

Enhanced Quitline Tobacco Cessation Services to Support Priority Populations



***Thursday, March 25, 2021
11:00 AM-12:00 PM***

Housekeeping

- This presentation is being recorded.
- All participants are muted.
- Please direct your questions to the moderator (Robin Secord) in the chat box.
- One random participant will receive 250 personalized Quitline referral cards for your tobacco-using patients!



Moderators

- *Tony Astran, MPA, APR, TTS,
Public Information Specialist*
- *Robin Secord, MBA,
Scientific Administrator*



Presenters

- *Paula Celestino, MPH, Director of Client Relations and Outreach*
- *Sarah Pearson-Collins, MS, CRC, NCTTP, Director of Training Development and Support*
- *Patricia Bax, RN, MS, NCTTP, Marketing and Outreach Coordinator*
- *Samantha Killion, Web Editor, Print and Digital Media Design*



Our Goal

This webinar will provide healthcare professionals with the knowledge, evidence, resources, and tools to enhance their onsite tobacco dependence treatment interventions.



Objectives

As a result of this webinar, attendees will:

- increase knowledge about individualized tobacco cessation interventions provided by the Quitline's Quit Coaches for priority populations;
- learn how to access tobacco dependence treatment resources provided by the Quitline, and;
- state one example of how healthcare professionals can integrate Quitline services in their tobacco dependence treatment and interventions.

Today's Agenda

- Overview of Quitlines / NYSSQL
- Servicing NYS Tobacco Users Priority Populations
- Quitline Tobacco Cessation Coaching Session
- Quitline Access and Patient Referral Program
- Integrated Communications
- Key Takeaways
- Q & A and Closing Remarks



Quitlines

- Every state has a Quitline as a population-based cessation strategy.¹
- Viewed as adjunct to onsite clinical care and follow-up interventions.¹
- Proven to increase 6-month smoking cessation quit rates compared with no intervention (the Guideline reported quit rates among quitline users of 12.7% for counseling alone and 28.1% for counseling plus medication) and therefore recommended the use of quitlines to help tobacco users quit.²

¹U.S. Department of Health and Human Services. *Smoking Cessation: A Report of the Surgeon General—Executive Summary*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020.

²Fiore MC, Jaen CR, Baker TB, et al. *Treating Tobacco Use and Dependence: 2008 Update. Clinical Practice Guideline*. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, 2008. <https://www.ahrq.gov/prevention/guidelines/tobacco/clinicians/update/index.html>

NYS Smokers' Quitline

- The NYS Smokers' Quitline (NYSSQL) is based at Roswell Park Comprehensive Cancer Center in Buffalo, NY and funded by the NYS DOH Bureau of Tobacco Control
- Celebrating 21 years of providing free cessation services and resources and servicing over 2.5 million tobacco users



NYS Smokers' Quitline

NYSSQL Services for Traditional Tobacco and ENDS* Users

- *Free Coaching: up to 2 (two) coaching sessions and unlimited incoming calls*
- *Free Nicotine Replacement Therapy*
 - *(phone and online registrations)*
- *Self-help materials*
- *QuitSite: www.nysmokefree.com*
- *Healthcare professional resources and referral program*
- *Information about other cessation services*
 - *(e.g., health plan, local or healthcare program)*



***Electronic Nicotine Delivery Systems**

NYS Smokers' Quitline



Servicing Priority Population Tobacco Users

Priority Populations

Priority populations may experience challenges quitting due to barriers and disparities.

The Quitline identified five priority populations and added additional support.

Priority populations offered up to 5 additional coaching calls.

Priority Populations



Our Quit Coaches

**Trained as Tobacco
Treatment Specialists**

**Structure Coaching to
Meet Individual Needs**

Quit Coaches

**Utilize
Evidence-based
Therapeutic Modalities**

**Trained in MI and
Cognitive Behavioral
Techniques**

Quitline Coaching Session

What happens when a tobacco user, identified as a priority population, contacts the Quitline or is referred by a healthcare professional?



