

**Tobacco Education and Cessation
Kick It California (CA Smoker's Helpline)**

Program Innovation and Research Division

January 25, 2024



**Kids need extra support
to prevent toxic stress.**

Tobacco Education and Cessation – Smoker’s Helpline

- Since 2001, First 5 California has funded the Smoker’s Helpline as an ongoing tobacco education and cessation activity, to meet the statutory requirement of the Children and Families Act (Health and Safety Code Section 130125 A, 130125 C).
- *Kick It California* (the “Quitline,” formerly known as the California Smokers’ Helpline) uses evidence-based educational approaches focused specifically on pregnant smokers, smoking parents, and caregivers of children ages 0–5, and reduce/eliminate secondhand smoke exposure to young children.





First 5 CA Theory of Change

Theory of change describes the levers, actions, and outcomes of F5CA's work:



F5CA System Levers:

- **Advocate:** Advocate to federal and state policy makers
- **Convener/Connector:** Bring together state agencies that support young children and their families
- **Catalyst:** Provide funding for research and evaluation, innovative practices, and collaboration between different systems
- **Broadcaster:** Communicate to the general public utilizing television, radio, newspapers, and other mass media

Results-Based Accountability (RBA) Framework: Principles

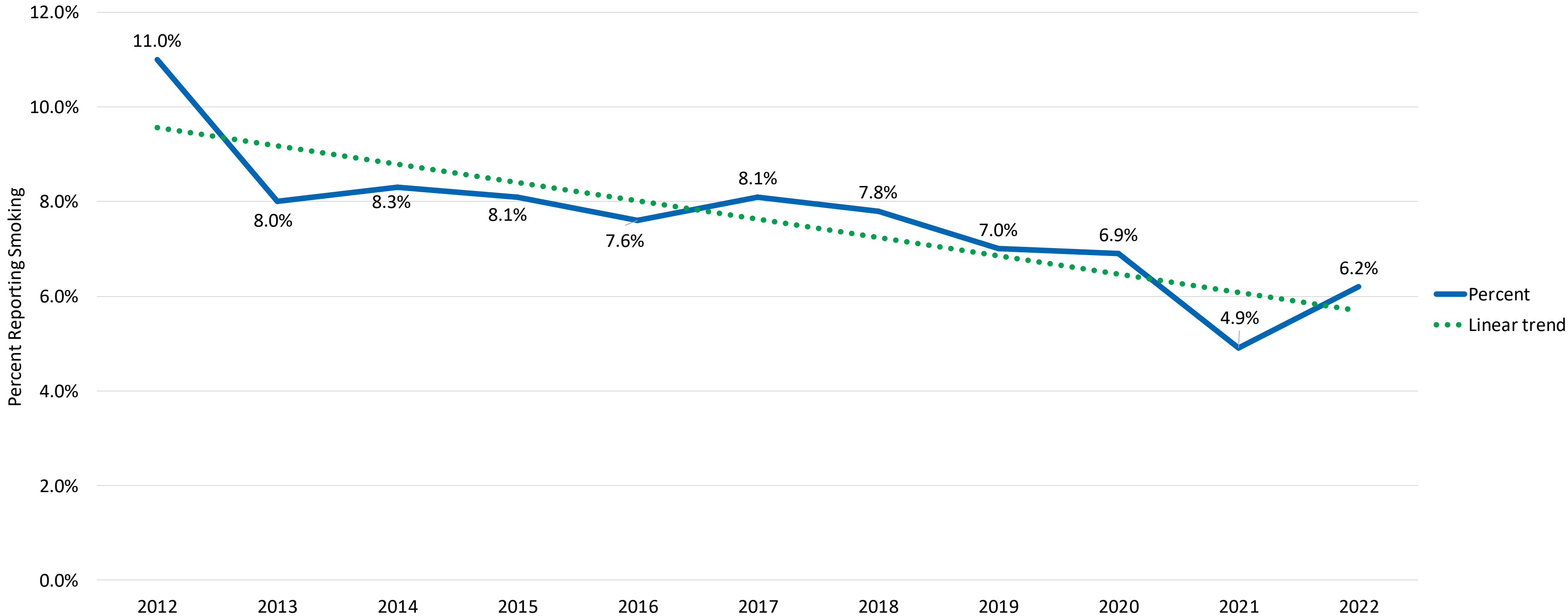
- North Star orients all our work
- Population-level indicator informs us about statewide well-being
- SMART goals are developed for each audience (parents, providers, programs, state agency leaders, policymakers)
- Multiple investments/activities may support the same SMART goal
- Investments/activities operate as levers
- Performance measures may be similar across programs and be project specific
- Staff workplans will detail source of data for performance measures, baseline, and frequency of collection



