# The Role of All Healthcare Professionals in Cessation









#### Speakers



**Jazmin Devonish** 



**Charles Debnam** 



Dr. Ricardo Fernández



**Jeremy Hulburt** 

Moderator



Liz Furgurson
ASH Chief
Operating Officer











## Public Health Analyst DC Department of Health













#### **Charles Debnam**

### **Deputy Chief Executive Officer**Community Wellness Alliance











## Account Manager Optum











#### Dr. Ricardo Fernández

### Chief Medical Officer La Clinica del Pueblo











#### THE TOBACCO LANDSCAPE IN THE DISTRICT OF COLUMBIA

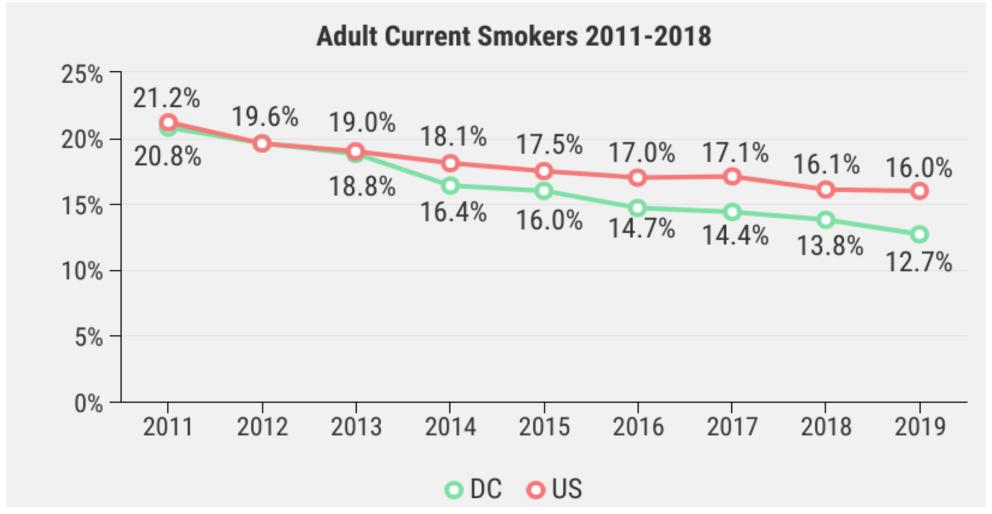
Jazmin Devonish | September 22,2021

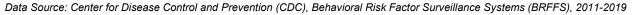
#### **TOBACCO USE IN DC**

By the Numbers



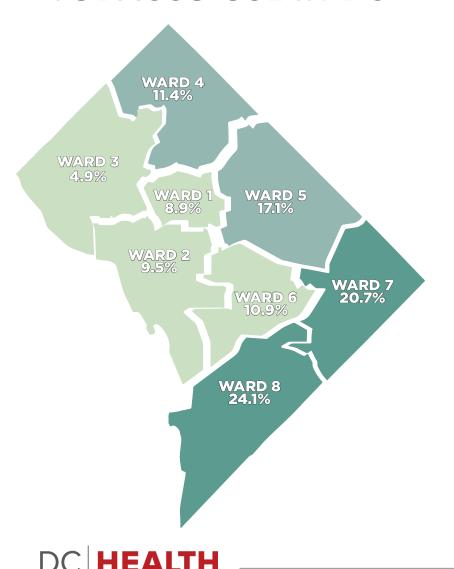
#### **TOBACCO USE IN DC**

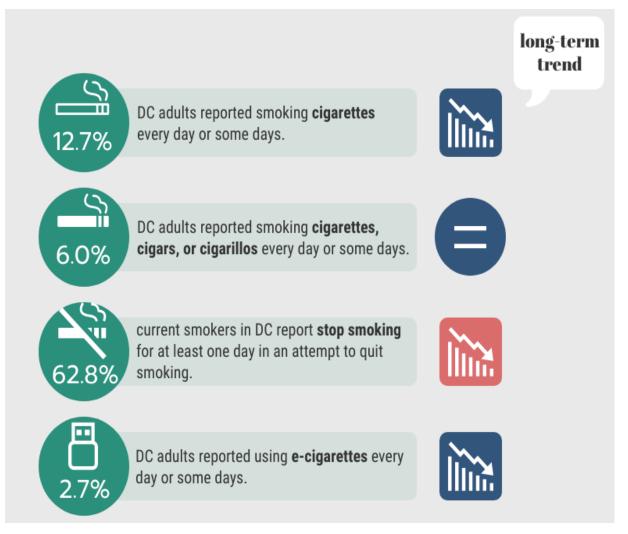






#### **TOBACCO USE IN DC**





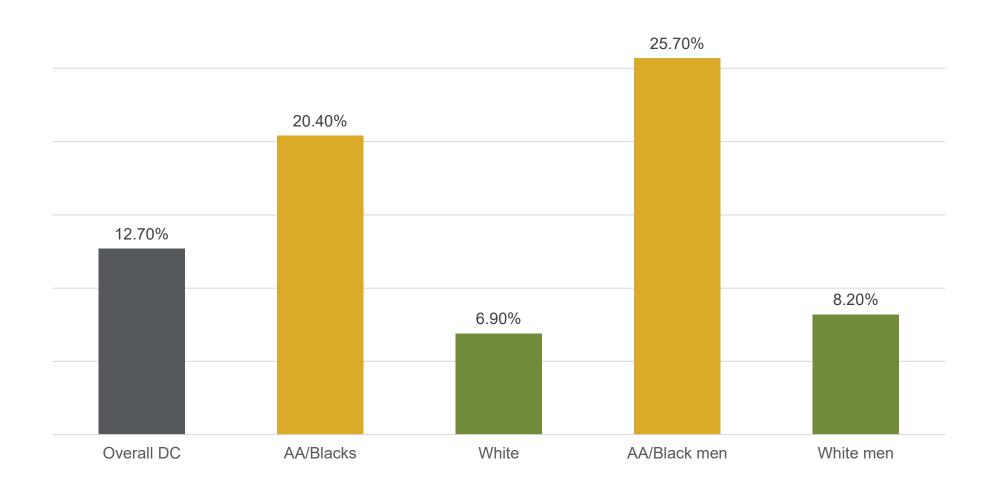
Data Source: Behavioral Risk Factor Surveillance Systems (BRFFS), 2019 & DC Quitline Data, 2019

#### THE BURDEN OF TOBACCO

**Tobacco Use Disparities** 



#### **TOBACCO USE PREVALENCE**





#### **Predatory Marketing to Vulnerable Populations**



Marketing tactics
