9 of the RFQ under Licenses/Certifications/Permits, the vendor must provide a West Virginia Medical/Clinical license for Clinical and /or Medical Director.

9. **Question:** Is the purpose of the liaison office based in West Virginia to support callers who contact the Quitline for services, or to support DTP?

**Response:** See Section 4.2.6.6 The successful vendor must establish a liaison office in West Virginia within a two hour response time, referring to any problems/issues that may occur during a regular business day, including, but not limited to questions about enrollment, NRT shipments or other situations, for the duration of the contract term.

10. **Question:** Is the process of calling the Molina Automated Voice Response System described in 4.4.2 to confirm coverage of Medicaid? Is an Automated Voice Response System the only means to confirm coverage, or has DTP explored access via a portal and/or the sharing of eligibility files with the current vendor?

**Response:** Yes, calling the Molina Automated Voice Response System described in 4.4.2 to confirm coverage is the process. Part two of the question, "is an Automated Voice Response System the only means to confirm coverage, or has DTP explored access via a portal and/or the sharing of eligibility files with the current vendor?" does not pertain to DTP.

11. **Question:** In Section 4.8.1, it says that DTP will provide the vendor support and educational materials to distribute. We already provide support and educational materials to quitline participants. What additional materials would DTP like to provide? Can you please provide a sample of the materials that are currently being provided?

**Response:** Hard samples of these brochures and informational literature are provided with this addendum.



**12.Question:** Exhibit A: Pricing Page – In order to make an “apples to apples” comparison, it would be helpful to understand the number of boxes of gum and number of boxes of lozenge that are provided in a 4 week shipment. Can you please specify how many boxes of gum and how many boxes of lozenge make up a 4 week shipment as is relates to Exhibit A?

**Response:** See Section 4.10.1.5- 4.10.1.5 NRT to be provided by vendor to treat tobacco dependence to include the following:

- Nicotine Gum – 2mg or 4 mg – 24 pieces per day
- Nicotine Patch – 7mg or 14 or, 21 or, 28mg – 1 patch per day
- Nicotine Lozenges – 2mg or 4mg – 20 lozenges per day

Dosage based on the 2008 AHRQ clinical recommendations.

**13. Question:** Do vendors need to be registered as a Medicaid provider?

**Response:** No, vendors do not need to be registered as a Medicaid provider.

**14.Question:** How many Medicaid members were served in FY2013?

**Response:** There were 6008 fee for service members.

**15.Question:** What is the current process for contacting Rational Drug Therapy (Medicaid Pharmacy) and authorizing NRT? Do they communicate via fax or electronic? Is this system only used for fee for service Medicaid members?

**Response:** The vendor sends a fax to Rational Drug; Rational Drug verifies the documentation and enters the prior authorization (PA)

into the Molina System; and Rational Drug submits the PA confirmation back to the vendor. This system is only used for fee for service Medicaid members. Communication is generally via fax, however the vendor can submit a request via the BMS portal.

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: EHP14005**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

(Check the box next to each addendum received)

- |   |  |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

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Company

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Authorized Signature

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Date

**NOTE:** This addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

West Virginia  
**TOBACCO**  
**QUIT** **LINE**

**1-800-QUIT-NOW** **1-877-966-8784**

West Virginia Department of Health and Human Resources

# QUIT TIPS

**Make the decision to quit.** List your reasons for quitting, and place the list where you can see it often.

**Set your quit date.** Circle your quit date on a calendar.

**Get prepared.** Throw away your cigarettes, lighters and ashtrays. For your weaker moments, buy raw vegetables or other healthy snacks.

**Get help.** Your doctor can provide you with helpful ways to quit. Choose a method that will work best for you.

**Make a plan.** Think about how you will handle your weaker moments. For example, if you typically crave a cigarette after a meal, plan to take a walk instead.

**Plan for uneasy times.** Plan for how you will handle others smoking around you.

**Get support.** Ask for patience and support from your partner, family and friends.

**Reward yourself.** Plan for how you will spend all the money you save once you quit.

## What is the WV Quitline?

The West Virginia Tobacco Quitline is a state-based company, designed to assist tobacco users who want to quit using tobacco products. By enrolling in this program, you receive free educational materials about tobacco and how to quit.

The Quitline provides up to four calls from a phone coach who can assist you in the quitting process. Qualified participants include the following: military and their immediate family members (active, reserve, guard and veterans), pregnant smokers and their immediate family members, adults 55 and over, adults 18-24, college students, faculty, staff and the uninsured. Nicotine Replacement Therapy (NRT) is available for qualified participants.

The West Virginia Quitline also offers specialized programs and information for pregnant smokers and spit tobacco users.

## What Happens When I Quit?

Quitting tobacco has immediate, as well as long-term, benefits. Breaking the habit today can reduce risks of tobacco-related diseases and improve your health.

20 minutes after quitting,  
your blood pressure and pulse drop

8 hours after quitting,  
the carbon monoxide level in  
your blood drops to normal

24 hours after quitting,  
your chances of having a  
heart attack lessen

48 hours after quitting,  
your ability to smell and taste  
begin to improve

## The Quitline Phone Coaches

The Quitline phone coaches care about your efforts to quit tobacco. They know how to help you quit. The calls are free, confidential and based on your individual needs. Your four free phone calls can be made at any time that is right for you.

These coaches can make your chances of quitting much better. You are twice as likely to stop tobacco if someone is coaching you.

