

Smoking Program-Quit Tobacco Use for Better Health

ProCare Health Plan, in collaboration with Michigan Department of Community Health (MDCH) and American Cancer Society (ACS), is committed to assisting enrolled members who wish to stop tobacco use. In efforts to facilitate this positive change in behavior, ProCare is currently in the process of contracting with the American Cancer Society, a known leader in health behavior change, to offer members the FREE smoking cessation program. The American Cancer Society Program has been proven to be the difference between success and failure with those members who attempt to quit tobacco use.

Pro Care Health Plan's goal is to identify and refer members to the ACS to quit tobacco use. In collaboration with ACS, Pro Care will identify members who quit tobacco use, according to the ACS criteria. Members will receive a \$25.00 Target Gift Card at the point they meet ACS criteria for nonsmokers.

Program Monitoring

Because the ACS will perform the quit tobacco use program, the monitoring process will be performed by American Cancer Society. Contractual agreement requires that ACS provide Pro Care Health Plan with monthly and annual reports. The reports will identify members who are participating in the program and their utilization and progress in the Quitline Program. ACS will also identify the members who quit tobacco use according to the ACS definitions. Members are considered smoke free if they refrain from tobacco use for 30 days.