

## Concurrent Conversation #4: Tobacco Cessation Programs in the Community

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### Practical actions to successfully implement tobacco cessation programs in the community:

- Collaborate: Partnerships are key
- Raise awareness of available cessation resources and advocate
- Offering carbon monoxide testing

### Briefly describe tobacco cessation programs in your community

- Freedom from smoking curriculum
  - Plan To Be Tobacco Free program
- Freedom from smoking curriculum adapted for Rural Appalachia
- 1:1 in person counseling
- Virtual smoking cessation classes, 1:1 remote counseling
- State Quit Line
- Tobacco 21 Act
  - Tobacco 21 is a national campaign aimed at raising the minimum legal age for tobacco and nicotine sales in the United States to 21

### What methods have been successful in increasing awareness of and participation in tobacco cessation programs in your community?

- Promotion of the quit line (1-800-QUITNOW)
- Cancer Navigators- 1:1 smoking cessation conversation with any smoker
- Licensed Practical Nurse (LPN) trained to ask patients about smoking, if patient is a smoker the LPN will send them to the Tobacco Cessation Specialist
- DC Tobacco Free Coalition
  - Good effort to promote tobacco cessation programs
- Using social media to increase awareness
- Sharing tobacco cessation program information at health fair events
- Pig lungs at health fair events
- Using Carbon Monoxide testing on patients
- Pharmacies to share program information in medicine bags

- Norton: Meds to Beds (deliver prescription medicine + tobacco cessation program information to patients)
- Pre-fill 1-800 quit line program information → This way, the quit line will call the individuals, instead of having the individuals call the line
- Offering smoking cessation classes in Spanish
- Giveaways

### What are the challenges in implementing tobacco cessation programs?

- Pitching the program to patients → Patients do not seem interested in hearing about the tobacco cessation programs available
- LPN's level of comfort talking to patients about smoking
- Clinicians not talking about Nicotine Replacement Therapy (NRT)
- Providers do not know what to provide or do not want too → Thinking quitting cold turkey is an option
- Doctors not describing how to use the materials (e.g. nicotine gum)
- Patient resistance to education on quitting smoking, "Don't tell me what to do" mentality
- Lack of interest in patients- no intent to change behavior. Patient does not see smoking as a problem.
- Transportation
- Lack of clear direction given to patients
- No time
- "People who can least afford to smoke do"
- Cost of nicotine patches
- Electronic Medical Record

### What are the opportunities for implementing tobacco cessation programs?

- Involve local policy and advocacy groups
- Partnership building opportunities
- Collaboration with other organizations
- Going into the community with community members
- People often *do* want to quit, but their confidence in quitting is low
- Family group counseling—family members who smoke, quitting together
- Lung cancer screening—showing lung images to patients
- Partnering with navigators
- Opportunities for tobacco cessation programs at worksites and libraries

### What practical actions can be taken to successfully implement tobacco cessation programs in the community?

- Collaborate: Partnerships are key
- Raise awareness and advocate
- Pre-fill quit line information so that the quit line calls the patients → also making sure, that the call with the quit line is more than just 1 conversation
- Post tobacco cessation class: Facilitators following up with individuals within 1 week

- Putting materials in an easy access area for patients to see/ use while in the waiting room
- Offering carbon monoxide testing
- Rewards: bus tokens, fake cigarettes, cinnamon sticks
- Not using vaping as a method of cessation

### Recommendations for addressing vaping in schools

- Kentucky has created forums on anti-vaping with students
- Tobacco 21
- Stanford University created a curriculum for anti-vaping (similar to Aspire)
  - Tobacco Prevention Toolkit  
<https://med.stanford.edu/tobaccopreventiontoolkit/curriculums.html>
- Minnesota has an anti vaping curriculum
  - School E-cigarette Toolkit:  
<https://www.health.state.mn.us/communities/tobacco/ecigarettes/index.html#schoolkit>
- Virginia has a new policy to include vaping cessation in school curriculum.