

WI Medicaid has created a Tobacco Cessation Benefit page: <https://www.forwardhealth.wi.gov/WIPortal/content/provider/TCB/home.htm.spage>



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Tobacco Cessation Benefit

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Under the Tobacco Cessation Benefit, ForwardHealth covers tobacco cessation counseling and pharmacotherapy services, including legend drugs and over-the-counter products, with a written prescription from a prescriber. BadgerCare Plus, Medicaid, and SeniorCare cover legend drugs for tobacco cessation. BadgerCare Plus and Medicaid cover over-the-counter products for tobacco cessation. BadgerCare Plus and Medicaid do not require a copayment for tobacco cessation counseling and drugs.

Tobacco Cessation Benefit Promotional Material

The Wisconsin Division of Public Health, the Wisconsin Department of Health Services (DHS) Tobacco Prevention and Control Program (TPCP), and the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) have partnered to create advertising and promotional materials for the Tobacco Cessation Benefit. DHS encourages providers to promote the benefit to BadgerCare Plus, Medicaid, and SeniorCare members. Providers are also encouraged to provide tobacco cessation counseling and pharmacotherapy services to members who smoke, vape, or use other tobacco products, such as smokeless tobacco. English, Spanish, and Hmong [posters](#) and [brochures](#) promoting the benefit may be downloaded and printed.

Wisconsin Tobacco Quit Line (800-QUIT-NOW)

TPCP sponsors the Wisconsin Tobacco Quit Line, which is a free confidential service to help people quit smoking, vaping, or other tobacco use. Providers are encouraged to inform members about the Wisconsin Tobacco Quit Line, which members may reach by calling 800-QUIT-NOW (800-784-8669). Also, providers may use the Fax to Quit program to request that a Wisconsin Tobacco Quit Line representative makes the initial call to a member.

Clinicians and health systems can receive free onsite training and technical assistance about the Wisconsin Tobacco Quit Line and how to help their patients quit. To find the nearest training and technical assistance specialist, providers may visit the [UW-CTRI](#) website.

More information about the [TPCP](#), including [additional resources](#), is available on the DHS website. More information about the [Wisconsin Tobacco Quit Line](#) and the [Fax to Quit](#) program is available on the Wisconsin Tobacco Quit Line website.

Tobacco Cessation Benefit Policy

For ForwardHealth policy information regarding tobacco cessation drugs and services, providers may refer to the following Online Handbook topics on the ForwardHealth Portal:

- [Tobacco Cessation Drugs](#) topic (topic #5657) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Pharmacy service area
- [Tobacco Cessation Drugs and Services](#) topic (topic #494) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Physician service area
- [Tobacco Cessation Drugs and Services](#) topic (topic #6177) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Outpatient Mental Health service area
- [Tobacco Cessation Drugs and Services](#) topic (topic #5777) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Outpatient Substance Abuse service area
- [Exemptions](#) topic (topic #231) in the Copayment chapter of the Reimbursement section

Tobacco Cessation Benefit Promotional Posters

You can afford to quit smoking.

Medicaid can help.

Medicaid, BadgerCare Plus & SeniorCare—all cover the cost of medicines for quitting smoking.

Call the Quit Line at
1-800-QUIT-NOW
(1-800-784-8669)



Medicaid covers it.

Produced by the University of Wisconsin Center for Tobacco Research and Intervention

[Download](#) the English poster PDF.

Tú puedes lograr dejar de fumar.

Medicaid te ayuda.

Medicaid, BadgerCare Plus y SeniorCare—todos cubren el costo de medicamentos para dejar de fumar.

Llama a la línea para dejar de fumar al
1-877-2NO-FUME
(1-877-266-3863)



Medicaid lo cubre.

Proteccionado por el Centro para la Investigación de Tabaco e Intervención de la Universidad de Wisconsin

[Download](#) the Spanish poster PDF.

Koj yeej them taus txoj kev txiav luam yeeb.

Medicaid yuav pab tau.

Medicaid, BadgerCare Plus & SeniorCare—tag nrho cov no them rau cov nqi tshuaj uas pab kom txiav tau luam yeeb.

Hu rau tus xov tooj
Quit Line ntawm
1-800-QUIT-NOW



Medicaid them rau qhov no.









Tau txiav lus xov tooj Quit Line ntawm 1-800-QUIT-NOW (1-800-784-8669) cov no them rau cov nqi tshuaj uas pab kom txiav tau luam yeeb. Produced by the University of Wisconsin Center for Tobacco Research and Intervention

[Download](#) Hmong poster PDF.

[Download](#) production specifications for printing promotional posters.

