



# Colorectal Cancer Professional Development Webinar Series: **Cessation & Why It Matters**

May 22, 2018  
3:30pm-4:30pm

This Live activity, Cessation & Why It Matters, with a beginning date of 05/22/2018, has been reviewed and is acceptable for up to 1.00 Prescribed credit(s) by the American Academy of Family Physicians. Participants should claim only the credit commensurate with the extent of their participation in the activity.



# Cessation & Why It Matters



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*Over the past seven years Erin Thomas has lead successful tobacco cessation initiatives for District residents providing management of cessation interventions, support for cessation education and oversight of quality improvement initiatives. Mrs. Thomas possesses a Health Services Administration Specialist Degree from George Washington University and a Master of Science Degree from the University of South Carolina.*

# DC | HEALTH

## Cessation & Why It Matters

# HELLO!

**I am Erin Thomas**  
Cessation Specialist  
DC Health  
**Tobacco Control  
Program**





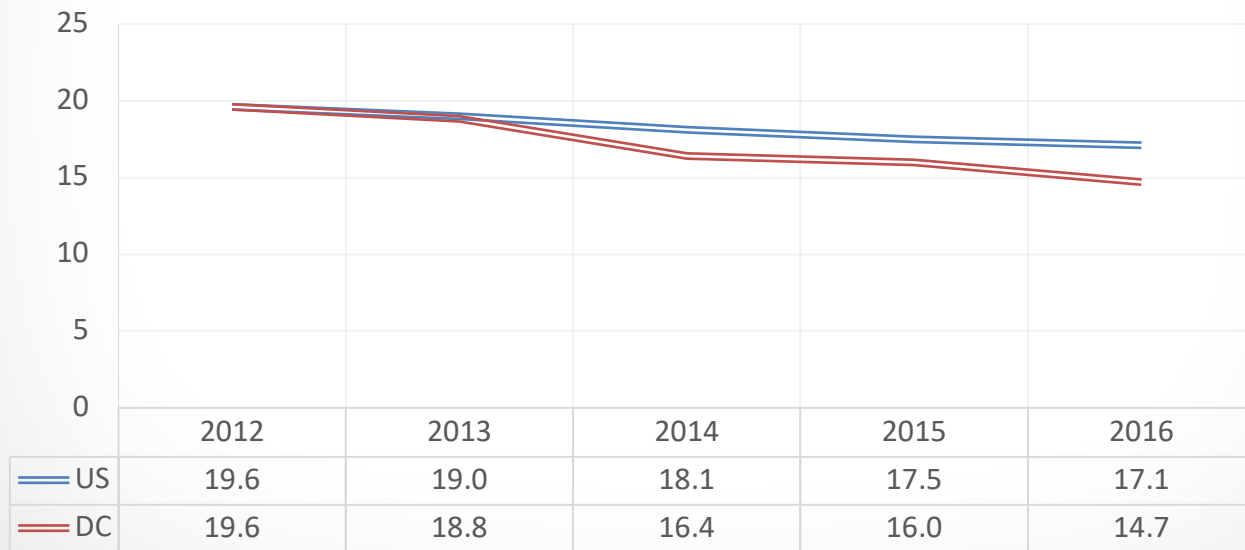
1.

# Smoking Cessation Overview

“Tobacco is the enemy, disguised as a friend, and if you are to win the war you must get to know your enemy.”

— **Gudjon Bergmann, Quit Smoking and Be Free: 7 Steps to a Smoke Free Life**

# Adult Smoker Comparison between DC and the US National Average



# 80,191

Estimated Number of Current Smokers in D.C.

## **Poll Question:**

What is the estimated number of smokers in D.C.?

