# Tobacco Cessation in Montana

## TOBACCO USE IN MONTANA

- **1,600** Montanans die each year from smoking.[1]
- **29%** of adults use tobacco.[2]
- **55%** of American Indian adults use commercial tobacco.[2]
- **6%** of women report smoking during pregnancy.[3]
- **17%** of high school students currently use electronic cigarettes.[4]

## QUIT NOW MONTANA

Open seven days a week, quit coaches help participants create a personalized quit plan and discuss medication options.

**All Montana residents receive:**

- Free Nicotine Replacement Therapy (NRT)*
- Free prescription medication
- Free pro-active coaching by phone or online chat

**Nicotine Replacement Therapy not approved for people under 18*

## IN ADDITION TO THE ABOVE BENEFITS, THE FOLLOWING PROGRAMS OFFER:

### *Under 18: My Life, My Quit™*

- Coaching by live text, chat, or phone with a coach trained to work with youth on tobacco cessation
- Confidential enrollment and coaching
- Dedicated toll-free number: 1-855-891-9989
- Five-digit code for live texting: 36072 or MLMQ app
- Website with online enrollment (mylifemyquit.com)

### *American Indian Commercial Tobacco Program*

- Culturally sensitive coaching with American Indian coaches who can help callers quit commercial tobacco
- Dedicated toll-free number: 1-855-5AI-QUIT
- Website with online enrollment: MTAmericanIndianQuitLine.com
- A combined protocol to deliver our culturally-tailored program for pregnant American Indians along with cash incentives and postpartum support (14 calls total)

### *Quit Now Montana Pregnancy Program*

- Dedicated female coach
- Cash incentives for completed coaching calls: $20 while pregnant (up to five calls) and $30 postpartum (up to four calls)
- Free NRT while pregnant and additional NRT postpartum, with provider approval

### *Behavioral Health Program*

- Seven scheduled telephone coaching sessions that focus on developing and practicing coping skills to manage stress while quitting
- Specially trained tobacco treatment coaches who understand and recognize behavioral health conditions

## CONTACT

**Montana Tobacco Use Prevention Program**
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## TOBACCO EDUCATION SPECIALISTS (TES)

TES are located in almost every county in Montana. TES work within their communities to promote cessation through school education, provider education, media, and other outreach opportunities. Contact your local Health Department or the Montana Tobacco Use Prevention Program to find your local TES.

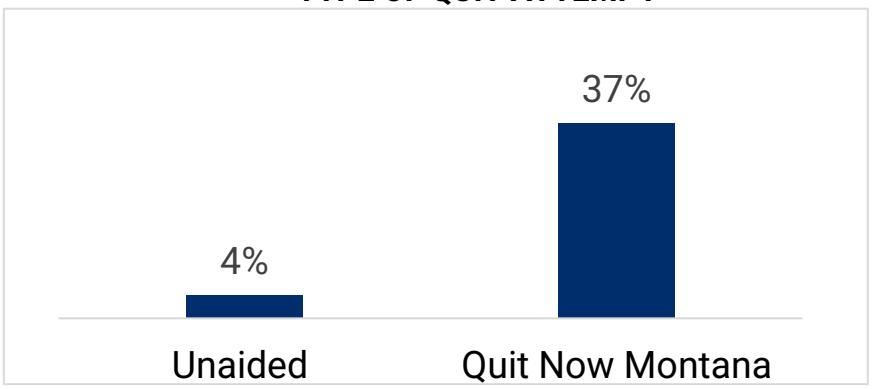
## FREE MATERIALS

Materials like brochures, posters, rack cards, and more can be ordered and shipped for free through MTUPP's online store.

## QUIT NOW MONTANA WORKS!

- **70%** of smokers say they want to quit, **56%** try each year.[5]
- Since 2004, over **42,000 Montanans have successfully quit** tobacco after participating in Quit Now Montana.[6]

**TOBACCO QUIT RATES BY TYPE OF QUIT ATTEMPT[7]**




Over **118,000** Montanans have participated in Quit Now Montana since 2004.[6]

## REFERRING TO QUIT NOW MONTANA IS EASY!

**Three ways to refer to Quit Now Montana:**

- **Fax:** Fax referrals are completed by the provider and the patient. When complete they are faxed to Quit Now Montana and progress notes are faxed back to the hospital/clinic.
- **Web:** Web referrals are completed by the provider and the patient online and submitted through the website. When a fax number is provided, a progress note is faxed back to the provider.
- **Electronic:** E-referrals are a closed-loop system connecting Quit Now Montana and a hospital's/clinic's electronic health record (EHR). The referral is completed and submitted in the EHR and a progress note on the referral is then sent back to the hospital/clinic.

## SOURCES


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2. Montana Behavioral Risk Factor Surveillance System, 2025.
3. Montana DPHHS. Bureau of Epidemiology and Scientific Support. Birth Certificate Data, 2025.
4. Youth Risk Behavior Survey, 2023.
5. Truth Initiative. What you need to know to quit smoking. https://truthinitiative.org/research-resources/quitting-smoking-vaping/what-you-need-know-quit-smoking. Accessed 08/24.
6. National Jewish Health, Quit Montana Intake Reports, 2003-2025.
7. National Jewish Health, Montana Tobacco Quit Line Outcomes Report, 2025; American Lung Association. https://www.lung.org/quit-smoking/i-want-to-quit/what-to-expect. Accessed 08/26.