



# Introducing Tobacco Cessation Into Your Practice



**November 30, 2021**  
***12:00 PM – 1:00 PM***

# Housekeeping



- This presentation is being recorded.
- All participants are muted and participation is audio only.
- Please direct your questions to the moderator in the chat box.

# Quitline Moderators and Presenters

- MODERATOR: Patricia Bax, RN, MS, NCTTP  
Marketing and Outreach Coordinator
- PRESENTER: Paula Celestino, MPH  
Director of Client Relations and Outreach
- TECHNICAL/CHAT: Tony Astran, MPA, APR, TTS  
Public Information Specialist



# Our Featured Presenter

## Anne Lawton, RN, NCTTP, St. Peter's Health Partners

Anne is a community outreach nurse for the Cancer Care Centers with St. Peter's Health Partners (SPHP) in Albany. She has been an oncology nurse for almost 30 years and a tobacco cessation facilitator for six years. Anne currently facilitates tobacco cessation classes for *The Butt Stops Here*<sup>™</sup> program and teaches a seminar for local nursing colleges and SPHP staff.

Anne is currently completing a master's degree in nursing education at SUNY Polytechnic Institute. She also serves as a member of the Quitline's Healthcare Professional Task Force.



# FEATURED PRESENTATION

# Introducing Tobacco Cessation Into Your Practice

**Anne Lawton, BSN, RN, NCTTP**  
**Community Outreach Nurse**  
**Tobacco Cessation Facilitator**  
**St Peter's Cancer Care Centers**



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# **OBJECTIVES: The learner will be able to**

- Identify different types of nicotine delivery systems
- Identify public health concerns
- Verbalize effective strategies for assisting patients and their families with tobacco cessation
- Identify evidenced based tobacco cessation programs



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# Who is Still Smoking?

- Undereducated
- Income of less than \$25K
- Mental Health Illness
- LGBTQ

Lifelong smokers who  
started between age 12-18

NYS DOH

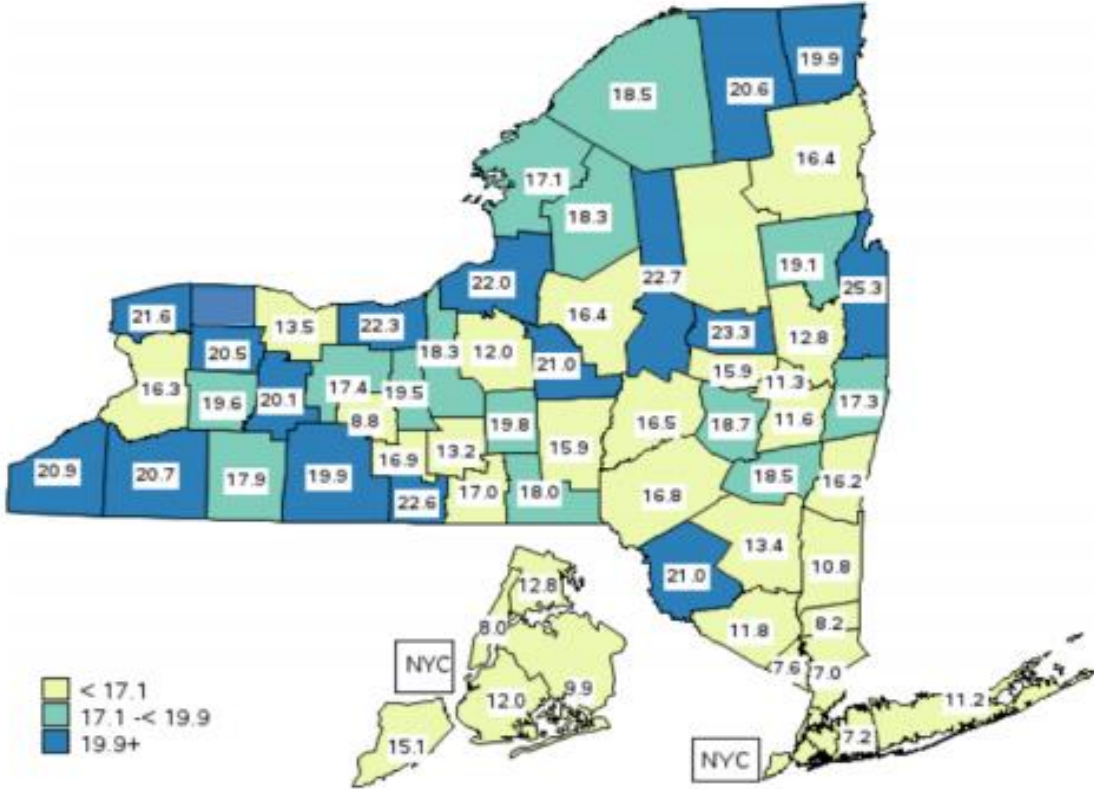


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Prevalence of Current Smoking Among Adults in New York by County  
 NYS BRFSS 2018