Quitline Coaching Session

- ✓ Motivation
- ✓ Readiness to quit
- ✓ Confidence level
- ✓ Triggers
- ✓ Quit Date: within 30 days
- ✓ Quit Plan:
 - ✓ Free stop-smoking medications
 - ✓ Free coaching and support



Enhanced Services

General Population

Check-in

Discussion of
Any Issues

Triggers / Barriers

Relapse Prevention

2 Follow-up Calls

Priority Populations

Check-in

Discussion of
Any Issues

Triggers / Barriers

Relapse Prevention

2 Follow-up Calls

Additional NRT

Intensive Counseling

Coping Exercises

Set Weekly Goals

3 Additional
Sessions

Weekly Motivation
Assessment

Weekly Problem
Solving

Diaphragmic
Breathing

Accessing Quitline Services



[Nysmokefree.com](https://nysmokefree.com)



1-866-NY-QUITS



Referred by HCP

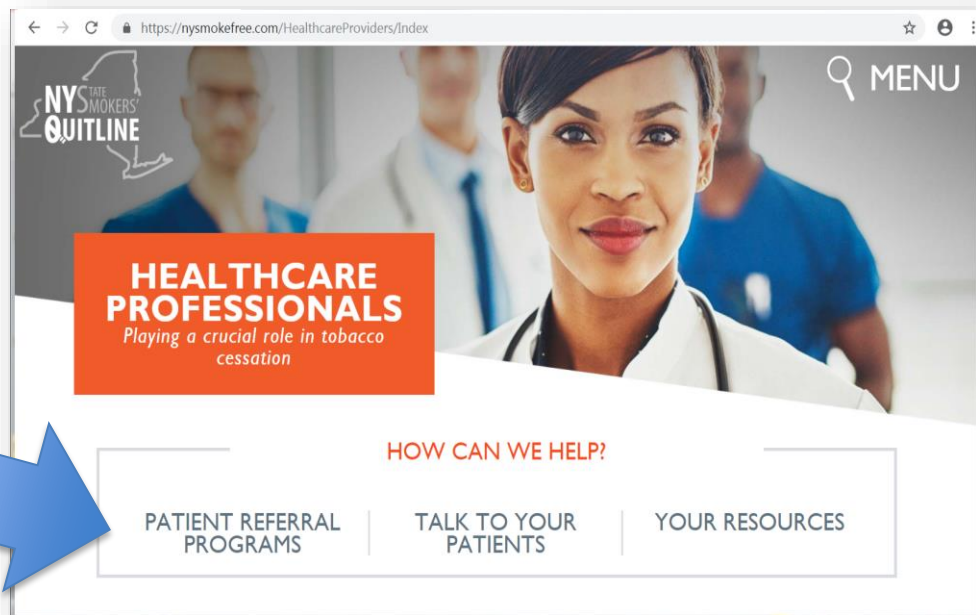
Accessing Quitline Services

Based on feedback from our Healthcare Professionals Task Force:

- Quitline services, including direct referrals, are underutilized.
- NYS healthcare professionals and tobacco users are not fully aware of the free and evidence-based Quitline resources, as well as how to access services.

Quitline as a Treatment Extender

Tobacco users can contact the Quitline directly or be referred by utilizing our free, secure, easy-to-use **Patient Referral Program.**