# WHAT **IS** SMOKING CESSATION?

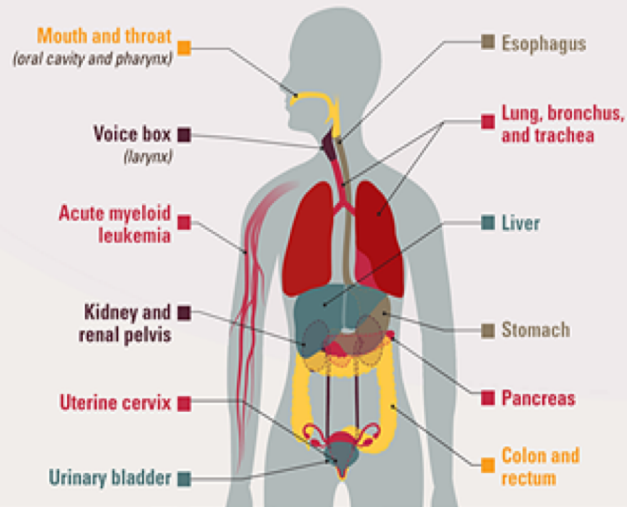
- **Smoking cessation** (also known as **quitting smoking**) is the process of discontinuing tobacco **smoking**.

# WHY SMOKING CESSATION IS IMPORTANT.

- **Smoking** increases the risk for serious health problems, many diseases, and death.
- People who stop **smoking** greatly reduce their risk for disease and early death.



## Tobacco use\* causes cancer throughout the body.



\* Tobacco use includes smoked (cigarettes and cigars) and smokeless (snuff and chewing tobacco) tobacco products that, to date, have been shown to cause cancer.

#VitalSigns

**Vital** signs™  
CDC

[www.cdc.gov/vitalsigns/cancerandtobacco](http://www.cdc.gov/vitalsigns/cancerandtobacco)



In normal cells, **nicotine** can stimulate properties consistent with cell transformation and the early stages of cancer formation, such as

- increased cell proliferation,
- decreased cellular dependence on the extracellular matrix for survival,
- and decreased contact inhibition.

## **Poll Question:**

What is the AAR smoking cessation tool?

2.

## Clinical Intervention



**Tobacco addiction** presents a rare confluence of circumstances that supports clinical intervention:

- (1) It is a highly significant health threat;
- (2) There is a disinclination among health providers to intervene consistently; and
- (3) Effective preventive interventions are now available.

**THE ADVICE OF A  
HEALTH CARE  
PROFESSIONAL CAN  
MORE THAN DOUBLE  
SMOKING  
CESSATION RATES.<sup>1</sup>**

1. David, Sean P. "Smoking Cessation for the Primary Care Physician." *Prim Care* 7 (2001): 211-221.





# PROMOTING THE MOTIVATION TO QUIT



It is important for a health provider to implement the **5 A's** with all patients.

- ✓ If the patient is willing to quit, the health provider should **Assist** him or her in making a quit attempt by offering medication, and
- ✓ Providing or referring for counseling or additional treatment, and **Arrange** for follow-up.

# PROMOTING THE MOTIVATION TO QUIT – 5A’S VERSUS ASK.ADVISE.REFER

## **Ask.Advise.Refer:**

- ✓ **Brief** intervention lasting less than three minutes
- ✓ **Research** shows that smoking cessation interventions during clinician visits were associated with increased patient satisfaction with their care among those who smoke.
- ✓ **Tobacco users** expect to be encouraged to quit by health care professionals.

# PROMOTING THE MOTIVATION TO QUIT – 3 MINUTES OR LESS

## Ask.

- ✓ **Ask** every patient about tobacco use at every visit.
- ✓ **Ask** if patient is current, former or never tobacco user.



# PROMOTING THE MOTIVATION TO **QUIT** – 3 MINUTES OR LESS



## **Advise.**

- ✓ **Advise** every tobacco user to quit.
- ✓ **Advise** those who've tried and failed to try again.

# PROMOTING THE MOTIVATION TO **QUIT** – 3 MINUTES OR LESS

## **Refer.**

- ✓ **Refer** patients to the DC Quitline.

