



Outreach to Assistors: What to Say and What to Bring

The following are suggestions to help you plan a meeting (in person or over the phone) with an assistor organization.

Possible Meeting Objectives

- Encourage assistor or organization to ask clients about tobacco use and view the enrollment process as an opportunity to improve their clients' health
- Make assistor or organization aware of tobacco issues and resources available to help their clients quit
- Provide assistor or organization with tobacco cessation materials to give to clients who are tobacco users
- Train assistor or organization to refer tobacco using clients to tobacco cessation services
- Train assistor or organization to conduct brief tobacco cessation counseling interventions, or provide information on how they could become trained to deliver interventions
- Raise awareness about which marketplace plans cover which tobacco cessation treatments, or encourage the assistor or organization to investigate this with their tobacco using clients
- Encourage assistor or organization to discuss insurance plan coverage of tobacco cessation treatments with tobacco using clients

Information to Share

- Tobacco use prevalence in state or local area
- Costs of tobacco (healthcare costs, lost productivity, etc.) in state or local area
- Information about the user experience in quitting tobacco and what evidence-based treatments are available
- Tobacco cessation resources in your state or local area (where can the assistor refer tobacco users to?)
- Information about tobacco cessation treatment coverage in marketplace plans in state or local area

Questions to Ask

- Do the assistors ask whether clients use tobacco? Are there any follow up questions asked, or referrals made?

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- Would the assistors or organization be interested in referring clients to tobacco cessation resources when appropriate?
- Would the assistors or organization be interested in being trained in providing brief tobacco cessation interventions for their clients who are interested in quitting tobacco?
- Do the assistors discuss plan coverage of specific treatments with clients and/or give advice on which plan's coverage best suits the client?
- Do the assistors help clients understand how to use their health insurance coverage?
- Do the assistors have contact with clients outside of the open enrollment period?
- Does the assistor or organization see the same clients year-to-year?
- Does the organization maintain a mailing or email list of clients? Would they be interested in sharing information about tobacco cessation resources over that list?

What to Bring

- Tobacco cessation materials, including brochures and flyers with information about the quitline or other resources
- A chart of tobacco cessation treatment coverage in marketplace plans, if available
- Factsheet on tobacco use in your state or local area
- [Want to Quit Tobacco?](#) (flyer for consumers/clients)
- [Does Your Client Use Tobacco?](#) (flyer with more information for assistors)