Why Tobacco Cessation

- Smoking during pregnancy
 - Risk: preterm labor, low birth weight, miscarriage, stillbirth, later learning issues, lung problems
- Secondhand exposure among young children
 - Risk: SIDS, ear infections, colds, asthma, bronchitis, and pneumonia
- First 5 CA to encourage pregnant people and parents of young children to quit smoking.

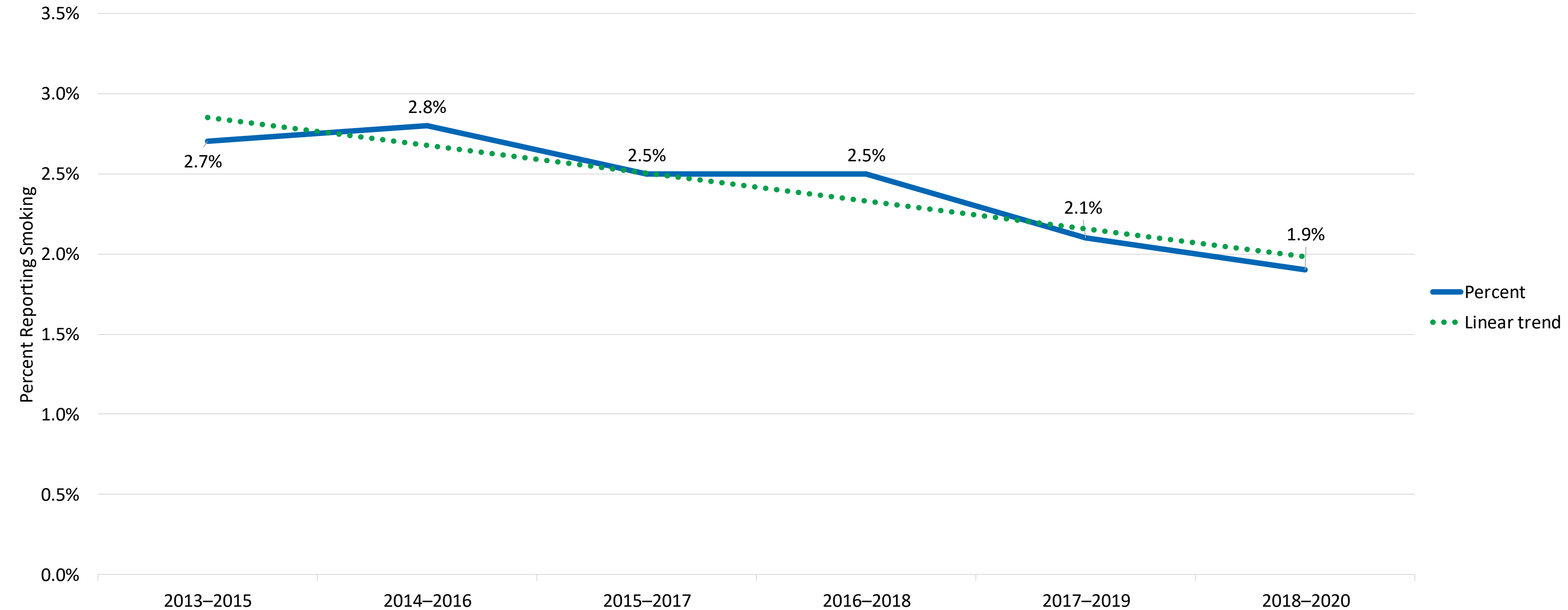
An Estimated 6.2% of Women 18–44 in California Smoked Cigarettes in 2022



Source: Smoking: Behavioral Risk Factor Surveillance System. Behavioral Surveillance Branch, Centers for Disease Control and Prevention. Retrieved January 11, 2024, from www.marchofdimes.org/peristats.