disproportionately target
low-income residents &
African-Americans/blacks



Menthol marketed to
African-Americans/blacks
due to its cooling
properties and "less
harsh" effects

Menthol smokers less successful in quit attempts

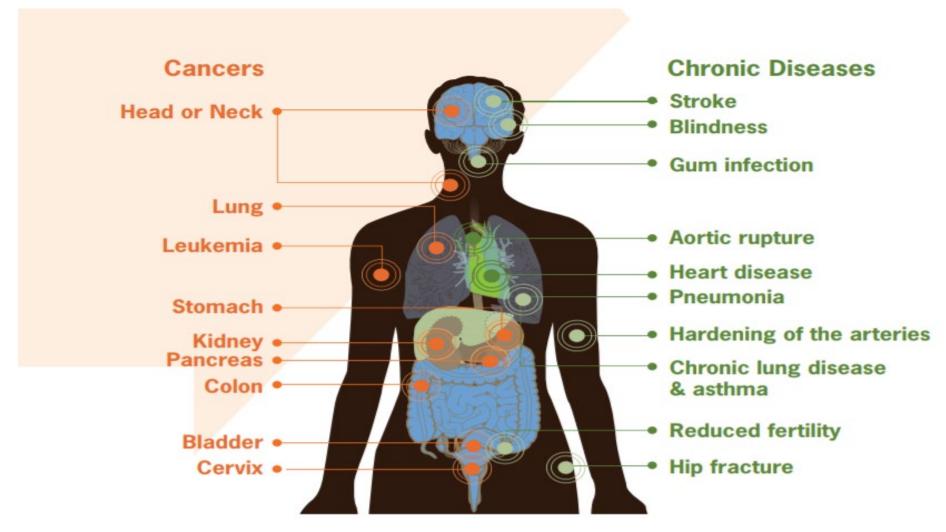


62.8% of smokers want to quit and be tobacco-free!

Sources: Centers for Disease Control & Prevention; Truth Initiative



#### **ASSOCIATED RISKS OF SMOKING**





Source: Centers for Disease Control & Prevention

#### SECONDHAND SMOKE

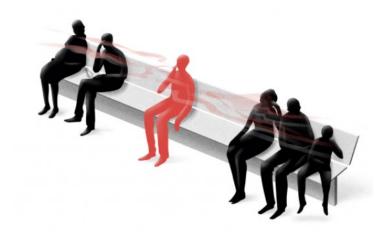
Annually, about **41,000** deaths among nonsmoking adults and **400** infant deaths are caused by secondhand smoke

#### Exposure in adults can cause:

- Stroke
- Lung Cancer
- Coronary heart disease

#### Exposure in children increases risk of:

- Sudden Infant Death Syndrome
- Acute respiratory infections
- Slowed lung growth



Graphic Source: The Tobacco Atlas

Source: Centers for Disease Control & Prevention



#### PREGNANCY AND SMOKING

#### Increased risk of:

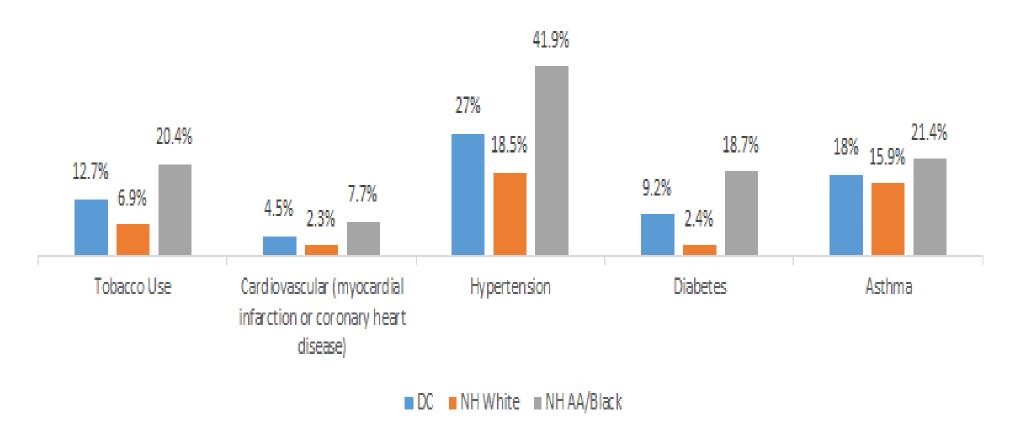
- Reduced fertility
- Preterm birth
- Low birth weight
- Damage to baby's lungs and brain development
- Birth defects
- Sudden infant death syndrome