**Call 1-800-QUIT-NOW**

# Enroll Today

# Quit Tobacco

Let Us Help

## QUIT TIPS

- Decide you want to quit.
- List your reasons.
- Put the list where you will see it often.
- Set a quit date and circle it on your calendar.
- Prepare yourself and your home.
- Throw away cigarettes, lighters and ashtrays.
- Ask for help. Your doctor can help you find a way to quit.
- Make a plan. Think about what you will do specifically during your weaker moments.
- Plan for uneasy times. Plan for how you will deal with really wanting a cigarette when others are smoking around you.
- Get support. Ask for support and patience from your partner, family and friends.
- Reward yourself. Plan how you will spend the extra money you will save when you quit.

## Call 1-800-QUIT-NOW

Monday – Friday (8am – 8pm)  
Saturday – Sunday (8am – 5pm)

### West Virginia Tobacco Quitline

6 Craddock Way  
Poca, WV 25159

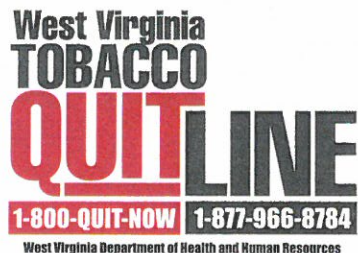
### West Virginia Division of Tobacco Prevention

350 Capitol Street  
Charleston, WV 25301  
1-866-384-5250



## WEST VIRGINIA TOBACCO CESSATION PROGRAM

West Virginia Department of Health and Human Resources



West Virginia's Tobacco Cessation Quitline

# 1-800-QUIT-NOW

*Know the Risks*

# SMOKING & YOUR HEALTH

*Smoking affects our bodies in many ways. The habit can create numerous health problems and life-threatening diseases. It can also make existing health issues worse. Smoking can cause or affect diabetes, cancer, cardiovascular disease, arthritis, osteoporosis and asthma.*

West Virginia  
**TOBACCO  
QUIT LINE**  
1-800-QUIT-NOW 1-877-966-8784


WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM  
West Virginia Department of Health and Human Resources

DIVISION OF  
**TOBACCO  
PREVENTION**  
West Virginia Department of Health and Human Resources  
Bureau for Public Health

 West Virginia  
**Osteoporosis  
& Arthritis**  
Program  
Department of Health and Human Resources

 West Virginia  
Comprehensive  
Cancer Program  
*Collaborating to Conquer Cancer*

 WEST VIRGINIA  
**Cardiovascular**  
HEALTH PROGRAM

 West Virginia  
**asthma**  
Education and Prevention Program  
West Virginia Department of Health and Human Resources

 West Virginia  
**Diabetes**  
Prevention & Control Program  
WV DEPARTMENT OF HEALTH AND HUMAN RESOURCES

WEST VIRGINIA  
Department of  
**Health &  
Human  
Resources**

West Virginia Department of Health and Human Resources  
Bureau for Public Health  
*Office of Epidemiology and Health Promotion*  
*Division of Tobacco Prevention Cessation Program*

350 Capitol Street  
Charleston, WV 25301  
Phone: (304) 558-2939  
Toll Free in WV: 1-866-384-5250  
[www.wvntp.org](http://www.wvntp.org)  
[www.wvquitline.com](http://www.wvquitline.com)



West Virginia Department of  
Health and Human Resources



## Smoking and Diabetes

If you are diabetic, smoking can put your health in even greater danger.

- You could develop complications, such as high blood pressure, a heart attack, stroke, hardening of the arteries and develop eye, kidney or nerve problems.
- A diabetic smoker is three times more likely to die from heart disease than a non-smoker with diabetes.
- Smoking damages blood vessels, which can increase a diabetic's risk for infections and amputations.
- If you quit smoking, you can help prevent and control diabetes.

## Smoking and Cardiovascular Disease

Cardiovascular disease is the number one killer in West Virginia and the United States. Strokes, heart attacks, aneurysms, high blood pressure and heart failure are all forms of cardiovascular disease. Although heredity can play a role in your development of cardiovascular disease, here are the facts about how smoking influences the disease.



- Tobacco smoke contains high levels of carbon monoxide, which reduces the amount of oxygen to your heart.
- Nicotine in tobacco can also increase your heart rate and blood pressure.
- Using tobacco products can cause extreme damage to your cardiovascular system over time.
- Spit tobacco is not a safe alternative to smoking. It can boost your heart rate and blood pressure, increasing your risk of heart disease.

- Secondhand tobacco smoke carries the same dangerous chemicals that the smoker inhales. It's also estimated to cause 37,000 deaths from heart disease every year.

## Smoking and Cancer

Cancer is the second leading cause of death in West Virginia and the United States. More than a million people are diagnosed with cancer every year.



- According to the American Cancer Society, smoking is linked to more than 15 different cancers.
- Spit tobacco is not a safe alternative to smoking. Spit tobacco contains many of the same poisonous and cancer-causing chemicals as smoking.
- According to the Environmental Protection Agency, in the last decade more than 30,000 nonsmokers died of lung cancer alone due to breathing in secondhand smoke.

## Arthritis and Osteoporosis

Heredity, age, injury, an overused joint and many other factors can cause arthritis. Osteoporosis is caused from bone loss as we age. Tobacco can affect both diseases. Studies have linked tobacco use with decreased bone strength, which can lead to osteoporosis.