**1-800-QUIT-NOW (1-800-784-8669)**

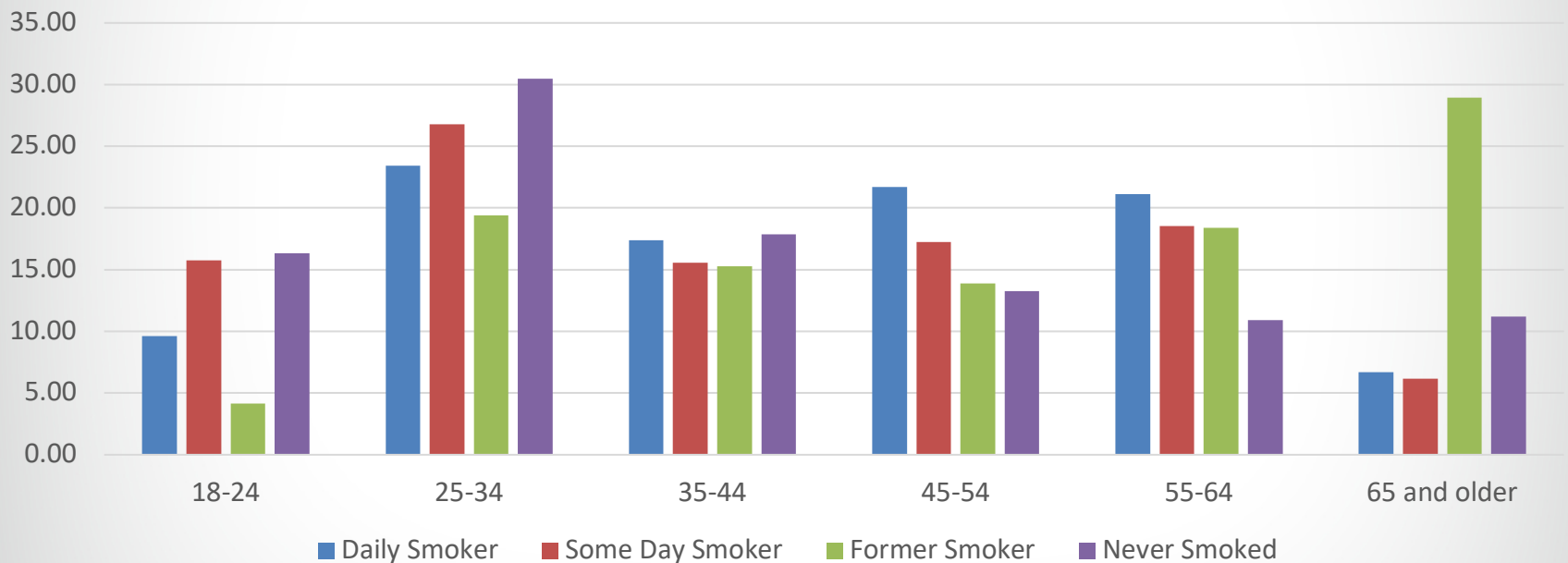
**MAKE THE **DC QUITLINE** YOUR LIFELINE**

**EN ESPANOL: 202-333-4488**



# TOBACCO USE

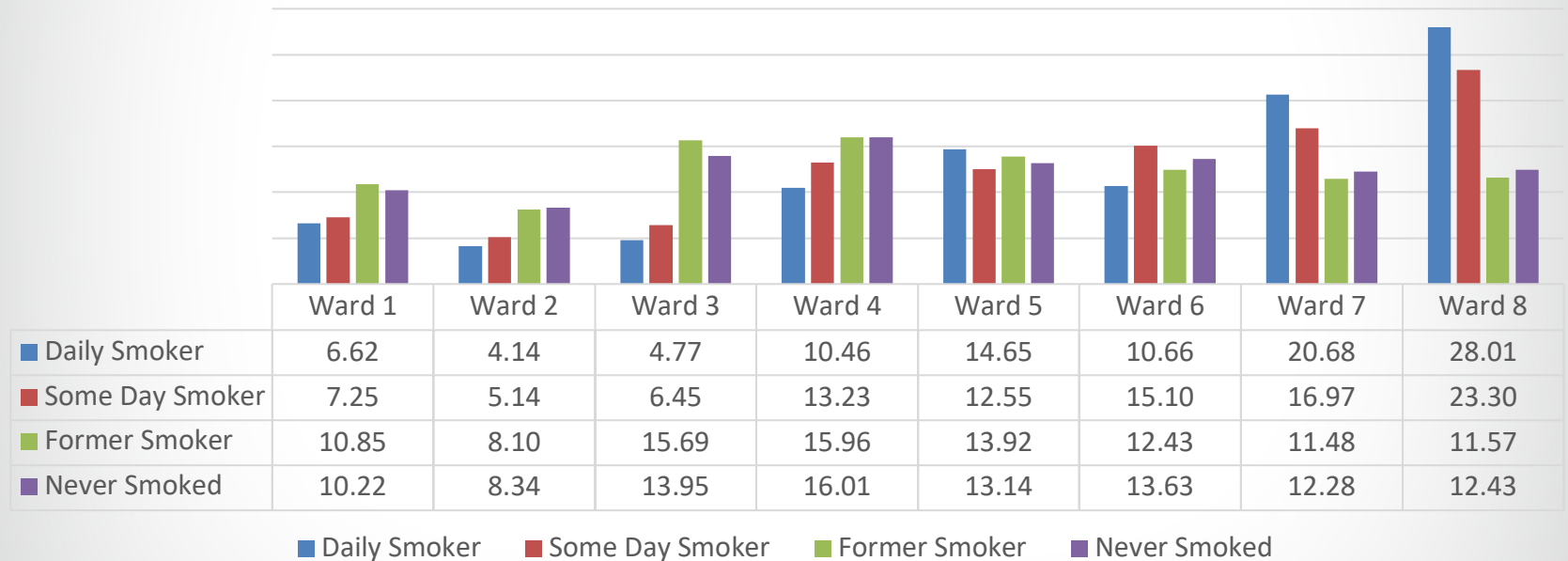
## Four Level Smoking Status – 5 year average by age group