Tobacco Cessation Benefit Promotional Brochures

<p>You <u>can</u> afford to quit smoking.</p>   <p>Medicaid covers it.</p>	<p>Quitting is hard</p> <p>If you want to quit smoking, you're not alone.</p> <ul style="list-style-type: none"> • Most smokers want to quit, but quitting is hard. • It's not a matter of "will power." And it's not just a bad habit. • It's an addiction that can be treated. • What does help is medicine and coaching from someone who knows about quitting. • But, medicines are expensive. • The good news is that Medicaid (and BadgerCare Plus and SeniorCare) pays for most medicines. <p>Talk with your doctor about quitting and getting medicines to help you quit.</p>  <p>Coaching helps</p> <p>What is coaching?</p> <ul style="list-style-type: none"> • Coaches can tell you how to avoid the things that make you want to smoke (like your first cup of coffee in the morning). • Coaches at the Wisconsin Tobacco Quit Line know how to help you be successful in quitting. • They will call you with support on days that you choose, like the day you quit. • Or, you can call them when you are stressed out about quitting. • The Quit Line also has lists of local programs that can help you. <p>Call the Quit Line at 1-800-QUIT-NOW. It's free and confidential.</p>  <p>You <u>can</u> afford to quit smoking... Medicaid covers it.</p>	<p>WISCONSIN TOBACCO</p> <p>QuitLine 800-QUIT-NOW</p> <p>Toll Free Numbers 1-800-QUIT-NOW (784-8669) 1-877-2NO-FUME (Spanish) 1-877-777-6534 (TTY)</p> <p>Available 24/7 Translators for languages in addition to Spanish are available. This includes Hmong.</p>	<p>Download the English brochure PDF.</p>
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<h2>Tú puedes lograr dejar de fumar.</h2>   <p>Medicaid lo cubre.</p>	<h3>Dejar de fumar es bien difícil</h3> <p>Si quieres dejar de fumar, no estás solo.</p> <ul style="list-style-type: none"> La mayoría de los fumadores quieren dejar de fumar, pero dejar de fumar es bien difícil. No es un asunto de "fuerza de voluntad." Y no es sólo un mal hábito. Es una adicción que puede tratarse. Lo que ayuda son medicamentos y terapia de alguien que sabe cómo dejar de fumar. Pero los medicamentos son caros. La buena noticia es que Medicaid, (BadgerCare Plus y SeniorCare) pagan por la mayoría de los medicamentos.* <p>Hable con su médico sobre dejar de fumar y obtener medicamentos que lo ayuden a dejar de fumar.</p> <p><small>*Algunos programas de extensión Medicaid no cubren tratamiento para dejar de fumar.</small></p>  <h3>La consejería ayuda</h3> <p>¿Qué es la consejería?</p> <ul style="list-style-type: none"> Los consejeros te pueden decir cómo evitar las cosas que te hacen querer fumar (como la primera taza de café por la mañana). Los consejeros de la línea telefónica Wisconsin Tobacco Quit Line saben cómo ayudarte a tener éxito en dejar de fumar. Ellos te llamarán para apoyarte los días que tú elijas, como el día que paraste de fumar. O puedes llamarles cuando te sientas estresado por dejar de fumar. La línea para dejar de fumar llamada The Quit Line, también cuenta con listas locales de programas que te pueden ayudar. <p>Llama a la línea para dejar de fumar al 1-877-2NO-FUME (266-3863). Es gratis y confidencial.</p> 	<h3>Línea para dejar de fumar</h3> <p>WISCONSIN TOBACCO QuitLine 800-QUIT-NOW</p> <p>Números totalmente gratis 1-800-QUIT-NOW (784-8669) 1-877-2NO-FUME (español) 1-877-777-6534 (TTY para personas sordas)</p> <p>Horario de la línea para dejar de fumar 7am a 11pm todos los días</p> <p>Si llama a otras horas, sólo deje un mensaje y nosotros le llamamos en dos días hábiles.</p> <p>Intérpretes para idiomas además del Español están disponibles, incluyendo Hmong.</p>	<p>Download the Spanish brochure PDF.</p>
<h2>Koj yeej them taus txoj kev txiav luam yeeb.</h2>   <p>Medicaid them rau qhov no.</p>	<h3>Kev txiav luam yeeb nws yeej nyuaj</h3> <p>Yog tias koj xav txiav luam yeeb, nws tsis yog koj ib leeg xwb.</p> <ul style="list-style-type: none"> Cov neeg haus luam yeeb feem coob xav txiav luam yeeb, tiam sis kev txiav luam yeeb nws nyuaj. Nws tsis yog tias "tsuav yus tsawj tau yus tus kheej xwb." Thiab nws tsis yog tias yog ib tug cwj pwm tsis zoo. Nws yog ib txoj kev tiv uas yuav kho tau. Qhov yuav pab tau yog tshuaj thiab kev cob qhia los ntawm ib tug neeg uas pab txog kev txiav luam yeeb. Tiam sis, cov tshuaj mas kim heev. Qhov xov xwm zoo yog qhov tias Medicaid (thiab BadgerCare Plus thiab SeniorCare) them rau cov tshuaj feem ntau. <p>Nrog koj tus kws kho mob tham txog kev txiav luam yeeb thiab kev sau tshuaj los pab koj txiav luam yeeb.</p>  <h3>Kev cob qhia mas nws pab</h3> <p>Kev cob qhia yog dab tsi?</p> <ul style="list-style-type: none"> Cov neeg cob qhia yuav qhia tau rau koj seb yuav zam tej yam uas ua rau koj xav haus luam yeeb tau li cas (xws li koj thawj khob khas fes yav sawv ntxov). Cov neeg cob qhia hauv Wisconsin Tobacco Quit Line pab seb yuav pab koj li cas kom koj txiav tau luam yeeb. Lawv yuav hu rau koj es muab kev pab nyob rau cov hnub uas koj xais, xws li hnub uas koj xav txiav luam yeeb. Los sis, koj hu tau rau lawv tham koj muaj kev nyuab siab txog kev txiav luam yeeb. Tus xov tooj Quit Line tseem muaj cov kev pab cuam uas yuav pab tau koj. <p>Hu rau tus xov tooj Quit Line ntawm 1-800-QUIT-NOW. Nws yog pab dawb xwb thiab yuav tsis qhia rau lwv tus neeg pab.</p> 	<p>WISCONSIN TOBACCO QuitLine 800-QUIT-NOW</p> <p>Cov Xov Tooj Hu Dawb 1-800-QUIT-NOW (784-8669) 1-877-2NO-FUME (Lus Mev) 1-877-777-6534 (TTY)</p> <p>Qhib 24/7 Muaj neeg tshais ntawv ntxiv nrog rau lus Mev. Qhov no suav lus Hmoob tib si.</p>	

[Download](#) production specifications for printing promotional brochures.

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