

utahquitnet.com *facts*

Hours of Operation: 24 hours a day, 7 days a week

Target Population: Teens and Adults in Utah

Utah QuitNet is a partnership between QuitNet and the Utah Department of Health. QuitNet is host to a thriving online community. Thousands of messages are posted each day on the site. The Utah QuitNet partnership provides all QuitNet services to Utah residents 24 hours a day, 7 days a week at no cost to the user.

Services Available

My Quit: Personal Quitting Plan

A Road Map for Each User: Each time a user logs into Utah QuitNet, his/her starting point is a personalized “My Quit” page. This page summarizes site features s/he has used, makes suggestions as to what his/her next steps should be, and presents the user with links to quitting information matching his/her stage of readiness and a variety of other self-assessment summaries and tools.

Quit Date Wizard: This key tool walks users through the process of setting a Quit Date. The quit date is combined with other diagnostic data provided by the smoker to generate personalized information, such as a tailored Quitting Calendar & Journal. The Q-Gadget uses the quit date to calculate the savings in money and life expectancy for people who quit.

Community

Support Day and Night: *QuitNet is home to the world's largest online community of*

smokers and ex-smokers helping each other to quit and stay quit. This mutual support exists through user-defined Clubs, threaded discussion areas called Forums, and small groups of “Buddies” who decide to support each other because of similarities in their personal profiles, quit dates or use of quitting medication.

Resources: Tailored to Utah Users

QuitNet's Quitting Guide features an individually tailored introduction and a comprehensive guide to quitting based on using stage of change and demographic information provide by the user. Users may also search for programs in their area using their zip code.

Expert Support: Individual Counseling

Expert Advice: State certified counselors are on duty 7 days a week. They provide primary treatment, much like phone counselors. Counselors staff two expert forums for general questions and another for medication-related questions. Counselors are on call to answer user questions, and other users can see the discussion. One-to-one counseling is also available to any registered user. Individual questions are typically answered within a few hours. Registrants may have up to 14 individual counseling exchanges per year. One-to-one counseling is available in Spanish. The Utah QuitNet partnership provides this service at no cost to Utah residents.

Frequently Asked Questions: Users can search over 350 frequently asked questions and answers. These valuable snippets of content are all subject and stage of change coded, so that they can be

displayed to users when they most need to read them.

Self-Assessment Tools: Utah QuitNet provides protocol-based questionnaires that enable a smoker to assess his/her readiness to quit, level of addiction and stage of quitting. The user's answers trigger personalized responses and suggestions from the system.

Personalized Email Support: Users who have quit or who have set a quit date may elect to receive tailored Quit Tips and Anniversary Messages via email. Utah QuitNet's Quit Tips email service is delivered over a six-month time period. The emails include the user's quitting statistics (quit date, money and lifetime saved, site usage), quitting advice and information based on the user's stage of change, an NRT tip and coupon based on the user's reported medication use, QuitNet community management tools, and tobacco news. Anniversary messages are delivered over an 18-month period and celebrate all milestones.

Quit Med Support: Counseling, Facts & Discounted NRT

Medication Guide: QuitNet's easy-to-read guide helps users sort out the pros and cons of different options in plain English!

Medication WizardSM: The Wizard helps the user determine which, if any quitting medication is best for him/her, and provides dosing and usage information.

Discounted NRT: A coupon delivery system delivers targeted coupons to those who select the nicotine gum, nicotine patch or nicotine lozenge in their medication plan.

Expert Counseling: Special support forums and one-on-one counseling services are available for those who want assistance with medication related issues.

History of QuitNet

Operational since 1995, QuitNet is host to the world's largest community of smokers and ex-smokers helping each other quit. QuitNet is based on up-to-date scientific research including the most recent US Surgeon General guidelines. QuitNet's service model is based on "stages of change" and contingency management theories, and the clinical literature showing the effectiveness of combined therapy of counseling, intensive support and pharmaceuticals in quitting smoking.

Utah QuitNet has a simple, but important mission: to help people in Utah quit using tobacco.

**On average, a support message is posted every minute of every day.
On QuitNet, you are never alone.**

Text for this fact sheet was provided by QuitNet (<http://QuitNet.com>).