DC BRFSS, 2012-2016

# TOBACCO USE

## Four Level Smoking Status – 5 year average by ward



DC BRFSS, 2012-2016



# RECOMMENDATIONS

## **Tobacco Dependence**

Is a chronic disease that often requires repeated interventions and multiple attempts to quit.

## **Even Brief Treatments**

Such as a physician's advice to stop smoking, can be efficacious in increasing long-term smoking cessation.

## **Combination of counseling and medication**

Are more effective than either alone. Thus, encouraging individuals to make a quit attempt to use both counseling and medication.

3.

# RESOURCES

# TO QUIT SMOKING

## CALL 1-800-QUIT-NOW

1-800-784-8669

*Make the DC Quitline your lifeline.*

EN ESPAÑOL: (202) 333-4488 • FAX: (877) 747-9528

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FREE SERVICES AVAILABLE 24/7 TO HELP DISTRICT OF COLUMBIA RESIDENTS QUIT. TAKE THE FIRST STEP, CALL THE DC QUITLINE® TODAY.

- One-on-one private phone counseling session or Text2Quit text messaging support
- Free NicodermCQ patches and Commit lozenges for District residents
- Local number for Spanish-speaking callers that connects directly to Quitline
- Quitline tools to help you overcome physical and emotional urges to smoke
- E-referral program for healthcare providers and community organizations to initiate proactive call-backs from Quitline counselors to smokers who live in DC.

**WHAT TO EXPECT WHEN YOU CALL THE DC QUITLINE:**

- A 30-minute interview to help develop your personalized quit plan.
- Schedule an appointment with a tobacco treatment counselor after your interview.
- Text2Quit subscribers will receive text messages following the initial interview.
- Receive free Nicotine Replace Therapy (NRT) after your counseling session. [Phone counseling only]

DC HEALTH  
GOVERNMENT OF THE DISTRICT OF COLUMBIA

## DC QUITLINE

- Free for District of Columbia Residents
- No Cap on Re-enrollment
- 5 Counseling Calls or Text Message Support
- 4 Weeks NRT (phone counseling only)

# Provider **E-Referral** Program

An alternative to faxing in referrals to the Quitline is to send secure email referrals.

- Optum has developed a protocol to support our state clients in utilizing electronic referral systems.



# Provider **E-Referral** Program

Here are some guidelines/best practices for how to do this.

- Referring entity must utilize a secure email system to send the emails.
- The referring clinic will send a secure email to: [SupportServices@optum.com](mailto:SupportServices@optum.com)
- The referral form can be attached to the email as a PDF or word

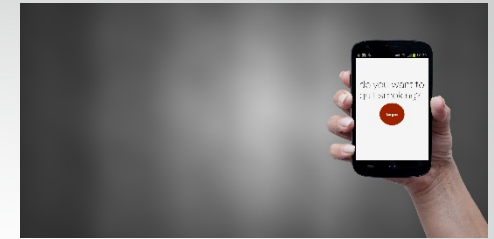


# Provider E-Referral Program

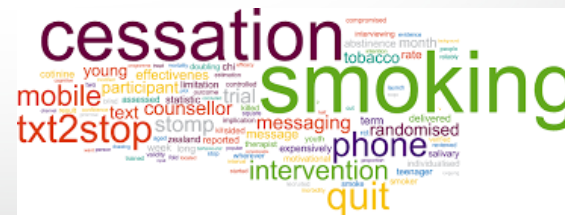
Here are some guidelines/best practices for how to do this.

