Identify random sample of MHCP enrollees

Baseline Screening Survey (Enrolled Current Smokers) (N=2500)

Extract Baseline Administrative Data

Randomize

Usual (Reactive) Care (n=1250)
- Usual Access to NRT
- Usual Access to State Telephone Quitline

Proactive Outreach + Telephone Counseling + Free NRT (n=1250)

12 months Post-Randomization Follow-up Survey
Extract Follow-up Administrative Data