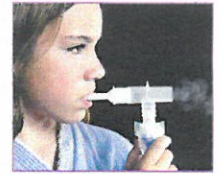
## Asthma

Asthma cannot be cured, but if you have asthma, you can control how frequently you experience its symptoms and discomfort.

- If you or a family member suffers from asthma, cigarette smoke should not be permitted inside your home. If you use

tobacco and suffer from asthma, you should quit.

- Secondhand smoke can cause asthma in children who have never before experienced any symptoms.
- Exposure to secondhand smoke is an irritant to the airways, which can trigger an asthma attack and make the disease's symptoms more severe.
- Children suffering from asthma and living with a smoker are more likely to experience severe asthma attacks, take more medicine for their asthma and miss school more often.



## We Can Help You Quit.

If you quit smoking, your health will greatly improve. Smoking becomes an addiction, so it can be hard to quit. However, studies prove you're more likely to successfully quit tobacco if you are being coached. The West Virginia Tobacco Quitline provides:

- **A FREE or low cost program with personal advice**
- **FREE educational materials**
- **Four FREE calls with a phone coach**

Don't risk developing a disease that could affect your quality of life or end it too soon.

**Quit tobacco today.** Call the West Virginia Tobacco Quitline at 1-877-966-8784.

West Virginia  
**TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784



### Coaching Makes it Easier.

Did you know that you are more likely to stop smoking when someone is coaching you?

It's true, and that's how the West Virginia Quitline can really help you.

For more information, visit [www.mommyquitforme.com](http://www.mommyquitforme.com).

West Virginia  
**TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

West Virginia  
**TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

*This program offers guidance to smokers who want to quit, and it's a free service.*



division of  
**TOBACCO  
PREVENTION**  
West Virginia Department of Health and Human Resources  
Bureau for Public Health

WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM  
West Virginia Department of Health and Human Resources



West Virginia Department of Health and Human Resources



“Mommy,  
Quit for Me.”

West Virginia  
**TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

What you need to know  
for the life of your baby

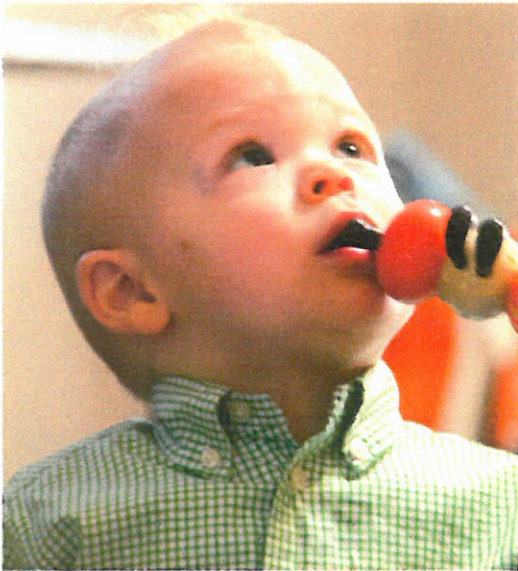
## Smoking & Your Baby

Smoking is a dangerous habit for everyone.

It has been proven to cause heart disease, emphysema, lung cancer, breast cancer and other cancers.

It can cause even more problems for pregnant mothers, such as:

- Increased risk of miscarriage, stillbirth, preterm labor and a premature baby.
- Increased risk of birth defects, slow physical growth and mental development.
- Twice as likely to have problems getting pregnant.



It's never too late to quit, even if you've smoked a lot for a long time.

Here are some helpful ways to get started:

- List your reasons for quitting. Place the list where you can see it often.
- Set a day to quit. Mark that date on your calendar.
- Prepare yourself and your home. Throw away ashtrays and cigarettes.
- Reward yourself. You can save a lot of money when you are no longer buying cigarettes. Decide how you will treat yourself with the extra money after you quit.
- Ask for help. Your doctor can help you with ways to quit.
- Get support. Ask for patience from your partner, family and friends.

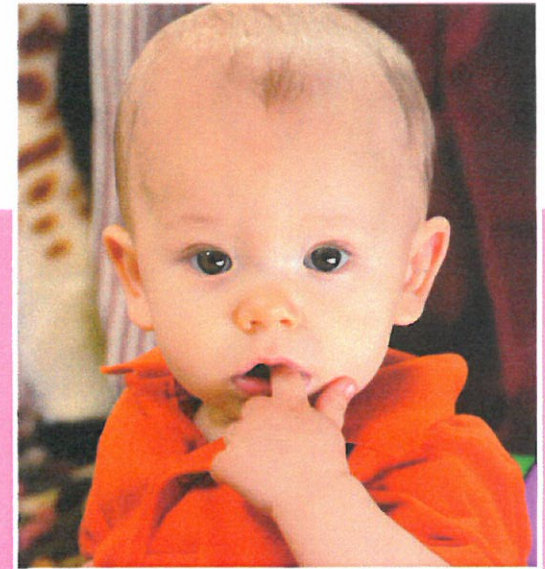
## Smoking & Your Child

Smoking is dangerous to your health and those around you who breathe in your smoke.

If you quit smoking, you can create a home that is much healthier for you and your child.

