

# Partnerships for Tobacco Cessation

**Smoking Cessation Leadership Center  
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# The Smoking Cessation Leadership Center

- A Robert Wood Johnson national program office housed at UC San Francisco
- About two years old
- Aim is to increase the number of people who quit using tobacco and the number of health professionals who help them do it
- Director is Steven A. Schroeder, M.D.

# SCLC

- We provide technical assistance, small grants, collaboration
- A principal strategy is driving quitline referrals
- Another key strategy is working on the cost side— e.g., *Make It Your Business* campaign

# Why Tobacco Cessation?

- Leading preventable cause of death and disability
- Tobacco use increases the risk of periodontal disease fivefold
- Health professionals can make a big difference in whether people try to quit
- There are efficacious ways to help them quit

# How We Work

- Primarily through partnerships for results
- We and our partners have organized six significant summits so far
  - Tobacco Free Nurses
  - VA in the Vanguard
  - American Dental Hygienists Association
  - Pharmacy Partnership for Tobacco Cessation
  - American College of Emergency Physicians
  - American Academy of Family Physicians

# Tobacco Free Nurses

- Ours is part of a larger TFN project aimed at helping nurses quit smoking
- Our part of the initiative aims at developing leadership and advocacy among nurses on smoking cessation
- Working with 21 nursing groups; focus on licensed practical nurses

# VA in the Vanguard: Building on Success in Smoking Cessation

- Summit in San Francisco in September 2004
- Brought together 80 experts inside and outside the VA
- Eight commissioned papers, proceedings to be published this year
- Focus for SCLC now on promoting quitlines within the VA

# ADHA

- Summit in San Francisco in September 2003
- Task force chosen by ADHA, including elected president, followed 4-question format
- Resulting work plan led to funding of a coordinator at ADHA for the new Smoking Cessation Initiative (Ask-Advise-Refer)
- Project now in second year of funding
- More on this in a few minutes



# Pharmacy Partnership for Tobacco Cessation

- Summit in Bethesda, Md., October 2004
- Host was American Society of Health-System Pharmacists
- 31 pharmacy groups represented
- 4-question model led to work plan
- Coordinator funded to oversee implementation of Ask-Advise-Assist approach

# ACEP

- Task force met in D.C. in February 2005
- Agreed to take on cessation in emergency departments
- Quitlines the key strategy
- Paper in journal will outline ways EDs can promote cessation
- Proposal will feature promotion of national quitline number, 1-800 QUIT NOW

# AAFP

- Summit in Kansas City in March 2005
- 4-question model led to work plan
- Proposal is forthcoming using Ask-Act approach
- Aim is to gal all family physicians' offices involved in cessation activity

# The Four Questions

- Where are we now? (baseline)
- Where do we want to be? (target)
- How will we get there? (multiple strategies)
- How will we know we are getting there? (measures)

# More on ADHA's Smoking Cessation Initiative

- Vetted through ADHA board, passed down to next elected president and her successor
- Carried out through state constituent organizations
- Organized around web site, and promoted by elected officers and ADHA staff as they travel to the states

# SCI

- Various states are approaching the initiative differently to fit with their circumstances
- The California version is a good example:  
The New California Gold Rush

# The New California Gold Rush

- A partnership of CDHA, SCLC, Pfizer and the California Smokers' Helpline
- Strategy is based on the Gold Card
- Aim is to get every dental hygienist in the state to hand out at least one Gold Card within a year

# A Contest

- Urges hygienists to order Gold Cards
- Pfizer reps promote the Helpline by passing out the card order forms in dental offices they visit
- Winner will get a free trip to the 2006 World Tobacco Conference



# Measuring Success

- Helpline tracks origin of calls
- Within 5 months of campaign launch, 17,970 gold cards were ordered by 331 dental hygienists
- 40% increase in gold card orders
- Dental office referrals increased dramatically

# Key Elements of Partnerships

- Committed collaborators
- A baseline to serve as a launching point
- A crystal-clear goal
- Multiple strategies involving all players
- Someone to coordinate or oversee implementation
- A shared commitment to saving lives by helping people quit tobacco

# What's Next?

- More partnerships for cessation
- Summit planned with American Academy of Physicians' Assistants
- Periodontists have expressed some interest
- We need armies of health professionals helping people quit tobacco