- Multiple referrals can be attached to the secure email in an excel document.
- The first time each referring clinic sends an email referral, they should test the secure email referral process, as stated above.
- Please notify Optum when ready to send a test email.
- Outcomes will be sent back to clinics via fax.

# TEXT2QUIT



- Text2Quit<sup>®</sup> is a text messaging-based protocol to help smokers through the quitting process.
- Text2Quit<sup>®</sup> provides a series of broadcast and interactive text messages that are personalized to a participant's Quitting Plan and sent out over the course of a four month period - both before and after the quit date.



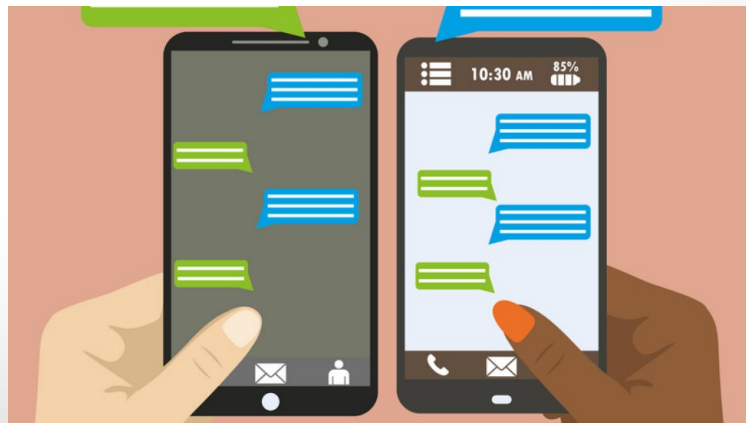




# TEXT2QUIT

## Key Features:

- Up to 300 text messages tailored to an individual's quitting plan
- Coaching call reminders and prompts to instantly connect with a Quit Coach