### Benefits of Not Smoking:

- Less chance of Sudden Infant Death Syndrome (SIDS)
- Healthier breast milk
- Fewer coughs and colds
- Less risk of your child having allergies, asthma or other lung problems
- A better chance of enjoying a longer and healthier life together



**Know the Risks**

# SMOKING & DIABETES

**Smoking causes many health problems like cancer and heart disease. However, smoking cigarettes can create other serious and life-threatening health issues. Smoking can also put you at risk for developing diabetes and increase complications if you already have diabetes.**

West Virginia  
**TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

division of  
**TOBACCO  
PREVENTION**  
West Virginia Department of Health and Human Resources  
Bureau for Public Health

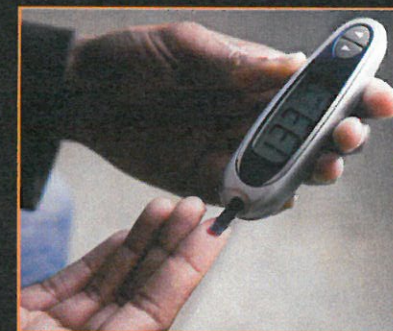
  
West Virginia  
**Diabetes**  
Prevention & Control Program  
WV DEPARTMENT OF HEALTH AND HUMAN RESOURCES

WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM  
West Virginia Department of Health and Human Resources

WEST VIRGINIA  
Department of  
**Health &  
Human  
Resources**

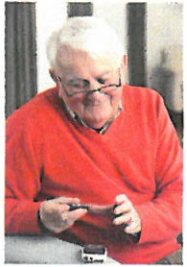
West Virginia Department of Health and Human Resources  
Bureau for Public Health  
**Office of Epidemiology and Health Promotion**  
**Division of Tobacco Prevention Cessation Program**

350 Capitol Street, Room 514  
Charleston, WV 25301  
Phone: (304) 356-4193  
Toll Free in WV: 1-866-384-5250  
[www.wvdtp.org](http://www.wvdtp.org)  
[www.wvquitline.com](http://www.wvquitline.com)



West Virginia Department of  
Health and Human Resources

## About Diabetes



Diabetes occurs when the body does not produce enough of the hormone insulin, produce it well, or both. When your body is not getting enough insulin, glucose (sugar) starts to build up in your blood.

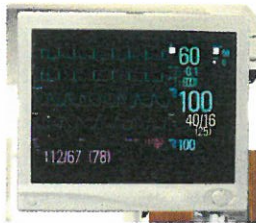
Over time, this can lead to a stroke, heart disease, kidney disease, blindness, nerve damage and amputation.

## Smoking and Diabetes

Smoking and diabetes are both known to create many health risks. But if you have diabetes, smoking can put your health in even greater danger. If you already have diabetes, smoking can cause these additional health problems:

- Smoking affects how your body responds to insulin. It causes an increase in your glucose levels and can create serious problems if you have diabetes.
- Smoking could cause you to develop eye, kidney or nerve problems.
- Smoking increases your blood pressure.
- You could develop complications, such as a heart attack, stroke and hardening of the arteries.
- A smoker who has diabetes is three times more likely to die from heart disease than a non-smoker with diabetes.
- Smoking damages blood vessels, which can increase a diabetic's risk for infections and amputations.

(American Diabetes Association, [www.diabetes.org](http://www.diabetes.org), 2007)



## Tips for QUITting

Whether you have diabetes or not, you can enjoy many health benefits when you quit smoking. Here are some helpful hints to get you started.



- **Make the decision to quit.** List your reasons for quitting, and place the list where you can see it often.
- **Set your quit date.** Circle your quitting date on a calendar.
- **Get prepared.** Throw away your cigarettes, lighters and ashtrays. For your weaker moments, buy raw vegetables or other healthy snacks.
- **Get help.** Your doctor can provide you with helpful ways to quit. Choose a method that you think will work best for you.
- **Make a plan.** Think about how you will handle your weaker moments. For example, if you typically crave a cigarette after a meal, plan to take a walk instead.
- **Plan for uneasy times.** Plan for how you will handle others smoking around you.
- **Get support.** Ask for support from your partner, family and friends.
- **Reward yourself.** Decide how you will spend all the money you save once you quit.

West Virginia  
**TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

## We Can Help You Quit

If you quit smoking, your health will greatly improve. It can also help you prevent and control diabetes.

Tobacco products contain nicotine which is highly addictive. Even if you want to quit smoking you may find it difficult because you're addicted to the effects of nicotine. However, studies prove you're more likely to successfully quit tobacco if you are being coached. The West Virginia Tobacco Quitline provides:

- **A FREE or low-cost program with personal advice**
- **FREE educational materials**
- **Four FREE calls with a phone coach**

If you have diabetes, quitting smoking will likely improve your insulin levels, blood pressure and cholesterol levels. Therefore, it is important that you contact your health care provider about quitting smoking. They may have to change your treatment.

Don't risk developing diabetes or causing complications if you already have diabetes. **Quit tobacco today.** Call the West Virginia Tobacco Quitline at 1-877-966-8784.



# What is Cardiovascular Disease?

**Cardiovascular disease is the number one killer in West Virginia and the United States.**

The term is used for any disease that affects your heart and blood vessels. Strokes, heart attacks, aneurysms, high blood pressure and heart failure are all forms of cardiovascular disease.

Although heredity can play a role in your development of cardiovascular disease, you can take simple, yet major steps to lessen your risk.