#### **HEALTH OUTCOMES DISPARITIES RELATED TO TOBACCO**

#### Tobacco Use and Disease Prevalence





Source: Behavioral Risk Factor Surveillance System (BRFSS) 2019

#### **BENEFITS OF CESSATION**



Improves overall health immediately



Reduces risk of harmful health effects (i.e., cancer, cardiovascular disease, respiratory diseases)



Improves the health of those around you who were exposed to secondhand smoke.



Reduces risk of preterm birth, low birth weight, birth defects, SIDS



Sources: Centers for Disease Control & Prevention; Truth Initiative





899 North Capitol Street NE, 5th Fl, Washington, DC 20002









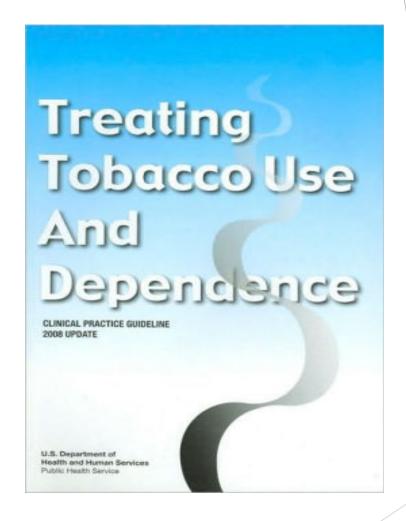
# Tobacco Cessation Support Ask, Advise and Refer (AAR)

Presenter: Charles Debnam, BA, MCHES, CTTS, CACII



# **Ask, Advise and Refer Provider Training**

Helping Your Clients
Quit Tobacco:
Public Health Service
Guidelines





#### The Truth About Quitting

MYH

Smokers don't want to quit

7 out of 10 smokers want to quit

MALH

Health care professionals can't help

Patients advised by their doctors to quit are more likely to make a quit attempt

MYTH

Treatments don't work

Well-designed smoking cessation programs that include NRT can achieve 20% to 40% success rates



# Treating Nicotine Dependence in Medical Settings

#### Key role of physicians and other providers

- > 70% of smokers visit their physician yearly
- Opportunities for education and intervention
- Majority of smokers report they have never been advised to quit
- Most smokers will make a quit attempt upon advice from their physician

#### Other health professionals

Nurses, PA's, pharmacists, dentists, outreach workers, community health workers, case managers



### In fact...

TV commercials are the #1 reason a smoker calls the Quitline. Healthcare provider referral is the #2 reason.(5)

- Up to 46% of calls to the Quitline have been healthcare provider referrals since
  - the Quitline began in DC.



#### A Look at the Numbers

#### THE GOOD NEWS

- > 35% quit for at least 1 day per year (1)
- ➤ In the District, 62.8% of residents stopped smoking for one day (4)
- More than 50% of people who have ever smoked have quit (1)
- Well-designed smoking cessation programs that include NRT can achieve 20% to 40% success rates (1)

#### THE BAD NEWS

Less than 10% achieve abstinence for one year

#### **DC Quitline Can Help**

Provide free programs, Quitline referrals, and nicotine replacement therapies to assist smokers in staying in the quit process and increasing abstinence rates for DC residents



#### **TOBACCO INGREDIENTS**

What are some ingredients found in tobacco products?



#### **TOBACCO INGREDIENTS**



**AMMONIA** 

**BENZENE** 



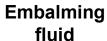
Gas chamber poison





**ACETONE** (nail polish remover)

**Rubber cement** 





**HYDROGEN CYANIDE** 





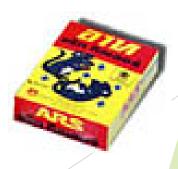
**CARBON TETRACHLORIDE** 

Dry cleaning fluid



Car exhaust

**CARBON MONOXIDE** 



Rat poison



#### For DC Health Care Professionals

# Follow PHS's Clinical Practice Guideline on Treating Tobacco Use and Dependence (2)

- A simple protocol for providers to counsel smokers as indicated in the Guideline increases patients' quit attempts — the 5 A's, with one change
- Tailor counseling according to "Stages of Change" in the quitting process
- Use resources provided by the DC Quitline, Breathe DC and DC Health
- Treat tobacco dependence with a "chronic disease model" approach



#### For DC Visiting Nurses

Follow PHS's Clinical Practice Guideline recommendations on treating secondhand smoke exposure both pre-natal and post-partum (2)

- Counsel parents of the consequences of active smoking and involuntary exposure to tobacco smoke
- Counsel women on the risks of secondhand smoke exposure to fetal and infant children
- Use resources provided by the Quitline, community-based organizations and DC Health, as appropriate, to encourage pre-natal women to quit tobacco use