Source: New York State Behavioral Risk Factor Surveillance System 2018.  
 Suggested Citation: New York State Department of Health (2021). StatShot Vol. 14, No.2/Aug 2021  
 Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or send an e-mail to tcp@health.ny.gov.  
 StatShots can be accessed online at: [http://www.health.ny.gov/prevention/tobacco\\_control/reports/statshots/](http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/)

# Tobacco Products

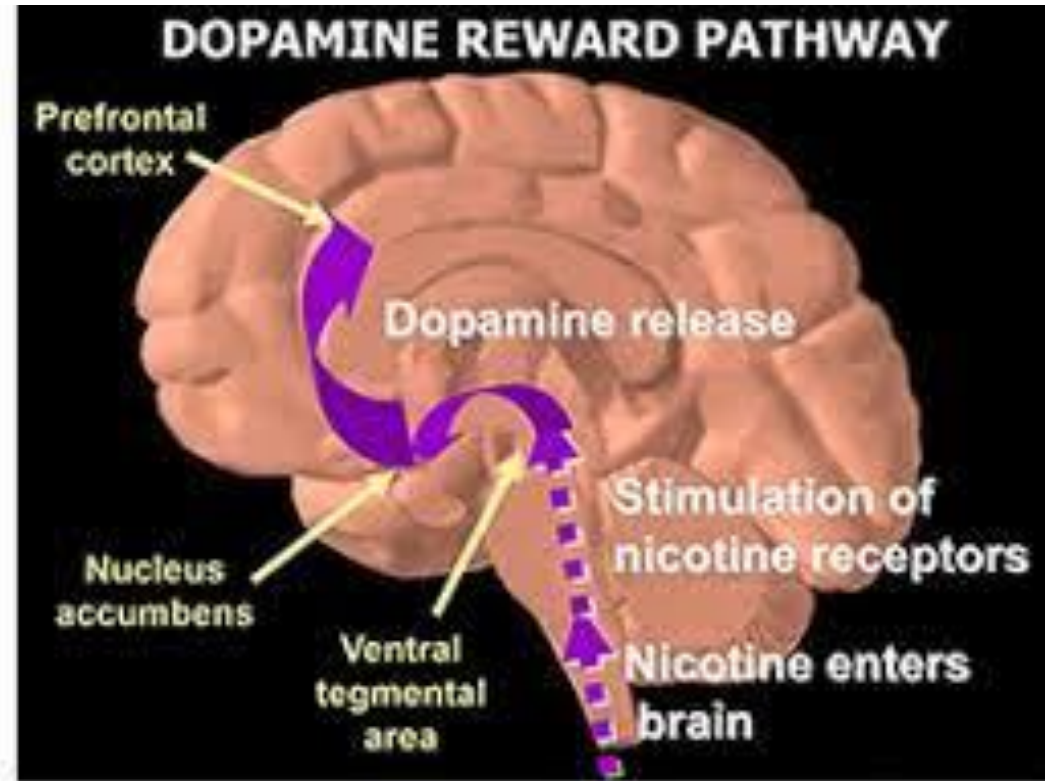
- Cigarettes
- E-cigs/Vape Products
- Cigars
- Chew

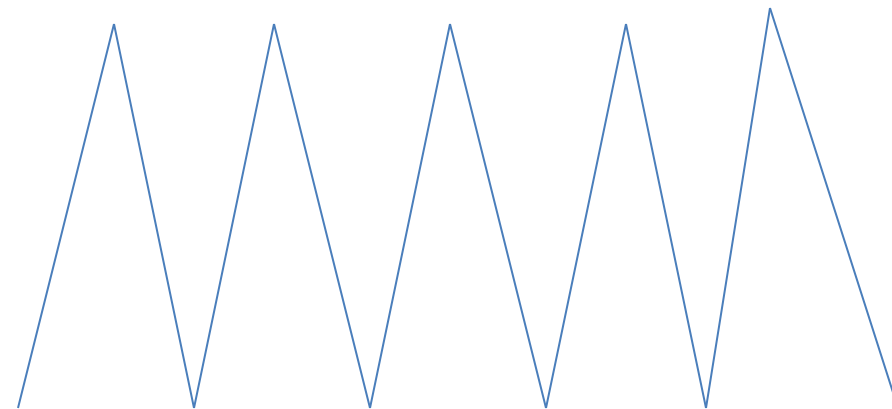
**Nicotine is the drug found in all these products is very addictive and can lead to lifelong addiction and poor health.**



# Dopamine Reward Pathway

Following inhalation, a bolus of nicotine enters the brain, stimulating the release of dopamine – which induces nearly immediate feelings of pleasure and relief of symptoms of nicotine withdrawal.