West Virginia  
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QUIT LINE**  
1-800-QUIT-NOW 1-877-966-8784

WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM  
West Virginia Department of Health and Human Resources

Division of  
WEST VIRGINIA  
**Tobacco Prevention**  
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

  
WEST VIRGINIA  
**Cardiovascular**  
HEALTH PROGRAM



West Virginia Division of  
**Health Promotion  
& Chronic Disease**  
Department of Health and Human Resources

WEST VIRGINIA  
Department of  
**Health &  
Human  
Resources**

West Virginia Department of Health and Human Resources  
Bureau for Public Health  
**Office of Community Health Systems and Health Promotion**  
**Division of Tobacco Prevention Cessation Program**  
**Division of Health Promotion & Chronic Disease**

350 Capitol Street, Room 514  
Charleston, WV 25301  
Phone: (304) 356-4193  
Toll Free in WV: 1-866-384-5250  
[www.wvntp.org](http://www.wvntp.org)  
[www.wvquitline.com](http://www.wvquitline.com)

**Know the Risks**

# TOBACCO USE & Cardiovascular Health



West Virginia Department of  
Health and Human Resources

## Tobacco's Dangerous Impact

Although many factors can put you at risk for developing cardiovascular conditions, **smoking is the single largest preventable cause of heart disease in the United States.**

Tobacco smoke affects many parts of your body. It reduces the amount of oxygen going to your heart, lungs, brain, and other vital organs. Long-term tobacco use can cause many serious health issues that in time can lead to death.

Spit tobacco is not a safe alternative to smoking. It can boost your heart rate and blood pressure, increasing your risk of heart disease.



## Protect Yourself

**Stay active** — Regular physical activity can help prevent obesity, diabetes, high blood pressure and other health conditions that can lead to heart disease.

**Eat healthier** — Diets high in saturated fats, cholesterol and salt can impact your blood cholesterol and blood pressure levels.

**Quit tobacco** — Tobacco smoke contains high levels of carbon monoxide, which reduces the amount of oxygen to your heart. The nicotine in tobacco can also increase your heart rate and blood pressure. Using tobacco products can cause extreme damage to your cardiovascular system over time.

**Consume less alcohol** — Drinking a lot of alcohol can cause high blood pressure and high blood levels, which can increase your risk of heart disease.

## Secondhand Smoke's Impact

**It is estimated that secondhand tobacco smoke causes 69,000 deaths from heart disease every year.** Secondhand tobacco smoke carries the same dangerous chemicals that the smoker inhales. Therefore, you should avoid all exposure to secondhand smoke.

## Instant Benefits To Quitting

Even if you've smoked for years, you can still enjoy dramatic and some immediate health benefits by quitting tobacco now. According to the American Cancer Society, a person who quits tobacco can experience the following health benefits:

### After quitting for:

**20 minutes**

*Heart rate and blood pressure drops*

**2 weeks to 3 months**

*Circulation improves and your lung function increases*

**1 to 9 months**

*Coughing and shortness of breath decrease*

**1 year**

*Excess risk of coronary heart disease is half that of a smoker's*

**5 to 15 years**

*Stroke risk is reduced to that of a nonsmoker*

## We Can Help You Quit

If you quit smoking, your health will greatly improve. Quitting can also help you prevent cardiovascular disease.

Smoking becomes an addiction, so it can be hard to quit. However, studies prove you're more likely to successfully quit tobacco if you are being coached. The West Virginia Tobacco Quitline provides:

- **A FREE or low cost program with personal advice**
- **FREE educational materials**
- **Four FREE calls with a phone coach**

Don't risk heart disease, a stroke, high blood pressure or any other cardiovascular disease. **Quit tobacco today!**



Call the  
West Virginia Tobacco  
Quitline today.

# QUIT TOBACCO WITH FREE HELP!

If you smoke or use spit tobacco, you can fight the addiction—and win.

The **WEST VIRGINIA TOBACCO QUITLINE** is a **FREE** service for tobacco users who want to quit.

By enrolling, you receive **FREE** educational materials about how to stop tobacco. The program also provides more support through four **FREE** calls with a phone coach. You are more likely to quit when someone is coaching you.

Defend yourself from addiction.

**QUIT TOBACCO.  
CALL THE WEST VIRGINIA QUITLINE.**

# 1-877-966-8784

DEFEND YOURSELF. DEFEND YOUR FAMILY.

# QUIT TOBACCO



WEST VIRGINIA DEPARTMENT OF HEALTH & HUMAN RESOURCES  
Bureau for Public Health · OEHP  
Division of Tobacco Prevention, Cessation Program  
350 Capitol Street, Room 206 Charleston, WV 25301

**FIGHT  
ADDICTION**

# QUIT TOBACCO





# TOBACCO

## The Enemy at Home

As a United States military service member, you courageously defend our country's freedom and protect people here and abroad. But, our nation's biggest killer is found right here at home—tobacco.

More Americans die every year from smoking than from alcohol, car accidents, suicide, AIDS, homicide and illegal drugs COMBINED.

Approximately 444,000 USELESS DEATHS occur every year in America due to smoking.

Tobacco steals these lives through various cancers, heart disease, high blood pressure and other life-threatening diseases.

It's our nation's leading killer, but tobacco use is also the LEADING PREVENTABLE CAUSE OF DEATH in the United States.

## Military Effects From Tobacco

Your military career demands extreme stamina and mental strength. Daily challenges and your comrades depend on you functioning at your best.

Tobacco use affects your endurance and thinking processes—two of your most vital military assets.

