

American Indian Commercial Tobacco Program

American Indians have higher rates of commercial tobacco use and more difficulty quitting than people from other racial and ethnic groups.

To respond to the unique needs of this underserved population, National Jewish Health, in partnership with the American Indian community and experts in several states, developed the American Indian Commercial Tobacco Program (AICTP), the first program of its kind.

The goals of the AICTP are to improve engagement by American Indians in cessation services and to lessen the burden of commercial tobacco on this disproportionately impacted population. Participants in the AICTP want to reduce or eliminate their use of commercial tobacco, and our coaching protocol meets their objectives. Since 2015, we have engaged nearly 3,000 American Indian participants making it the largest and most established quitline program dedicated to this population.

Participants receive:

- Up to 10 coaching calls with a dedicated American Indian Tobacco Cessation Coach and direct toll-free number (855.5AI.QUIT). Our American Indian Coaches are trained tobacco treatment specialists and understand the cultural significance of traditional tobacco use.
- A minimum of eight weeks of nicotine replacement therapy (NRT), with combinations of medication recommended.
- A personalized Welcome Package including culturally tailored educational materials and the industry renowned *My Quit Journey*® workbook.
- Customized intake and coaching protocols that respond to cultural differences in communication styles, and Coaches who understand the unique challenges faced by American Indians trying to quit and discuss the differences between commercial and traditional tobacco.
- A suite of eHealth services to supplement telephone coaching including motivational messages and interactive online resources from the dedicated AICTP website (AIQuitline.com).



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Why National Jewish Health?

National Jewish Health is the nation's leading respiratory hospital. As one of the most established tobacco cessation programs available, we have helped more than 1.5 million people as they quit tobacco. By developing individualized quit plans and providing true person-to-person connections, we consistently achieve one of the highest tobacco quit rates in the nation.