An Estimated 1.9% of New Mothers in California Smoked During the Third Trimester from 2018–20



Source: California Department of Public Health, Center for Family Health, Maternal, Child and Adolescent Health Division, Prenatal Substance Use Dashboard, Last Modified June 2023. go.cdph.ca.gov/Prenatal-Substance-Use-Dashboard










What it Does

- Statewide tobacco cessation service with **multiple language capabilities**.
- **First evidence-based state telephone Quitline in the U.S. (1992)**.
- Best in the industry
 - Counseling protocol for pregnant smokers tested and **proven in a clinical trial**.
 - Pregnant smokers who received KIC's **tailored counseling were twice as likely to quit** smoking compared to those who received self-help materials.
- **Evidence of Quitline counseling** paper published in New England Journal of Medicine.

How It Engages

- Phone
- Chat
- Text
- Materials
- Apps
- Videos
- Alexa
- English
- Spanish
- Chinese
- Korean
- Vietnamese

PHONE	CHAT	TEXT	MATERIALS	APPS	VIDEOS	ALEXA
						
LIVE COACHING MON-SAT	LIVE COACHING MON-SAT	AUTOMATED MESSAGES	DIGITAL & PRINT	IOS & ANDROID	8 ONLINE VIDEOS	SKILL - QUIT TIPS
SMOKING	SMOKING	SMOKING	SMOKING	SMOKING	SMOKING	SMOKING
VAPING	VAPING	VAPING	VAPING	VAPING		VAPING
CHEW	CHEW		CHEW		ENGLISH & SPANISH	
ALL SERVICE LANGUAGES*	ENGLISH & SPANISH	ALL SERVICE LANGUAGES*	ALL SERVICE LANGUAGES*	ENGLISH		ENGLISH

* Service languages: English, Spanish, Chinese, Korean, and Vietnamese. (Asian languages not funded under this grant.)

Paid Ads

Kick It California
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Protect your loved ones from secondhand smoke. Get free help to quit tobacco from KIC!

DIALS +1 (800) 300-8086
Talk to a Quit Coach Today!

[Call now](#)

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kickitca Get free, nonjudgmental, personalized help to quit smoking or vaping from Kick It California. Chat with us today to see if you qualify for free nicotine patches!

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Deje de fumar y mantenga a sus hijos a salvo de los riesgos del humo de segunda mano. Llámenos hoy para recibir ayuda gratuita para dejarlo y para ver si cumple los requisitos para recibir parches de nicotina gratuitos.

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kickitca

AUGUST NATIONAL BREASTFEEDING MONTH

Get free, personalized support to quit smoking or vaping, and to help your loved ones quit.

KICK/IT California

❤️💬📌

Liked by impactsonoma and 3 others

kickitca August is #NationalBreastfeedingMonth! Quit today to protect your little ones from the harms of tobacco and nicotine. We are here to help you leave the smoke behind!

kickitca.org/friends-family
kickitca.org/chat
800-300-8086 (EN) | 800-600-8191 (ES)
#WorldBreastfeedingWeek #Smokefree #HealthyBaby

Kick it California: Update

CONGRATS!

ON YOUR NEW BABY!

Babies and young children can be harmed by the smoke from cigarettes, vapes, and marijuana. Make a pledge to keep your home smoke-free.

Included in this packet is a *cling* for your window. It's an easy way to let visitors know your home is tobacco free.



share @kickitca   

Kick It California (formerly California Smokers' Helpline) provides free, non-judgmental quit support in English, Spanish, Chinese, Korean, and Vietnamese. Enroll today for one-on-one support from caring, trained professionals. We have lots of tools to help you! Coaching is based on clinical research conducted by UC San Diego Moores Cancer Center and funded by First 5 California and the California Department of Public Health.

Mariposa County

QUIT FOR YOUR FAMILY

Smoking, vaping, and secondhand smoke exposure is harmful to everyone, especially for young children. **Quitting tobacco** gives you and your family important health benefits.

KICK / T California | FIRST 5 MARIPOSA COUNTY

QUIT FOR YOUR LOVED ONES

Preparing to quit while pregnant and staying smoke free after your baby is born will help you and your baby be happier and healthier.

KICK / T California | FIRST 5 MARIPOSA COUNTY

You Can Quit Smoking. We Can Help!