## Tobacco Affects the Military

- Tobacco impairs your performance, readiness and ability to think by reducing the amount of oxygen to your brain and your muscles.
- Tobacco hurts your endurance by hindering your lungs' ability to function.
- Tobacco affects your heart. A young adult smoker's resting heart rate is two to three beats faster per minute than a nonsmoker's.
- Smoking slows the healing of broken bones and other injuries by decreasing blood flow and the amount of oxygen to your wounds.
- Tobacco makes you a target. Not only does smoking affect your night vision, but it also makes you and your comrades a target.
- Tobacco users suffer from more colds, flu, bronchitis and pneumonia than those who don't smoke.

## Smoking Affects Your Family

The enemy strikes home too. Smoking affects your family and friends, as well as your military comrades.

Approximately 3,000 non-smokers die every year from illnesses caused by secondhand smoke.

Secondhand smoke also:

- Increases a child's risk of ear infections, asthma, pneumonia and sudden infant death syndrome (SIDS)
- Puts family and friends at risk for various cancers, chronic effects to the heart and lungs and impaired fertility
- Doubles your spouse's risk of developing lung cancer

Division of  
WEST VIRGINIA  
Tobacco Prevention  
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

West Virginia  
TOBACCO  
QUIT LINE

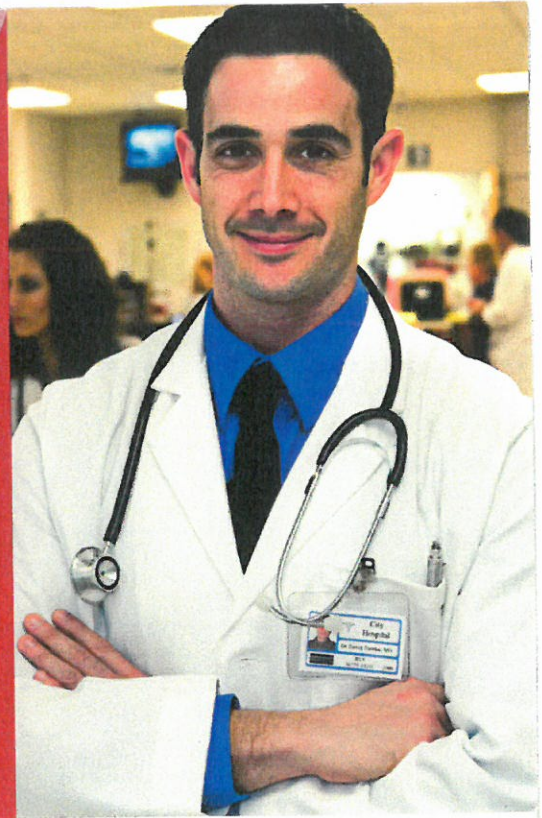
1-800-QUIT-NOW 1-877-966-8784

West Virginia Department of Health and Human Resources



**Tobacco Free.**  
Together We Can Save Lives

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**TOBACCO**  
**QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784



West Virginia Tobacco Quitline  
6 Craddock Way  
Poca, WV 25159

West Virginia  
**TOBACCO**  
**QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

With our help, one in four will quit.

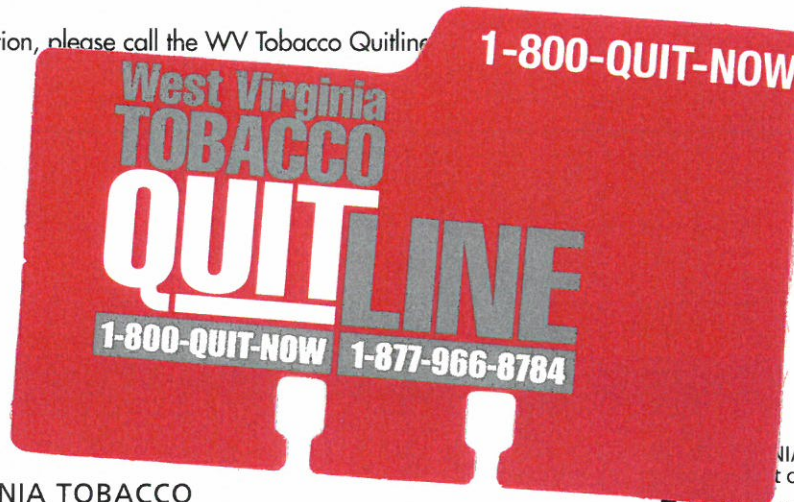
Cigarette smoking is the number-one preventable cause of illness and premature death in the United States. As a doctor, you see first-hand how tobacco affects a patient's health and quality of life. You also witness their struggles with trying to stop. The West Virginia Quitline is a tobacco cessation program that can provide your patients with one-on-one personal help quitting tobacco. We have an excellent success rate, so please encourage your patients to call. We can also provide training to help you personally counsel your patients.

**THE FACTS ABOUT TOBACCO ADDICTION:**

- Smoking causes an estimated 434,000 deaths each year – 3,900 in West Virginia.
- Out of 48 million adults who smoke cigarettes, the majority are making serious attempts to quit.
- Tobacco consumption and related illnesses represent a great human and financial cost to West Virginia and its residents.

Your professional referral to the West Virginia Tobacco Cessation Program can be monumental in your patient's decision to enlist support from a smoking cessation plan.

For more information, please call the WV Tobacco Quitline 1-800-QUIT-NOW 1-877-966-8784.



WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM  
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Department of  
**Health & Human  
Resources**

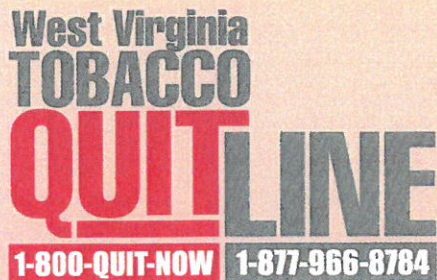
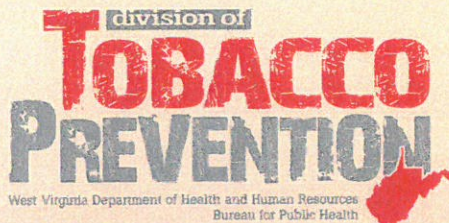
# West Virginia's Tobacco Quitline is a free, statewide, telephone based cessation service.

**Talk to your patients  
about tobacco.**

**Ask about their tobacco use.**

**Advise them to quit.**

**Refer them to  
West Virginia's Tobacco  
Quitline at 1-800-QUIT-NOW.**



**WEST VIRGINIA TOBACCO  
CESSATION PROGRAM**

West Virginia Department of Health and Human Resources

The Quitline offers:

- One-on-one proactive coaching for tobacco users who are ready to quit
- Information on tobacco dependence for health care professionals
- Information about local resources to help tobacco users quit
- Free Nicotine Replacement Therapy (NRT) which includes patches, gum, and lozenges – NRT is delivered in 2 shipments of 4 weeks each
- Four free proactive coaching calls
- Unlimited reactive coaching calls
- Free educational materials and personalized quit plan
- Fax to Quit Program – Complete the fax to quit form and Quitline personnel will be in contact within 24 hours to complete the intake process

Free Quitline services are available to everyone in West Virginia 18 and over who wants to quit tobacco.

Quitline hours of operation are flexible to meet nearly everyone's needs. Coaches are available Monday through Friday 8:00 am to 8:00 pm; Saturday and Sunday 8:00 am to 5:00 pm EST.

Since 2000 the West Virginia tobacco cessation Quitline has enrolled over 73,000 West Virginians with a 33.4% quit rate.

Callers to the West Virginia Quitline will speak with coaches trained to assist them with quitting. Coaches have a minimum of a Bachelor's degree or equivalent and are trained in behavioral modification and motivational interviewing.

Multiple scientific reviews have established that proactive telephone counseling through quitlines is an effective cessation method. The U.S. Public Health Service Guidelines and the Guide to Community Preventative Services both recommend quitlines as an effective method to help people stop using tobacco.

*The West Virginia Quitline is a program of the West Virginia Department of Health and Human Resources Bureau for Public Health.*



Teresa – Beaver, WV

# Meet Teresa

My name is Teresa and I used to smoke. I started smoking because I thought it would help me cope with stress. But it caused more stress. I decided to quit because I knew that *I didn't want to have to tell my kids one day that I was terminally ill because I kept choosing to smoke.*

The West Virginia Quitline was my last opportunity and I had to seize it.

## WV Tobacco Quitline

The WV Quitline is FREE to all West Virginia residents. It provides helpful tools to help you quit smoking, including:

- FREE nicotine replacement therapies (NRT), like patches, gum and lozenges
- FREE calls with a trained cessation coach to create and carry out your personalized quit plan
- FREE educational materials

## Benefits of Quitting

Even if you've smoked for years, like me, quitting is possible with help from the WV Quitline. The benefits of quitting begin within minutes of your last cigarette and continue the rest of your life.

According to the American Cancer Society, once you make the decision to quit, within:

- **20 Minutes:** Your heart rate and blood pressure drop
- **2 Weeks – 3 Months:** Your circulation improves and your lung function increases
- **1 – 9 Months:** Your cough and shortness-of-breath decrease
- **1 Year:** Your excess risk of coronary heart disease will be cut in half
- **5 – 15 Years:** Your risk of stroke will decrease

## If I can do it, you can too!

There's freedom and happiness in not smoking. This is a lifestyle I want to lead. The West Virginia Quitline is my hero!

West Virginia  
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QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

**1-800-QUIT-NOW**

**1-877-966-8784**

West Virginia Department of Health and Human Resources



Ena – Charleston, WV

# Meet Ena

My name is Ena and I am an ex-smoker. It was nothing for me to smoke a carton of cigarettes from 5 o'clock Friday evening to 8 o'clock Monday morning. Where I work, we have a respiratory department and I would see patients come in for oxygen tanks and I would think *someday that could very well be me*.

I called the WV Quitline and they helped me come up with a plan that worked for me.

## WV Tobacco Quitline

The WV Quitline is FREE to all West Virginia residents. It provides helpful tools to help you quit smoking, including:

- FREE nicotine replacement therapies, like patches, gum and lozenges
- FREE calls with a trained cessation coach to create and carry out your personalized quit plan
- FREE educational materials

## Tips to Quit Smoking

Even if you've smoked for years, like me, quitting is possible with help from the WV Quitline. A few things to keep in mind when you're ready to make the leap:

- **Make the decision to quit** – set your mind to it and don't give up
- **Set your quit date** – whether it's today or in six months, set a date you will stick to
- **Get prepared** – throw away cigarettes, lighters and ashtrays

- **Get help** – talk to your doctor and call the Quitline
- **Make a plan** – figure out the best way for you to quit because everybody is different
- **Plan for uneasy times** – think about how to handle cravings and how to resist the urge to smoke
- **Get support** – talk to family, friends and your Quitline coach about quitting (my husband quit with me!)
- **Reward yourself** – plan how you will spend the money you save once you quit (I bought a whole new wardrobe!)