#### PHS Guideline for Healthcare Providers - 5 As

Ask - every patient should be asked about smoking status

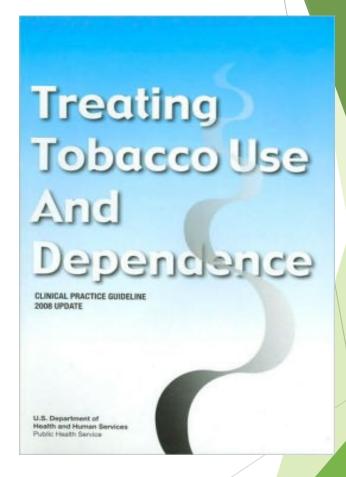
**Advise** - discuss the importance of quitting for the individual

Refer - always refer clients to available resources such as the DC Quitline and other BDC programs

Assess – patient's ability to quit, e.g., determine social support, financial issues, etc., where patient is in behavioral change process

Assist - determine what you can do as a clinician to encourage the patient to quit, e.g., providing Quitline number, materials or programs

Arrange - follow up support, e.g., telephone call





# New Model for Healthcare Providers based on PHS Guideline

Ask, Advise...

**Refer** to Quitline and other Community Resources

#### Quitline can:

- Assess abilities and resources
- Assist in quitting and determining needs
- Arrange multiple follow-ups

#### Benefits to Provider and Patient:

Can reduce time constraints for provider and improve patient's interaction in the quit process



The Ask, Advise & Refer offers a brief encounter to get the patient started in the quitting process and using Breathe DC and the Quitline to conduct the remaining steps. Information in this presentation is also taken from the Centers for Disease Control and Prevention (CDC)



- ASK about tobacco use: "Do you currently smoke or use other forms of tobacco?"
- ADVISE the patient to quit: "Quitting tobacco is one of the best things you can do for your health. Are you interested in quitting?"
- REFER the patient to resources: If ready to quit: Provide direct referrals to resources that will assist the patient in quitting. Prescribe medications/NRT, if appropriate.
- If not ready to quit: Motivate patient to quit. Be realistic about difficulties of quitting, but encouraging in its immediate benefits, that it's achievable, and that you are there to help when they are ready.

#### RESOURCES

#### DC Quitline 1-800- QUIT-NOW

A free, phone-based service with educational materials, coaches, a quit plan, and referrals to local resources to help smokers quit.

#### **Breathe DC**

web: breathedc.org phone: 202.574.6789

Free cessation classes and support programs to help residents of DC, MD and VA to quit smoking.

#### SmokeFreeTXT Text QUIT to 47848

The National Cancer Institute's text-messaging quit smoking program. A mobile service that provides encouragement, advice, and tips to help young adults quit.

#### SmokeFree.gov

A website that provides free, accurate information and assistance to help smokers quit smoking and stay tobacco-free.





This project was funded in part by the DC Health Department.

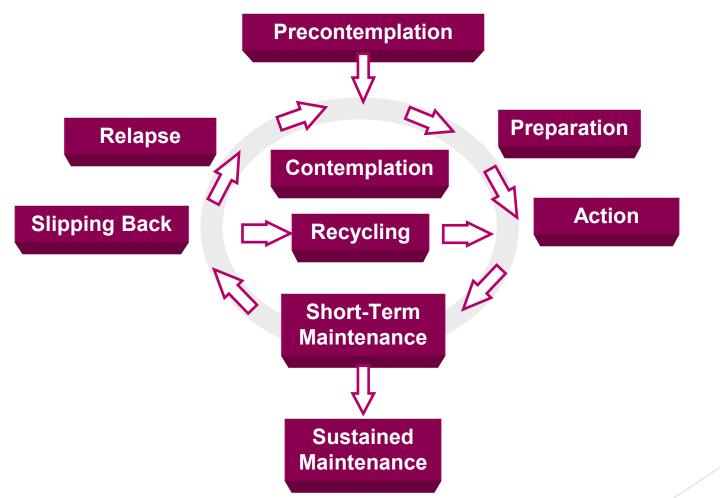


# A New Way of Viewing Progress in Smoking Cessation

- Defining success by the numbers of smokers who quit is discouraging
- Getting smokers to move from one stage to the next in the quitting process is a more accurate definition of success



#### Stages of Change Model (4)





#### Stages of Change

#### **Characteristics**

- Provides a framework for understanding and segmenting the process of behavior change
- ➤ Offers an alternative to other approaches that tend to view people as uncooperative, resistant, or in denial if they are not ready to change
- Views motivation as a state of readiness to move through the stages of change
- Proposes a predictable pathway for behavior change



#### Motivating a Smoker to Make a Quit Attempt

- Personally relevant health and risk education
- Point out links to current and future illness
- Explore motivations and values
- Non-judgmental advice to quit be clear about the importance to patient's health
- Address patient fears
- Offer opportunities to sample cessation (e.g., Great American Smoke-Out, smoke-free places)



## Ethnic Differences In Nicotine Addiction

### **African Americans**

- Studies show higher levels of nicotine and cancercausing tobacco by-products in blood and urine
- Higher rates of lung cancer, although they tend to smoke fewer cigarettes
- Prefer higher nicotine and tar levels
- Menthol may enable them to take the smoke deeper into their lungs



