

MEDICA®



MEDICA TOBACCO  
CESSATION AND  
PREVENTION  
RESOURCES — — — — — >

# ASK ADVISE ASSIST ARRANGE ASSESS

Medica understands that tobacco use is directly related to negative health and cost outcomes for its members. Medica also acknowledges that while tobacco use is an individual behavioral choice, it is also a public health and economic concern for everyone. Therefore, Medica collaborates with its members, employer groups, local organizations and community coalitions to promote tobacco prevention and cessation.

Medica offers a variety of interventions and benefits for its members to assist with tobacco cessation. Please refer to the phone numbers on the inside flap of this pamphlet.

## Please consider the following facts about tobacco use:

- Getting counseling is one of the most important things you can do to attempt to quit. Telephone, group or individual counseling can double or even triple a person's chances of quitting for good.
- Counseling is even more effective when combined with other strategies, such as involving a primary care provider, the use of nicotine replacement or other drug therapy such as Zyban, and asking for support from employers, family and friends.
- The state of Minnesota and its employers lose \$2.6 billion annually from health care expenditures and lost productivity from smoking-related illnesses.
- In the U.S., direct medical costs associated with smoking reach about \$150 billion per year. The Centers for Disease Control (CDC) estimates that \$2.06 is spent on smoking-

related medical care for every pack of cigarettes sold.

- Quitting is difficult. On average, former smokers attempt to quit eight to 11 times before succeeding. Smokers and non-smokers need to acknowledge this challenge while continuing to promote efforts to quit smoking.
- Medica encourages health care providers to inquire about and record the tobacco use of every patient at every visit using the five A - Action Steps to help smokers quit: Ask, Advise, Assist, Arrange, Assess. We also encourage providers to congratulate those who have already quit.
- Chewing tobacco, cigarettes, snuff, pipe tobacco and cigars are all forms of tobacco. They all contain nicotine and chemicals that are harmful to one's health.
- There is NO safe level of exposure to second-hand smoke. Secondhand smoke is the mixture of smoke and toxic chemicals given off by the burning end of a cigarette, cigar or pipe that is exhaled by a smoker.
- Secondhand smoke is a potent trigger of asthma attacks in children with asthma. Like tobacco, secondhand smoke may also cause lung cancer, heart disease, stroke, respiratory problems, middle ear infections, birth complications and sudden infant death syndrome.
- Tobacco use is the single most preventable cause of death in our society.



## Medica welcomes your assistance in promoting tobacco prevention and cessation:

If you are a smoker, we can help you quit! Please call the appropriate Medica phone number listed for assistance.

If you are a health care provider, please continue to use the five A's and refer Medica members toward cessation resources.

If you are an employer, please refer Medica members toward cessation resources. Health education materials in support of tobacco cessation are available at your work site; please call Medica's Service Center at 952-992-2200.

If you have a friend or family member who smokes, please encourage them to quit, and support them through the process.

If you are a community organization that supports Medica's tobacco prevention and cessation initiatives, we applaud your efforts and look forward to further collaboration toward a smoke-free world.





By calling the following phone numbers, Medica members will find support, resources and details about benefits available to help them quit smoking.

## **Medica phone numbers to call for help with tobacco:**

### **Medica Medicare Members:**

Call Free and Clear Counseling Service:  
**1-800-292-2336**

### **Medica Choice Care<sup>SM</sup> and Medica MinnesotaCare Members:**

Call Free and Clear Counseling Service:  
**1-800-292-2336**

### **MCHA Members:**

Call Customer Service:  
**1-866-894-8053**

### **All other Medica Members:**

Call Customer Service:  
**1-800-952-3455**

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Medica Choice Care<sup>SM</sup> is a service mark of Medica Health Plans.

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