### If I can do it, you can too!

Once I set my mind to it and with the help of the WV Quitline, quitting was easy. When the smoke cleared, it was a whole new world and I'm loving it! Call the WV Quitline today.

West Virginia  
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QUITLINE**  
1-800-QUIT-NOW 1-877-966-8784

**1-800-QUIT-NOW**

**1-877-966-8784**

West Virginia Department of Health and Human Resources

Know the Risks

# Smoking & Your Health

Smoking affects our bodies in many ways. Smoking can create numerous health problems and life-threatening diseases. It can also make existing health issues worse. Smoking can affect diabetes, arthritis, osteoporosis and asthma. Its poisonous chemicals can cause heart disease, high blood pressure, lung cancer, breast cancer, other cancers and emphysema.

## We Can Help You Quit.

If you quit smoking, your health will greatly improve. Studies prove you're more likely to successfully quit tobacco if you are being coached. The West Virginia Tobacco Quitline provides:

- **FREE program**
- **FREE educational materials**
- **Four FREE calls with a phone coach**

Don't risk developing a disease that could affect your quality of life or end it too soon. **Quit tobacco today.**



Call the West Virginia Tobacco Quitline at 1-877-966-8784.

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QUITLINE**  
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West Virginia  
**Osteoporosis  
& Arthritis**  
Program



West Virginia  
**Comprehensive  
Cancer Program**  
*Collaborating to Conquer Cancer*



West Virginia  
**Asthma**  
Education and Prevention Program



WEST VIRGINIA  
Department of  
**Health  
& Human  
Resources**



WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM

# Know the Risks

## Smoking and Diabetes



If you are diabetic, smoking can put your health in even greater danger.

- You could develop complications, such as high blood pressure, heart attack, stroke and hardening of the arteries and develop eye, kidney or nerve problems.
- A diabetic smoker is three times more likely to die from heart disease than a non-smoker with diabetes.
- Smoking damages blood vessels, which can increase a diabetic's risk for infections and amputations.
- If you quit smoking, you can help prevent and control diabetes.

For more information visit: [www.wvdiabetes.org](http://www.wvdiabetes.org)

## Smoking and Cardiovascular Disease



Cardiovascular disease is the number one killer in West Virginia and the United States. Strokes, heart attacks, aneurysms, high blood pressure and heart failure are all forms of cardiovascular disease. Although heredity can play a role in your development of cardiovascular disease, here are the facts about how smoking influences the disease.

- Tobacco smoke contains high levels of carbon monoxide, which reduces the amount of oxygen to your heart.
- Nicotine in tobacco can also increase your heart rate and blood pressure.
- Using tobacco products can cause extreme damage to your cardiovascular system over time.
- Spit tobacco is not a safe alternative to smoking. It can boost your heart rate and blood pressure, increasing your risk of heart disease.
- Secondhand tobacco smoke carries the same dangerous chemicals that the smoker inhales. It's also estimated to cause 37,000 deaths from heart disease every year.

For more information visit: [www.wvcvh.org](http://www.wvcvh.org)

## Smoking and Cancer



Cancer is the second leading cause of death in West Virginia and the United States. More than a million people are diagnosed with cancer every year.

- According to the American Cancer Society, smoking is linked to more than 15 different cancers.
- Spit tobacco is not a safe alternative to smoking. Spit tobacco contains many of the same poisonous and cancer-causing chemicals as smoking.
- According to the Environmental Protection Agency, in the last decade more than 30,000 nonsmokers died of lung cancer alone due to breathing in secondhand smoke.

For more information visit: [www.wvhpcd.org/ccp](http://www.wvhpcd.org/ccp)

## Arthritis and Osteoporosis



Heredity, age, injury, an overused joint and many other factors can cause arthritis. Osteoporosis is caused from bone loss as we age. Tobacco can affect both diseases. Studies have linked tobacco use with decreased bone strength, which can lead to osteoporosis.

For more information visit: [www.wvbonenjoint.org](http://www.wvbonenjoint.org)

## Asthma



Asthma cannot be cured, but if you have asthma, you can control how frequently you experience its symptoms and discomfort.

- If you or a family member suffers from asthma, cigarette smoke should not be permitted inside your home. If you use tobacco and suffer from asthma, you should quit.
- Secondhand smoke can cause asthma in children who have never before experienced any symptoms.
- Exposure to secondhand smoke is an irritant to the airways, which can trigger an asthma attack and make the disease's symptoms more severe.
- Children suffering from asthma and living with a smoker are more likely to experience severe asthma attacks, take more medicine for their asthma and miss school more often.

For more information visit: [www.wvasthma.org](http://www.wvasthma.org)

## We Can Help You Quit.

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Know the Risks

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West Virginia  
**Osteoporosis  
& Arthritis**  
Program



West Virginia  
**Comprehensive  
Cancer Program**  
*Collaborating to Conquer Cancer*



West Virginia  
**asthma**  
Education and Prevention Program



West Virginia  
**Diabetes**  
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WEST VIRGINIA  
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www.dhhr.wv.gov

WEST VIRGINIA TOBACCO  
**CESSATION**  
PROGRAM

# Know the Risks

## Smoking and Diabetes

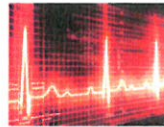
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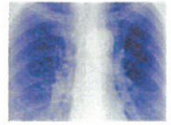
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