### References

- (1) Ahrq.gov. (2018). Treating Tobacco Use and Dependence: 2008 Update | Agency for Healthcare Research & Quality. [online] Available at: https://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/index.html [Accessed 18 Jun. 2018].
- (2) Smoking and Tobacco Use. (2018). CDC Fact Sheet Secondhand Smoke -Smoking & Tobacco Use. [online] Available at: https://www.cdc.gov/tobacco/data\_statistics/fact\_sheets/secondhand\_smoke/general\_facts/index.htm [Accessed 18 Jun. 2018].
- (3) Sphweb.bumc.bu.edu. (2018). The Transtheoretical Model (Stages of Change). [online] Available at: http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories6.html [Accessed 18 Jun. 2018].
- ▶ (4) Center for Disease Control and Prevention (CDC), Behavioral Risk Factor Surveillance Systems (DC BRFSS), 2019
- ▶ (5) DC Quitline data, 2020



## Thank you for your participation!

For tobacco cessation resources, please contact:

Charles Debnam, BA, MCHES, CTTS, CACII,

**Deputy CEO** 

Community Wellness Alliance

Charles@cwadmv.org





# DC Quit Line Introduction

Jeremy Hulburt Account Manager, State Quitlines





## Today's agenda

Optum & DC Health

Services Overview

Provider referral options





## Optum State Quitline Tobacco Cessation History

- Over 30 Years of Experience
- Quitline provider for 23 state Quitlines
- 20+ years operating state-funded Quitlines
- 11+ years operating the DC Quitline
- Founding member of NAQC
- Selected by ACS to be its operating partner for Quitline services
- Ongoing Research (150+ publications)



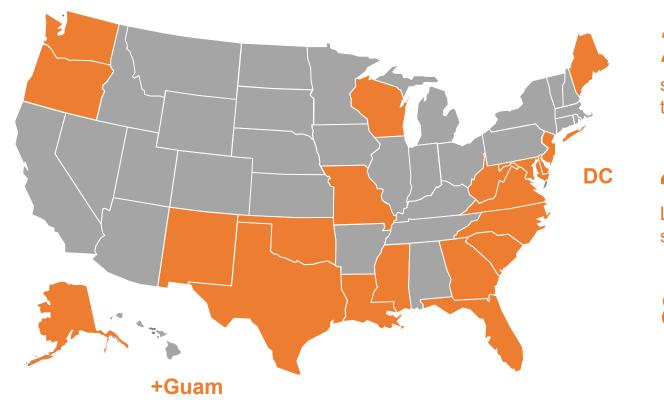








## Optum – Quit For Life



23 states and U.S. territories



**4M** + Lives helped since 1985



800+ Clients helped across three markets





## Neighboring States



- Same service provider for Maryland and Virginia
- Seamless transition and triage to appropriate Quitline (same staff & coaches)
- Universal phone number for any resident (1-800-QUIT-NOW)
- Promotion and reach opportunities



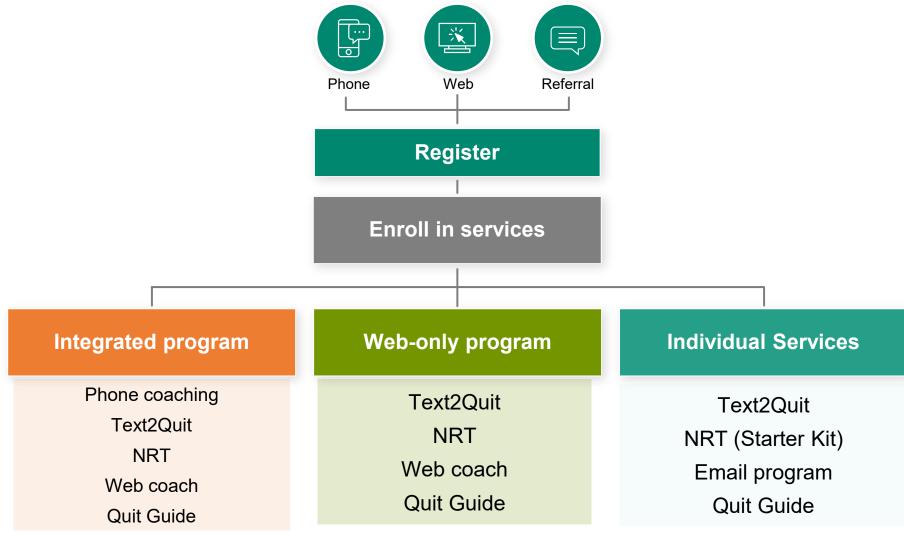
## Services for District residents







### How Residents access Quit Line services





## DC Quit Line Services

### **Integrated program**

### **ENROLLMENT: PHONE OR WEB**

#### **Materials**

Mailed letters and printed quit guide

### **NRT**

Full FDA recommended 8 weeks of Patch or Lozenge available (sent directly in 2 shipments)