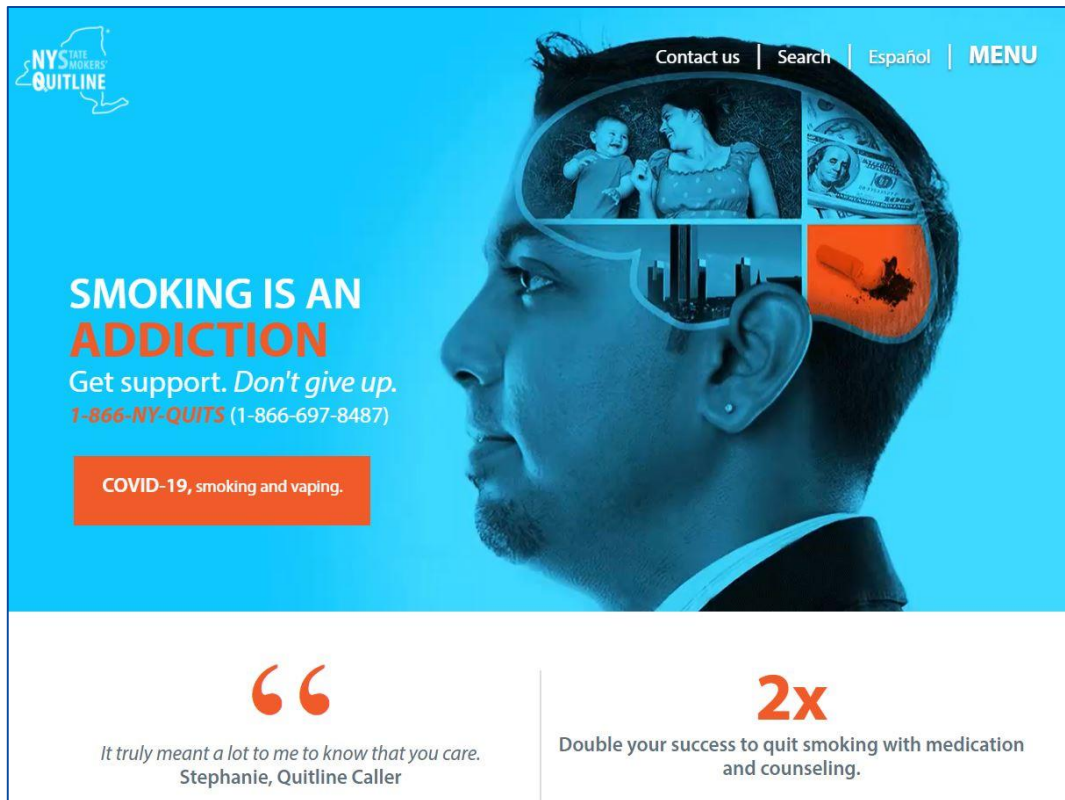
Benefits of a Patient Referral Program

- Enhances onsite tobacco dependence treatment interventions, especially for priority populations
- Encourages using Quitline feedback to follow up with patients and support any tobacco cessation attempt
- Leverages healthcare systems with Quitline services in a more seamless, consistent, and effective way



Source: U.S. Department of Health and Human Services. Smoking Cessation: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020.

With a range of services available for tobacco users, how does the NYS Smokers' Quitline increase awareness and referrals?



NYS SMOKERS' QUITLINE

Contact us | Search | Español | MENU

SMOKING IS AN ADDICTION

Get support. *Don't give up.*
1-866-NY-QUITS (1-866-697-8487)

COVID-19, smoking and vaping.

“
It truly meant a lot to me to know that you care.
Stephanie, Quitline Caller

2x
Double your success to quit smoking with medication and counseling.

Integrated Communications



Consistent, educational, and supportive messaging (social media, email, press releases) during key-events and times/days.



#WorldMentalHealthDay is tomorrow, "Quitting smoking can improve #mentalhealth and substance use disorder recovery outcomes." (@CDCgov) You are not alone. You CAN do this. #QuitSmoking @WHO @WMHDay





We know pregnancy can be exciting, yet stressful, and can come with a lot of pressure to quit. Quitting sooner than later is best, but quitting at any time still gives you and your baby a healthier life.



1.5 MILLION

New Yorkers suffer from a substance use disorder.



Did you know substance use disorders include nicotine and alcohol addiction? Drinking alcohol can increase your chance of relapse while #QuittingSmoking. Have a plan, gain confidence about staying quit, call 1-866-697-8487 or visit NYSmokeFree.com #AlcoholAwareness



Follow Us

You can help, follow “*nysmokefree*” on



LinkedIn



YouTube

and share our posts.

Key Takeaways

- ✓ The NYS Smokers' Quitline is a hub for free cessation services and available to healthcare professionals to enhance onsite tobacco dependence treatment interventions as a continuum of care.
- ✓ Identified priority populations are offered additional coaching sessions to support their quit journey.
- ✓ Integrated media increases awareness of the Quitline, and referrals to Quitline services through tailored, accessible messaging and staff education.





Please Join Us...



Thursday, April 1 from 5 to 6 p.m. via Zoom,
the Quitline presents **“Tobacco-Free Stories and ‘Tips’
from the Young and Young-at-Heart.”**



This takes place on
Take Down Tobacco National Day of Action
and celebrates 10 years of the
CDC’s Tips From Former Smokers (Tips®) Campaign
as well as recent Quitline success stories.



Visit nysmokefree.com/newsroom to register.

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Thank
you!

ROSWELL PARK COMPREHENSIVE CANCER CENTER