# Cigarettes

- Average pack costs \$10-14
- Each pack has 20 cigarettes, “loosies”
- Most effective nicotine delivery system
- Contains thousands of chemicals, many of which are carcinogens



# E-Cigarettes



- Popular, especially the under-30 crowd
- Contains liquid nicotine, variety of amounts and strengths
- Produces an aerosol from a liquid (nicotine, flavorings, additives)
- “Popcorn Lung” Diacetyl
- Not an FDA approved method for smoking cessation in the U.S.



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# Cigars

- 12.2 million users as of 2018, CDC
- Large Cigar, Cigarillo, Little Cigar
- Smoking one large cigar is equal to smoking a pack of cigarettes
- All cigar smokers, whether they inhale or not, directly expose their lips, mouth, tongue, saliva, throat and larynx to smoke and carcinogens
- While the popularity of cigarettes has gone down, the popularity of cigars continues to rise



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# Chew

- 13-15 hours a day, equal to a pack of cigarettes
- Poor oral health, gum disease, cavities, and bone loss
- Associated with oral cancers, pancreatic cancer, stomach cancer
- SNUS: packet of chew that is parked in the cheek, less messy



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# Associated Diseases

- Cancer
- Cardiac Disease
- Lung Disease
- Type 2 Diabetes
- Fertility
- Low weight babies
- Vision
- Dental



**20,679\* Physicians**  
say "**LUCKIES**  
are *less irritating*"

**"It's toasted"**  
Your Throat Protection against irritation against cough

**THIS IS IT!**  
L&M FILTERS  
ARE JUST WHAT THE  
DOCTOR ORDERED

*Barbara Stanwick*

**L&M FILTER TIP**  
CIGARETTES

**IS THIS YOU FIVE YEARS FROM NOW?**  
*When tempted to over-indulge*  
**"Reach for a Lucky instead"**

Be moderate—the moderate in all things, even in smoking. Avoid that heavy shadow\* by avoiding over-indulgence. If you would maintain that moderate, ever youthful figure, "Reach for a Lucky instead."

**Lucky Strike**, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

**"It's toasted"**  
Your Throat Protection—against irritation—against cough.

\*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."



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# "You like them FRESH? So do I!"

You don't have to tell the woman who has switched to Camels the benefits of a fresh cigarette.

She knows all about it — that's the reason she stays switched.

She has learned that the fine, fragrant, sun-ripened choice tobaccos in Camels have a perfectly preserved delicate mildness all their own.

She knows by a grateful throat's testimony what a relief this smooth, cool, slow-burning fresh cigarette

means to sensitive smokers.

Camels are fresh in the Camel Humidor Pack because they are made fresh, fresh with natural moisture and natural flavors—they are never parched or treated.

If you don't know what the Reynolds method of scientifically applying heat so as to avoid parching or treating means to the smoker — switch to Camels for just one day, then leave them — if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.



## CAMELS

Made FRESH — Kept FRESH



Smoke a  
**FRESH**  
cigarette

Before you scold me, Mom ... maybe you'd better light up a

# Marlboro

Yes, you need never feel over-smoked ... that's the Miracle of Marlboro!

Yes, you need never feel over-smoked ... that's the Miracle of Marlboro!

See, Mommy you sure enjoy your

# Marlboro

WITH A TOUCH OF PINK WITH A PLEASANT © 1964 R. J. REYNOLDS TOBACCO COMPANY

## TASTE ISN'T THE ONLY REASON I SMOKE

"People are always telling me that smoking causes low birth weight. Talk about a win-win-win! An easy labor, a slim baby, and the Full Flavor of Winstons!"

# Winston

when you're smoking for two

SURGEON GENERAL'S WARNING: Smoking By Pregnant Woman May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



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# January 11, 1964



Surgeon General Luther Terry announced that cigarettes causes cancer, emphysema, chronic bronchitis and heart disease, and the government should do something about it.