### **Proactive phone coaching**

Scheduled outbound calls (4) and unlimited inbound support

### Program e-mails

Custom messages coincide with quit date

### Text2Quit

Custom messages coincide with quit date

### Web coach

Trackers, community forums, e-lessons, videos, articles and quit plans

### **Web-only program**

**ENROLLMENT: PHONE OR WEB** 

#### NRT

4 weeks of patch or lozenge

### **Program emails**

Custom messages coincide with quit date

### Text2Quit

Custom messages coincide with quit date

### Web coach

Trackers, community forums, e-lessons, videos, articles and quit plans

### **Individual Services**

**ENROLLMENT: PHONE OR WEB** 

#### **Materials**

Mailed letters and printed quit guide

### **Options emails**

General resource emails

### **Options NRT**

NRT starter kit (4 weeks of Patch) and one medication follow-up call

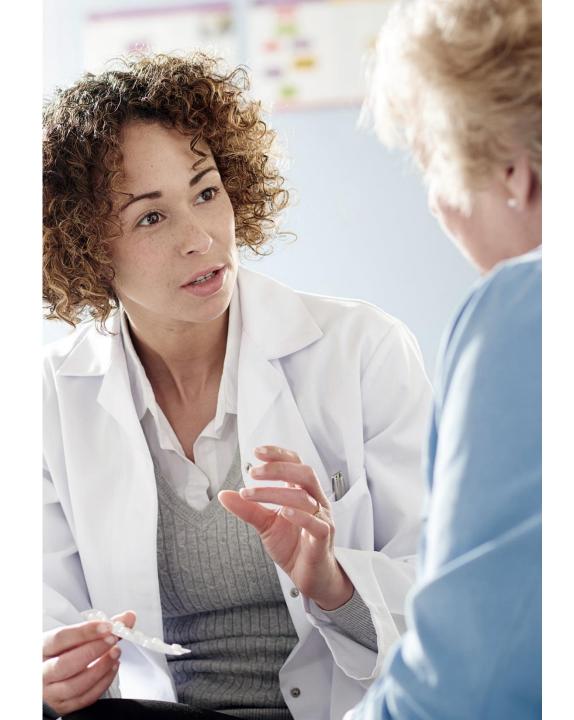
### Text2Quit

Custom messages coincide with quit date

Web dashboard

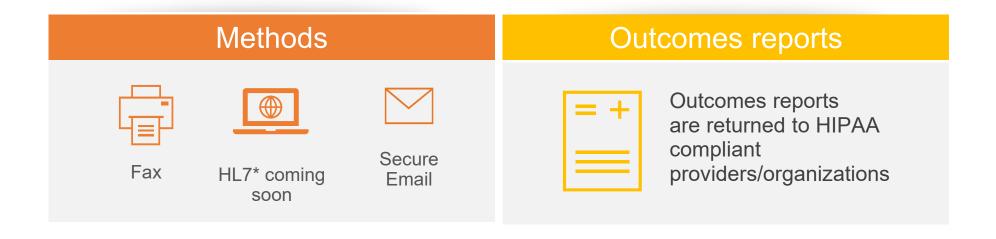


# Provider referral options





### Referrals







Outbound calls made within 24 hours of receiving a referral. Five or more calls are attempted at the patient's best time.



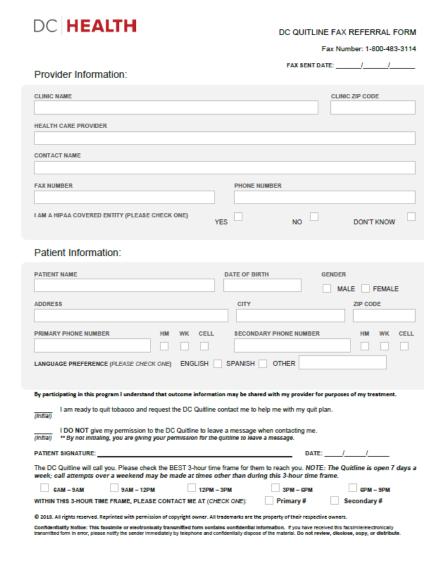
Outbound call phone numbers (landline):

1-800-QUIT.NOW

1-866-QUIT.4.LIFE



## DC Provider Referral Program: Current



### Fax Referral Program

Provider faxes a standardized referral form to the Quit Line

### Secure Email

Provider emails (via providers secure email system) form to Optum

- Provider sends form to: SupportServices@Optum.com
- PDF or word doc of the form
- Multiple forms can be sent in one email
- Test of secure email should be completed (notify Account Manager)
- Outcomes are faxed back

\*Coming soon: HL7 E-Referrals with select organizations



## Outcome reports

What information is included in an outcome report?



**Clinic** information



Patient name and DOB



Service status: Unreachable, declined or accepted services



**Program:** One call, multiple call, NRT (if applicable)

Outcome
is generated
on the first call,
or as soon as
an outcome
is reached









### **Tobacco Cessation Workflow**

September 2021

## Background

- 2 sites, DC and Maryland, approximately 4,500 patients
- Mostly Spanish-speaking, immigrant population, approx. 35% uninsured
- Family/internal medicine, HIV
- Integrated behavioral health
- Overall low rates of tobacco use
- Other substances-mostly alcohol
- Many tobacco users are "casual" smokers 1-5 cigarettes per day
- Sometimes difficult to convince patients that low-level cigarette use is important to address with an intervention



## Snapshot of internal dashboard





## Expectations

- Smoking status assessed at first visit, and updated annually on all patients who have a visit
- Documented on smart form in eClinicalWorks by medical assistant or provider
- If tobacco user, advise to quit
- Assess pattern and quantity of use, readiness for change
- Offer Rx for cessation medication, if appropriate
- Refer for cessation counseling, if appropriate (behavioral health)
- Provide phone number for quit line