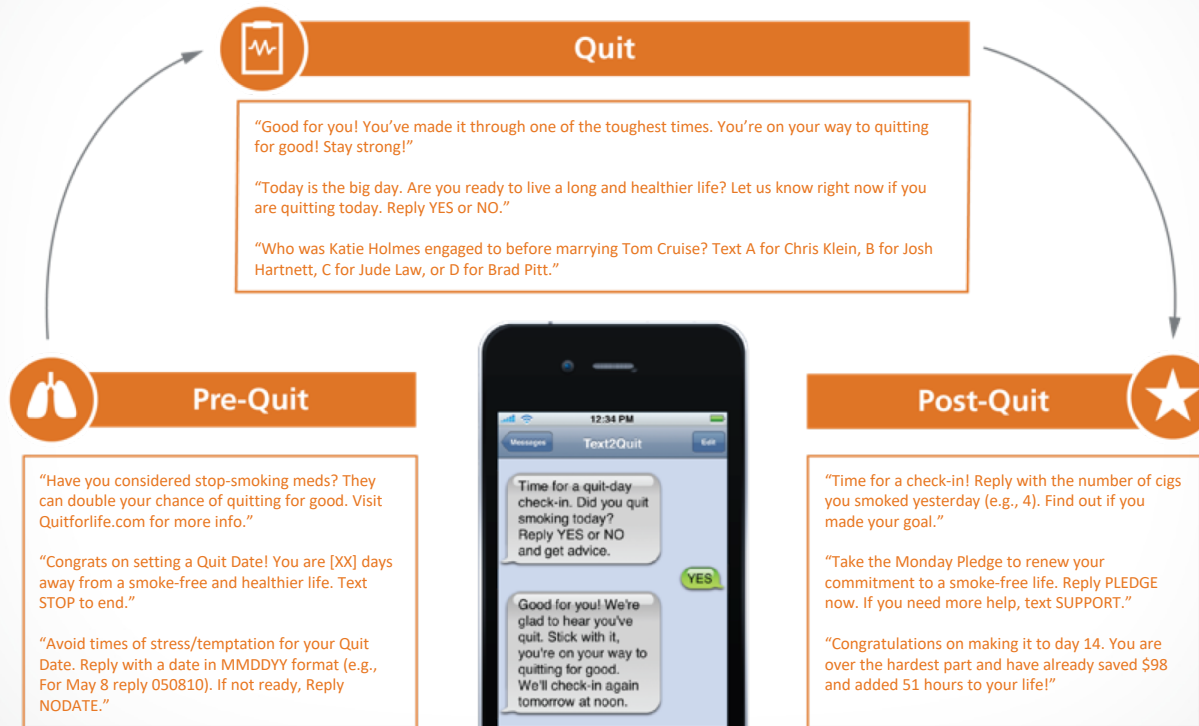
# TEXT2QUIT



## Key Features:

- Medication reminders and helpful suggestions
- Tips and games to help manage urges
- Mobile tracking of tobacco usage, urges, cost savings, and other measures

# Text Message Examples



## **Poll Question:**

The D.C. Quitline is free for  
District residents?

# TECHNICAL ASSISTANCE

## DC HEALTH:

- ✓ Ask.Advise.Refer.
- ✓ Quitline
  - ✓ Referrals
  - ✓ Text2Quit
- ✓ EHR Integration



# THANKS!

## Any questions?

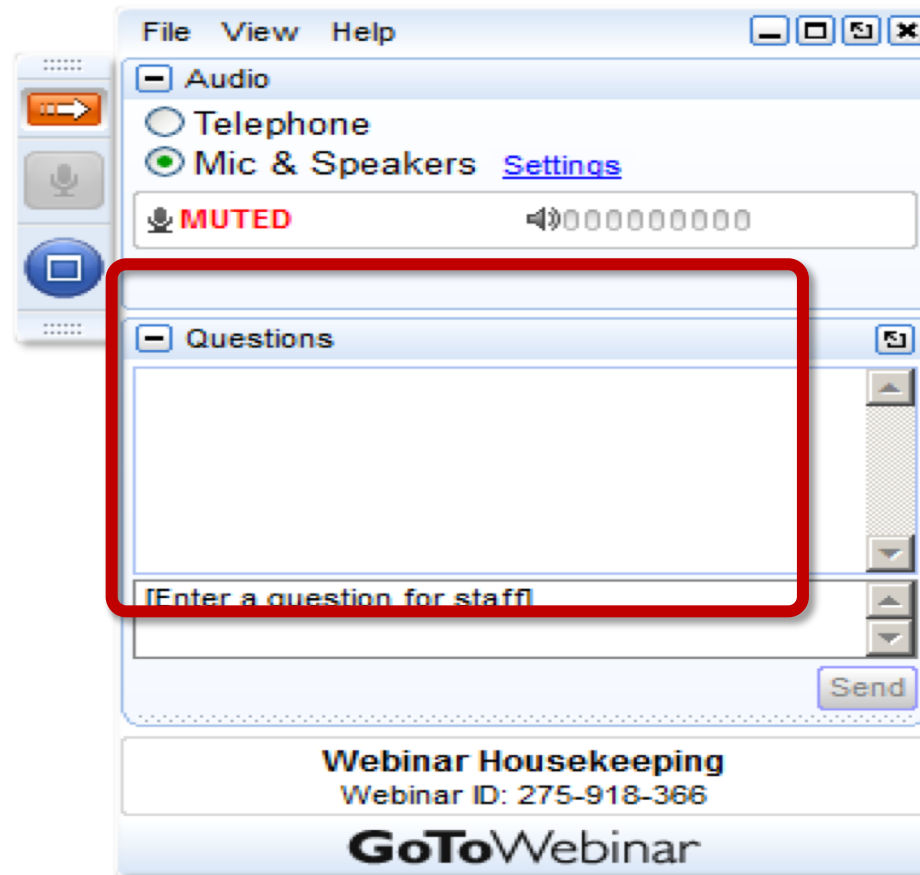
Erin Thomas

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- 202.442.5902





# Q&A



# Webinar Satisfaction Poll Questions

- Quality of the information presented
- Relevance of the information to your work
- Opportunity for interaction
- Overall satisfaction with the webinar
- Will you change or modify any aspect of your clinical practices based on what you have learned from this webinar?
- Did you gain new understanding or learn anything new?