



What is the Oklahoma Tobacco Helpline?

The Helpline is a highly effective tobacco cessation program that provides a series of one-on-one coaching sessions over the telephone. Once enrolled in the program, most participants also receive nicotine replacement products such as patches, gum, or lozenges. The Helpline has been proven to work for Oklahomans, and similar Helplines have been proven to work for people all over the country.

How does telephone coaching work?

Identify yourself as a HealthChoice participant when you call the Helpline at 1-800-QUIT-NOW. You'll speak with a helpful registration assistant who will gather basic contact information and ask a few questions about your reason for calling. Then, a Helpline Quit Coach™ will work with you to determine your readiness to quit, discuss your options for using nicotine replacement products or other cessation aids, and assist you in developing a quit plan that is right for you. The Quit Coach will also schedule up to four follow-up sessions throughout your quitting process and you can call in to speak with a coach as needed between scheduled calls.

Who is eligible to receive Helpline services?

Anyone living in Oklahoma age 13 or older can call the Helpline and receive services at no charge up to twice per year. Helpline specialists assist tobacco users, health care professionals, and concerned family members and friends. The level of services available will depend on an individual's age and insurance status.

Do HealthChoice participants have to be tobacco-free?

To remain enrolled in the HealthChoice High or HealthChoice Basic Plan, participants must attest that they and their covered dependents are tobacco-free. For participants who can't complete the tobacco-free attestation and would like to remain on the HealthChoice High or Basic Plan, they can still qualify by completing one of the following Reasonable Alternative Options:

1. Enrolling in the quit tobacco program as mentioned on this flyer and completing three (3) coaching calls prior to the deadline within the calendar year of their Option Period.
2. By providing a letter from their physician prior to the deadline.

What are the Oklahoma Tobacco Helpline hours?

The Helpline is available 24 hours a day, 7 days a week.

Do HealthChoice members receive additional Helpline Benefits?

HealthChoice members enrolled in the Helpline program can receive up to 12 weeks of nicotine replacement products up to twice per year with no copay or deductible. The products are mailed directly to your home.