### Interventions

 Medications: Varenicline (Chantix), Bupropion (Zyban), Nicotine replacement-(various forms) with provider counseling on side effects/use

 Referral to behavioral health specialist-have received training on tobacco cessation counseling

Provide Quit Line information for advice/support

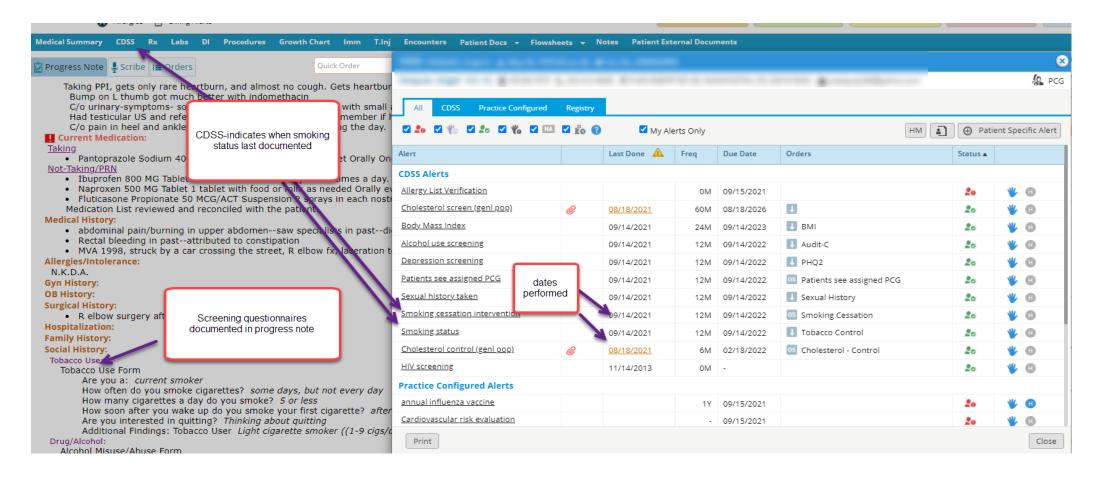


## Clinical Decision Support

- CDSS module in eClinicalWorks
- Alerts user if smoking status questionnaire has not been documented in >1 year
- Shows date last performed
- If patient is tobacco user, alerts user if cessation intervention has not been documented
- Use of structured documentation necessary for alerts to function.



## Clinical Decision Support in eClinicalWorks - Illustration





## **Tobacco Control Smart Form - Example**

Ph: 240-714	5247 Fax:202-319-3414		
		Tobacco Control	
ame	Date: 09/14/2021		
re you a:			
✓ current smoker			
former smoker			
never smoker			
current every day smoker			
current some day smoker			
Smoker, current status unknown			
unknown if ever smoked			
light tobacco smoker			
heavy tobacco smoker			
If 'current smoker' : How often do	ou smoke cigarettes?		
every day			
some days, but not every day			
If 'current smoker' : How many cig	irettes a day do you smoke?		
✓ 5 or less			
6-10			
☐ 11-20			
21-30			
31 or more			
	r you wake up do you smoke your first cigarette?		
within 5 min			
☐ 6-30 min			
☐ 31-60 min			
dafter 60 min			
If 'current smoker' : Are you intere	sted in quitting?		
Ready to quit			
✓ Thinking about quitting			



## Progress Note - Example

### **Surgical History:**

R elbow surgery after fracture, with screws/hardware 1998

Hospitalization: Family History:

**Social History:** 

Tobacco Use:

Tobacco Use Form

Are you a: current smoker

How often do you smoke cigarettes? some days, but not every day

How many cigarettes a day do you smoke? 5 or less

How soon after you wake up do you smoke your first cigarette? after 60 min

Are you interested in quitting? Thinking about quitting

Additional Findings: Tobacco User Light cigarette smoker ((1-9 cigs/day)

Drug/Alcohol:

Alcohol Misuse/Abuse Form

Did you have a drink containing alcohol in the past year? Yes

How often did you have a drink containing alcohol in the past year? Two to four times a month (2 points)

How many drinks did you have on a typical day when you were drinking in the past year? 3 or 4 (1 point)

How often did you have six or more drinks on one occasion in the past year? Less than monthly (1 point)