KICK / T California | FIRST 5 MARIPOSA COUNTY

Mendocino County

Marijuana Use During Pregnancy

Whether smoked, vaped, or eaten in food, marijuana use during pregnancy can be risky for a developing baby's health. Marijuana contains nearly 500 chemicals; these chemicals can pass through the placenta to the baby during pregnancy.¹

Risks to Baby

- Preterm delivery (the baby being born before 37 weeks gestation)²
- Greater risk for Neonatal Intensive Care Unit (NICU) admission²
- Low birth weight²
- Greater risk of stillbirth¹
- Low oxygen for the baby¹
- Long-term brain development issues affecting memory, learning and behavior¹

Marijuana in Breast Milk

Marijuana use while breastfeeding may come with risks to the baby but more research is needed here as well.

- THC and other chemicals in marijuana can be passed to a baby through breast milk and may have a diverse effects on early brain development³
- There is little research about how marijuana use during breastfeeding impacts the baby, most doctors discourage use during breastfeeding⁴

Long-Term Risks to Kids⁵

Marijuana use during pregnancy may also put the baby at risk for problems but more research is needed. Here are some possible long-term difficulties for kids exposed to marijuana during pregnancy:

- Attention problems
- Hyperactivity
- Lack of impulse control
- Behavior problems



For help quitting marijuana, call SAMHSA's National Helpline: **800-662-4357**

or visit <https://www.samhsa.gov/quitnow> or <https://www.samhsa.gov/quitnow>

1. *High rates of preterm*. SAMHSA. In *U.S. National Survey on Drug Use and Health*. 2012. <https://www.samhsa.gov/2k12/preterm>

2. *Neonatal outcomes of marijuana use during pregnancy*. *Journal of Obstetrics and Gynecology*. 2012; 137(2): 205-210.

3. *THC and other chemicals in marijuana can be passed to a baby through breast milk and may have a diverse effects on early brain development*. *Journal of Obstetrics and Gynecology*. 2012; 137(2): 205-210.

4. *Effects of prenatal marijuana exposure on child behavior problems at age 10*. *Neuroscience Letters*. 2009; 461(1-2): 125-128. doi: 10.1016/j.neulet.2009.04.011

5. *American College of Obstetricians and Gynecologists (ACOG). Consensus Opinion: Marijuana Use During Pregnancy and Lactation.*

You Can Quit Smoking. We Can Help!

KICK / T California | First 5 MENDOCINO

Current Funding

- On January 28, 2021, F5CA Commission approved **up to \$3.6 million for three years (July 1, 2021, through June 30, 2024)** to continue tobacco cessation services.
- KIC is **2.5 years into the current contract**

Population Reach

- During this 2.5 years KIC (July 2021 to December 2023)
 - **Served 7,780 pregnant people and parents of young children**, which is about 12.5% of all KIC clients
 - Received clients from nearly every CA county (except Alpine, Mono, Sierra)
 - Served the low-income population well. 78% of clients were on Medi-Cal.
 - Helped people using multiple tobacco/nicotine products. Most of the clients were smokers; 30% vaped and the majority of the vapers also smoked cigarettes.



Kick it California Clients

(January 2021 to December 2023)

Demographics	First 5 Clients N = 7,780 %	Non-First 5 Clients N = 54,527 %
Female	62.1	52.5
Median Age (years)	36	51
American Indian/Alaska Native	1.3	1.3
AAPI	5.2	5.8
African American	19.3	16.9
Latino	27.6	20.8
White	31.6	40.3
Others	2.8	2.8
Multi-ethnic	9.9	7.9
No answer	2.3	4.3

How KIC is Funded

- KIC is funded by three agencies: California Department of Public Health (CDPH), CDC, and First 5 CA.
- The funding by each agency is proportional to the population served.
- CDPH major funders, and CDC and F5CA are supportive funders

How F5CA funds are Used

- Telephone counseling (majority of budget)
- Nicotine patches for medically eligible clients
- IT support for call center and other service modalities
- Evaluation of services
- Promotion/outreach to tobacco users and health professionals

Recommendations

- Maximizing F5CA efforts as a collective impact approach
- Leverage F5CA investments and resources (i.e., Parent Kit)
- 3-year contract for \$2.5 MM