

Tobacco Cessation Support



Help members quit tobacco and improve the Qualified Health Plan Enrollee Experience Survey

Tobacco Cessation Measure Components (Rolling Averages)

Advise Smokers and Tobacco Users to Quit

- Measure evaluates the percentage of members 18+ who were current smokers/tobacco users and received advice to quit during the measurement year.

Discuss Cessation Medications

- Measure evaluates the percentage of members 18+ who were current smokers/tobacco users and discussed or were recommended cessation medications during the measurement year.

Discuss Cessation Strategies

- Measure evaluates the percentage of members 18+ who were current smokers/tobacco users and discussed or were provided with cessation methods/strategies during the measurement year.

Remember the Five A's

Ask & Document ▶ Identify and document tobacco/nicotine use status at every visit.

Advise ▶ Clear, strong, personalized advice to quit.

Assess ▶ Willingness to make a quit attempt.

Assist ▶ Offer medication and provide or refer for counseling/support.

Arrange ▶ Follow-up contact to support the quit attempt and prevent relapse. Discuss cessation medications.

Discuss Cessation Strategies

Brief counseling/motivational interviewing:

- Set a quit date.
- Identify triggers.
- Discuss coping skills.

Refer patients to the national quit line:

- Call 1-800-QUIT-NOW (free & confidential).
- Text QUITNOW to 333888 (message & data rates may apply).

Discuss Cessation Medications

FDA-approved options include nicotine replacement therapy (NRT), bupropion, and varenicline (use clinical judgment and formulary guidance).

Equity & Engagement Best Practices

- Screen for all forms of nicotine/tobacco use (e.g., vapes/e-cigarettes, pouches, cigars, hookah, smokeless) and use supportive, non-stigmatizing language.
- Address structural barriers (access, cost, stigma) and connect members to resources.
- Use culturally/linguistically appropriate materials and support. Consider motivational interviewing and other evidence-based supports.
- Plan/schedule follow-up.

Learn More

[CMS.gov](https://www.cms.gov) | [AHRQ.gov](https://www.ahrq.gov) | [cancer.gov](https://www.cancer.gov) | [CDC.gov](https://www.cdc.gov)