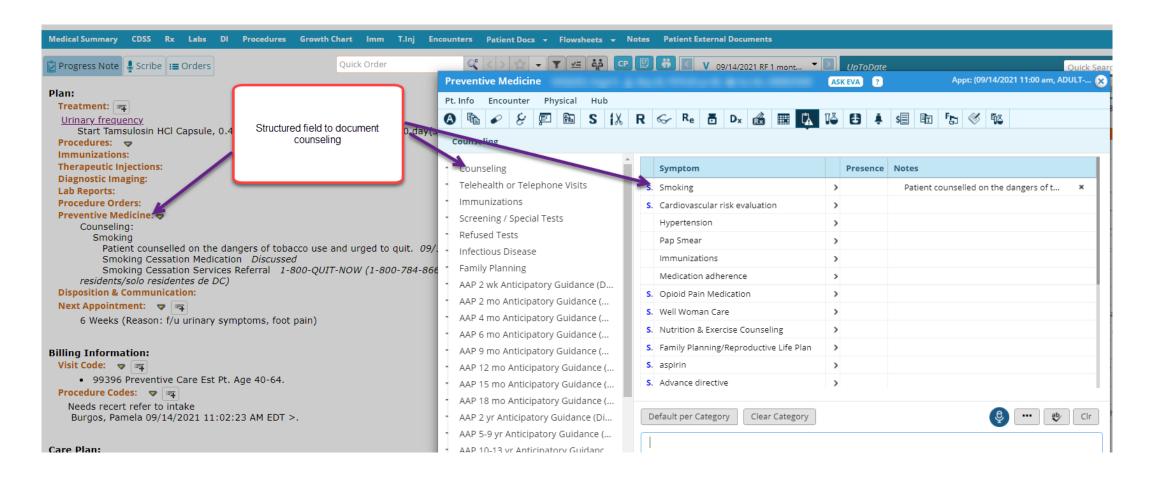
Points 4

Interpretation Positive

Alcohol Use

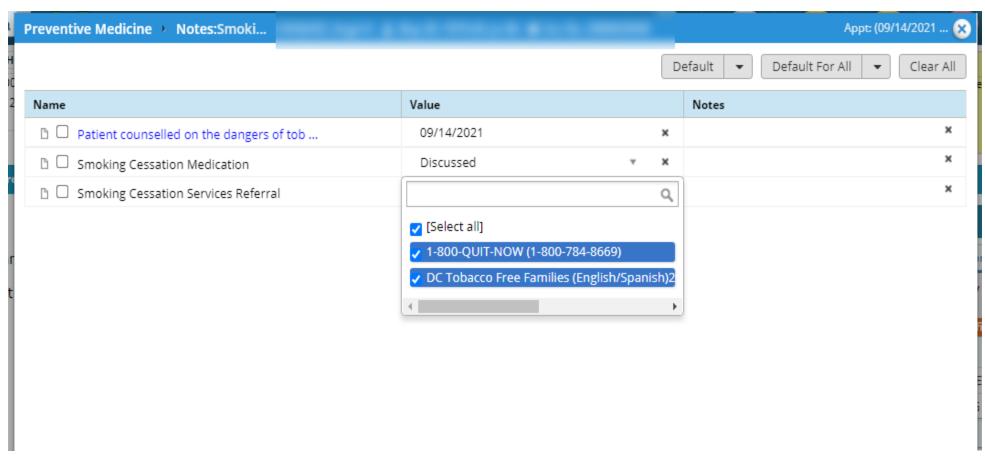


## **Documentation of Counseling**





## Counseling/Documentation/Referral to Quitline





# Progress Note - Structured Documentation of Counseling

```
Procedure Orders:

Preventive Medicine: 

Counseling:
Smoking
Patient counselled on the dangers of tobacco use and urged to quit. 09/14/2021
Smoking Cessation Medication Discussed
Smoking Cessation Services Referral 1-800-QUIT-NOW (1-800-784-8669), DC Tobacco Free Families (English/Spanish)202-333-4488 (Only DC residents/solo residentes de DC)

Disposition & Communication:

Next Appointment: 

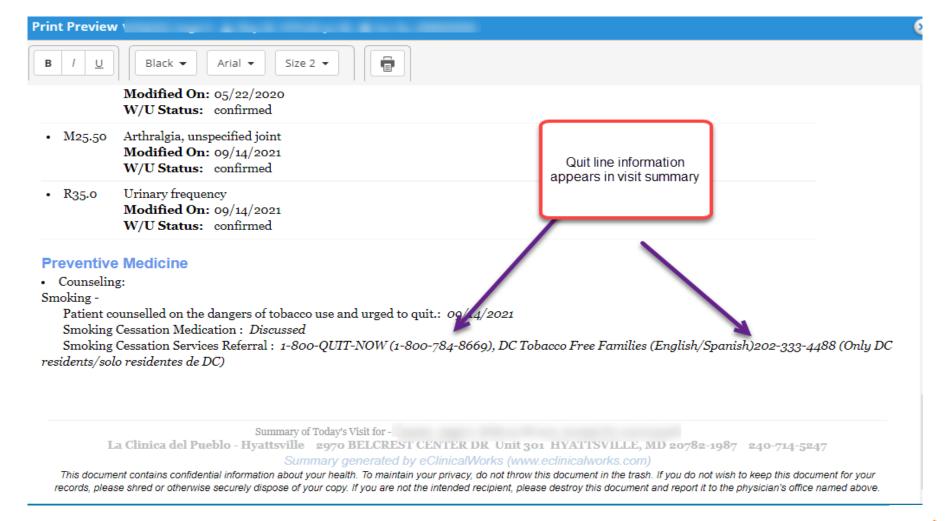
Meeks (Reason: f/u urinary symptoms, foot pain)
```



**Billing Information:** 



## Visit Summary - With Quitline Information







# Q&A Stay Involved









Recordings from **previous** webinars here:



Email Info@ash.org

ash.org/webinars









### **NEXT WEBINARS:**

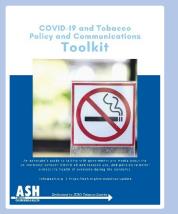
Thank you for your participation!

Please stay tuned for announcements about our next webinars.

### **Tomorrow:**

### DC Calls It Quit Week Summit

Register via link in Thank You email



### **Toolkit for Advocates**

Talking with government and media about the COVID-19 and tobacco use co-morbidity and policies to protect the health of everyone during the pandemic.

ash.org/covid19