

# Oklahoma Tobacco Helpline: Nicotine Replacement Therapy Increase Talking Points

Website: **OKhelpline.com**

Phone: **1-800-QUIT NOW**

Text: **READY to 34191**

## SITUATION:

Each year, 7,500 Oklahomans die from a smoking-related illness, according to the Centers for Disease Control and Prevention (CDC). Additionally, smoking costs Oklahoma \$1.88 billion in related health care costs each year.

The Oklahoma Tobacco Helpline is a FREE service for Oklahomans who are thinking about quitting tobacco or currently quitting tobacco, or for former tobacco users wanting to stay tobacco free. Oklahomans who want to support loved ones or patients in a quit attempt can also refer to the Helpline. Since 2003, the Oklahoma Tobacco Helpline has had more than 600,000 registrations.

As of July 1, 2025, the Oklahoma Tobacco Helpline now offers four weeks of FREE patches, gum or lozenges to all Oklahomans, unless medically restricted. Previously, registrants were eligible for a minimum 2-week supply. Some registrants will qualify for more support if they have certain insurance plans or meet other criteria.

## TSET RESOURCES:

### Links

- <https://youtu.be/GU22E3N48dl?si=QasFe7Cr8YfHazit>
- [https://youtu.be/XWI-MoYFdSE?si=mYG\\_a4UZqxpMDjsC](https://youtu.be/XWI-MoYFdSE?si=mYG_a4UZqxpMDjsC)
- [https://youtu.be/qzsVGZmroCY?si=tV80L8PG\\_h\\_kb-4o](https://youtu.be/qzsVGZmroCY?si=tV80L8PG_h_kb-4o)
- [https://youtu.be/GvHUtEO-wQQ?si=Uqamg97Lcv\\_l6062](https://youtu.be/GvHUtEO-wQQ?si=Uqamg97Lcv_l6062)

### Oklahoma Tobacco Helpline and Services Landing Pages

- <https://okhelpline.com/how-it-works/nicotine-replacement-therapy/>
- <https://okhelpline.com/free-services/>

### Nicotine Replacement Therapy Blog

- <https://okhelpline.com/what-is-nicotine-replacement-therapy/>

## COMMON TOBACCO and NRT-RELATED QUESTIONS:

### What Is Nicotine Replacement Therapy?

- Nicotine replacement therapy (NRT) helps people quit tobacco by giving them small, controlled amounts of nicotine without the harmful chemicals found in tobacco products. It is offered in the form of patches, gum or lozenges. See additional details below.
- Nicotine is a highly addictive substance found in many tobacco products, vapes and pouches. It is the ingredient that causes dependence and makes tobacco harder to quit.

### How Does Nicotine Replacement Therapy Work?

- Nicotine replacement therapy uses controlled amounts of nicotine to help tobacco users quit with fewer harsh withdrawal symptoms, especially during the early stages. This makes it one of the best ways to quit tobacco.



- Nicotine replacement therapy helps reduce cravings and withdrawal symptoms by slowly lowering your nicotine intake over time. Think of it like training wheels, it helps you get started and stay balanced while you adjust to life without tobacco.

### What Are Common Types of Nicotine Replacement Therapy?

Nicotine patches

- Patches are worn on the skin and release nicotine slowly throughout the day.

Nicotine gum

- Gum works quickly to relieve cravings. Chew it a few times and then “park” it in your cheek.

Nicotine lozenges

- Lozenges also quickly relieve cravings. Let the lozenge dissolve slowly in your mouth. Do not chew or swallow them.

### Who Is Eligible for 4 Weeks of FREE Patches, Gum or Lozenges?

- All Oklahomans 18 and older can get FREE patches, gum or lozenges (nicotine replacement therapy) from the Helpline, unless medically restricted. Some may qualify for more based on insurance or other factors.
- If you have any questions or concerns, you can always reach out to your doctor or health care provider before placing your nicotine replacement therapy order.

### Does Nicotine Replacement Therapy Work?

- Yes! Nicotine replacement therapy can double your chances of quitting compared to going cold turkey. When combined with support from a Coach, texts and live online group sessions, your chances go up even more. When used correctly, it can double the odds of successfully quitting compared to quitting cold turkey.
- Studies have shown that nicotine replacement therapy increases the odds of successfully quitting tobacco by 50-70%. Combining nicotine replacement therapy with other quit services, such as text messages, Coach support and mindfulness techniques, boosted the odds of quitting even more.

### How Do You Get Nicotine Replacement Therapy?

- The first few tobacco-free days are when cravings will hit the hardest. When you sign up with the Helpline, talk with your Coach and order your nicotine replacement therapy early enough to ensure it arrives by your quit date. You will consult with a Coach to help you determine the proper nicotine dosage. Your Coach can also provide you with personalized advice and make nicotine replacement therapy recommendations based on your lifestyle and schedule.

### What Are Some Other Resources Offered by the Helpline?

The Helpline offers several different quit services to complement nicotine replacement therapy, such as:

- **Coach support.** Get personal support and advice throughout your entire journey. Your Coach can recommend new tactics and help you find the most effective nicotine replacement therapy.
- **Live online group sessions.** You never have to take the quit journey alone. Connect with peers in a low-stress, coach-led environment.
- **Supportive texts and emails.** Small nudges and reminders throughout the day will help you stay on track and provide coping tips for in-the-moment relief.
- **Online Dashboard.** Track your progress and your nicotine replacement therapy shipments all in one place on a personalized dashboard.

There is no one-size-fits-all way to quit. Use one service or use them all! Work with your Coach to find a quit plan that works for you.

### **Does the Helpline Offer Support for Quitting Vaping or Smokeless Tobacco?**

- Yes, the Helpline supports people quitting all forms of tobacco and nicotine, including vaping, dip and chew.

### **What Are Common Myths About Nicotine Replacement Therapy?**

Even though nicotine replacement therapy is proven effective, there are several myths and misunderstandings that prevent those who need it from trying it.

- **Myth:** It's just replacing one addiction with another.
- **The truth:** Nicotine replacement therapy is safe in proper doses. While it does contain nicotine, it is delivered in a controlled manner without the other harmful ingredients found in tobacco products. What is nicotine replacement therapy's ultimate goal? To lower the dosage until it is no longer needed, reducing nicotine withdrawal symptoms along the way.
- **Myth:** Nicotine replacement therapy isn't effective long-term.
- **The truth:** Nicotine replacement therapy is designed to be a temporary aid to help you quit nicotine, not a long-term substitute. It safely eases cravings until you are ready to live 100% nicotine free. Nicotine replacement therapy is your training wheels, springboard and bumpers all in one. It is here to help you get started.

### **I Want To Quit, What Is the First Step?**

- Regardless of where you are on your quit journey, the Oklahoma Tobacco Helpline has FREE resources to help you succeed.
- The Helpline offers a supply of patches, gum or lozenges, Coach support through text messages, online chat or phone calls and online resources such as live group sessions and encouraging emails to help fight temptation.
- By creating a custom plan to quit with the Helpline and utilizing the resources available, Oklahomans can significantly increase their chance of successfully overcoming tobacco addiction.

### **What If Someone Has Signed Up for the Helpline Before?**

- All Oklahomans can use the Helpline twice in a 12-month period. Even if they have signed up before, Oklahomans can call 1-800-QUIT NOW or visit OKhelpline.com to sign up for FREE support and nicotine replacement therapy.