*“Smoking and Health: Report of the Advisory Committee of the Surgeon General of Public Health Service.”*

**46% of the country  
smoked in 1964**



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# Current

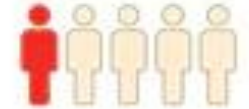
~ 15-17% of Americans smoke

**Why is this still a conversation?**

About **34 million** U.S. adults currently smoke cigarettes.

▶ Smoking is the leading cause of preventable disease and death in the United States

▶ **480,000** Americans die from smoking each year, accounting for nearly 1 in 5 deaths



▶ **16 million** Americans live with a smoking-related disease

▶ Smoking-related death and disease cost the United States over **\$300 billion** each year



<https://www.hhs.gov/surgeongeneral/reports-and-publications/tobacco/2020-cessation-sgr-infographic-by-the-numbers/index.html>



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# Smokers Need Help to Quit

- ▶ **Nearly 70%** of adults who smoke say they want to quit
- ▶ Each year, **over 50%** of adults who smoke try to quit
- ▶ **3 in 5** adults who ever smoked have quit



**Tobacco Addiction is a Chronic Relapsing Disease and should be treated as such.**

**Average 7-10 attempts**

<https://www.hhs.gov/surgeongeneral/reports-and-publications/tobacco/2020-cessation-sgr-infographic-by-the-numbers/index.html>



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# Barriers to Care with Tobacco Cessation

- Time and Patient Volume
- Competing Health Priorities
- Knowledge Deficit
- Inadequate Resources
- Tobacco Use Stigma
- Patient Readiness To Quit



# Teachable Moments

- Cancer
- Cardiac Disease
- Surgery
- Bone Health **COVID-19**
- Asthma
- COPD
- Chronic Bronchitis
- Reproductive issues, childbirth
- Premature, low birth weight
- Stroke
- Type 2 diabetes
- PAD
- Vision problems
- Poor Oral Health





# 5 A's in Tobacco Care and Documentation

- ASK
- ADVISE
- ASSESS
- ASSIST
- ARRANGE



# What else can we do?

- Make a *personal* plan of care, delay, distract, drink water, do exercise, dial a friend, deep breath
- *Mess* things up
- Help patients examine their triggers
- Support Groups or Tobacco Cessation Class
- OTC NRT or Medication
- Follow up, ask status at every visit



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# Identifying Triggers

- Coffee
- Sex
- Alcohol
- Friends/family
- After meals
- Break time
- Work from home
- Boredom
- Celebrate
- Depressed
- Angry
- Happy
- Sad
- Stressed



# Love/Hate Relationship

## LOVE

- First smoke of the day
- Relief from stress
- The hit to the back of the throat
- Break Time
- Concentrate
- Friends
- “Best Friend”

## HATE

- Health Consequences
- Smell
- Loss of control
- Missing out on things
- Outcast/judgement from others
- Sneaking around
- Response from children/family
- Cost

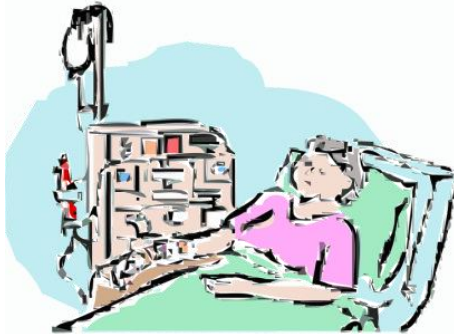


**Are you willing to accept the  
consequences if you don't  
quit smoking?**





Relevant,  
Risk,  
Reward,  
Roadblocks,  
Repetition



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# Public Health

**PRIORITY**

- Asthma
- Type 2 Diabetes
- Senior or subsidized housing
- Low birth weight babies
- Chronic Disease
- \$\$\$\$\$\$ Healthcare dollars



# Nicotine Replacement Therapy: OTC

## Nicotine Replacement Patches:

- 3 strengths: 21mg, 14mg, 7mg
- PPD smoker = 21mg
- Slowly down over 12 + weeks
- Side Effects: Skin reactions, sleep problems
- Can be used in combination with NRT Gum or Lozenges





## **GUM: 2 & 4 mg**

- Chew until it gets tingling/peppery then pouch/park alt with chewing
- Max 24 pieces a day
- Fixed Schedule works better for some

## **Lozenges: 2 & 4 mg**

- Let dissolve on tongue 20-30 minutes
- Do not chew or swallow lozenges
- Fixed Schedule works better for some

## **Nicotine Inhaler: by prescription only**

- Puff into mouth, not a deep inhale
- Avoid in Lung Disease



# Prescription Medication

## Bupropion/Wellbutrin

- 150mg SR tablet
- 150mg po QAM x3 days, then BID
- Quit date ~ 2 weeks
- Side Effects:  
Sleep, Constipation, Dry Mouth
- Length of use varies, wean off
- Can be used in combination with NRT

