



SMOKING CESSATION TRUST

January 2015



Funded by a 2010 Court of Appeal decision, affirming the decision in the *Scott v. American Tobacco Co., et al* class action lawsuit, the Smoking Cessation Trust was created in 2011 to provide smoking cessation programs for Louisiana residents who began smoked cigarettes prior to September 1, 1988 (Scott Class).

Scott Class
Members
Are 26 Years
Old+



The smoking cessation program defined by the Court is comprised of four evidence-based components:

- Telephone quit-lines
- Health systems interventions
- Intensive cessation programs
- Reimbursement for smoking cessation Nicotine Replacement Therapy (NRT) and related Medications



To be covered by the Smoking Cessation Trust fund, members must:

- Complete an Application for participation in the Scott Class
- Have begun smoking cigarettes prior to September 1, 1988
- Reside in Louisiana
- Be approved by the Judge Presiding over the Scott Class



Our services are provided by:

- Nurtur[®] provides quit-line coaching services to all Scott Class Approved Members.
- State Quit-line coaching services are available through the Trust.
- Counseling provided by providers participating in Gilsbar 360⁰ PPO Network or directly contracted with SCT Management Services (SCTMS).
- US Script provides access to pharmaceuticals covered by the Program through their pharmacy network.



Provider Programs
Contracted with SCTMS for:

- Clinic-based programs
- Group counseling programs
- Health systems interventions

- Baton Rouge General
- Cardiovascular Institute of the South
- Ochsner Health System
- Mary Bird Perkins Cancer Center
- Slidell Memorial Hospital
- West Jefferson Medical Center
- Gilsbar 360 Alliance PPO Network
- LSUHSC TCI
- Louisiana Heart Hospital
- CMAP (Rapides Foundation)



The smoking cessation program defined by the Court is to provide payment for smoking cessation services for 10 years.

Smoking Cessation
Trust Program will
cease payments for
smoking cessation
services in the year
2022.



SCT Management Services, L3C (SCTMS) was created by the Smoking Cessation Trust to manage the daily activities necessary to execute the Trust's mission. In that regard, SCTMS has exclusive operational responsibility for the execution of all relationship and/or infrastructure needs required to meet the goals of the Trust.

SCTMS' Mission

- Arrange for the highest level of smoking cessation services possible to the greatest number of Scott Class Members.
- Increase the number of ex-smokers (smokers who quit) in Louisiana.
- Make significant positive contributions to improving Louisiana's clinical smoking cessation services for smokers in Louisiana.



Hi-lights of Smoking Cessation
Trust Development

To-date

- Completed design & implemented program Nov. 2011 to Sept. 2011
- Open for business: Oct. 1, 2012
- Serve + 25,000 applicants in all Louisiana Parishes (Jan '15)
- Adding around 1,300 new applicants/month



www.SmokeFreeLA.org
<https://www.smokingcessationtrust.org/>



Information Card

Why Wait Another Day?

Help to quit smoking is here, and it's **FREE.**

If you are a Louisiana resident who started smoking cigarettes before September 1, 1988, Smoking Cessation Trust offers Free medications, group and individual counseling, and quit line coaching to help you quit for good. Do it for yourself. Do it for those you love. It's never too late to quit. Especially when it's FREE!




READY TO GET STARTED?
 Call our offices at
 (504) 529-5665 or (855) 259-6346
 or enroll online at
www.smokingcessationtrust.org




Who We Are

Funded by the 2010 Court of Appeal judgment, affirming the decision in the Scott v. American Tobacco Co., et al class action lawsuit, the Smoking Cessation Trust was created to provide smoking cessation programs for Louisiana residents.

Broadly speaking, we have a three-fold objective:

- To locate and certify Louisiana residents who are part of the Scott Class ("Class Members")
- To make available to all approved Class Members the four smoking cessation services, primarily through the existing clinical health care delivery system in Louisiana; and
- To give Class Members available smoking cessation services they need to quit smoking and remove any challenges that would get in their way of success

What We Do

- Arrange for the highest level of smoking cessation services possible to the greatest number of Scott Class Members
- Increase the number of smokers who quit in Louisiana
- Make significant positive contributions to improving Louisiana's smoking cessation services for Scott Class Members

Services Provided at No Cost to You*

- Telephone coaching & support of your quit attempts
- Physician visits to arrange for cessation services available in your community
- Group and Individual counseling to support your quit attempts
- Smoking cessation medications prescribed by your physician

*Limits apply.

READY TO GET STARTED?
 Call our offices at
 (504) 529-5665 or (855) 259-6346
 or enroll online at
www.smokingcessationtrust.org



Bulletin Board Pin-up



Are you a resident of Louisiana?

Did you start smoking before Sept 1st 1988?

If you answered "yes" to both questions, then you are eligible for the program.

WHO WE ARE

Funded by the 2010 Court of Appeal judgment, affirming the decision in the Scott v. American Tobacco Co., et al class action lawsuit, the Smoking Cessation Trust was created to provide smoking cessation programs for Louisiana residents.

Broadly speaking, we have a three-fold objective:

- To locate and certify Louisiana residents who are part of the Scott Class ("Class Members")
- To make available to all approved Class Members the four smoking cessation services, primarily through the existing clinical health care delivery system in Louisiana
- To give Class Members available smoking cessation services they need to quit smoking and remove any challenges that would get in their way of success

WHAT WE DO

- Arrange for the highest level of smoking cessation services possible to the greatest number of Scott Class Members
- Increase the number of smokers who quit in Louisiana
- Make significant positive contributions to improving Louisiana's smoking cessation services for Scott Class Members

SERVICES PROVIDED AT NO COST TO YOU*

- Telephone coaching & support of your quit attempts
- Physician visits to arrange for cessation services available in your community
- Group and Individual counseling to support your attempts
- Smoking cessation medications prescribed by your physician

*Limits Apply.



FACEBOOK

JOIN US TODAY!

For more information, please visit our website and Facebook, or call us at:
(504) 529-5665 or (855) 259-6346

www.SmokingCessationTrust.org



WEBSITE



QUESTIONS?

Mike Rogers
mike.rogers@smokingcessationtrust.org
504-529-5665