## Varenicline/Chantix 0.5 & 1mg tabs

- Days 1-3 0.5mg QAM, Days 4-7 0.5 BID, then 1 mg BID
- Begin 1-2 weeks prior to Quit Date
- Take after eating and with a full glass of water
- Side Effects:  
Nausea, Psychological Problems
- Length of use varies, wean off



# Time, Movement ...

- ~ 6 minutes per Cigarette, 1 ppd 2 hours
- ~20 arm movements, 1 ppd 400
- Boredom

*Break Time, Friends*



# Tobacco Cessation

- NYS Smokers' Quitline
- Butt Stops Here
- Nicotine Anonymous
- APPS on a Smart Phone



# Alternative Treatments

- Hypnosis: mixed results
- Acupuncture: No evidence of effectiveness \$\$\$
- Laser Therapy: No evidence of effectiveness \$\$\$
- E-cigarettes



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# E-cigs as a Cessation Aid

- Slight health benefit vs combustibles
- If the goal is to stop or cut down smoking cigarettes, e-cigs work great
- If the goal is to stop all nicotine, e-cigs may help

Dr Nancy Rigotti, Harvard  
Tobacco Research and Treatment Center

*E cig and Smoking Cessation: An update for Clinicians*  
6/21/21



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# Tobacco Cessation

January 19, 2021

## Interventions for Tobacco Smoking Cessation in Adults, Including Pregnant Persons US Preventive Services Task Force Recommendation Statement

US Preventive Services Task Force

Article Information

*JAMA*. 2021;325(3):265-279. doi:10.1001/jama.2020.25019

The USPSTF concludes that the current evidence is **insufficient** to assess the balance of benefits and harms of electronic cigarettes (**e-cigarettes**) for tobacco cessation in adults, including pregnant persons. **The USPSTF recommends that clinicians direct patients who use tobacco to other tobacco cessation interventions with proven effectiveness and established safety.**

**NO LONG TERM DATA**



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# Shame and bullying rarely work as a motivator. Be kind!

No perfect time to quit.

If you are waiting to hit rock bottom before quitting, you may be dead.





# Conclusion

- Chronic Relapsing Disease, treat it as such
- People need help to quit
- May take several attempts
- Nicotine Replacement Therapy
- NYS Smokers' Quitline
- Don't give up
- Please order Low Dose CT Scan if applicable



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# References

- Evidenced Based Strategies For Treating Tobacco Dependence  
Medical Society of the State of New York
- US DEPT of Health and Human Services, Public Health Service
- NYSDOH Bureau of Tobacco Control
- US DOH, Treating Tobacco Use and Dependence
- Treating Tobacco Dependence, American Academy of Family Physicians
- NIH
- American College of Surgeons
- National Comprehensive Cancer Network
- American Lung Association



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**NY** STATE  
SMOKERS'  
**QUITLINE**

**1-866-NY-QUITS**  
(1-866-697-8487) [nysmokefree.com](http://nysmokefree.com)

# Accessing Quitline Services



**Nysmokefree.com**



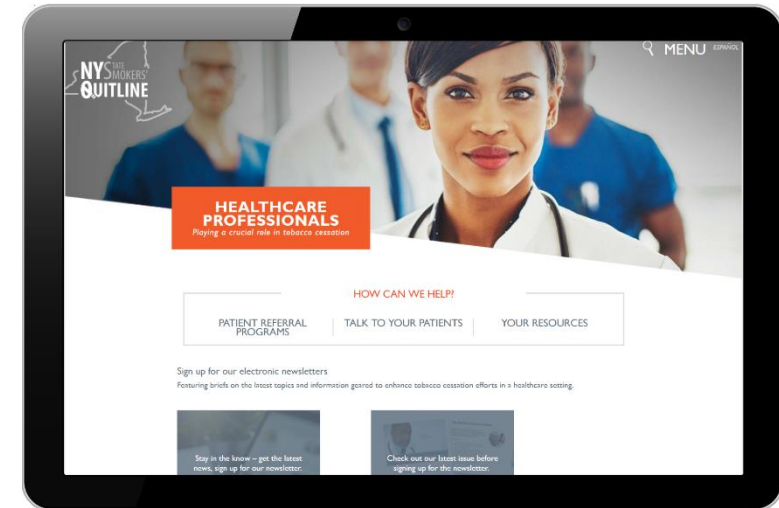
**1-866-NY-QUITS**



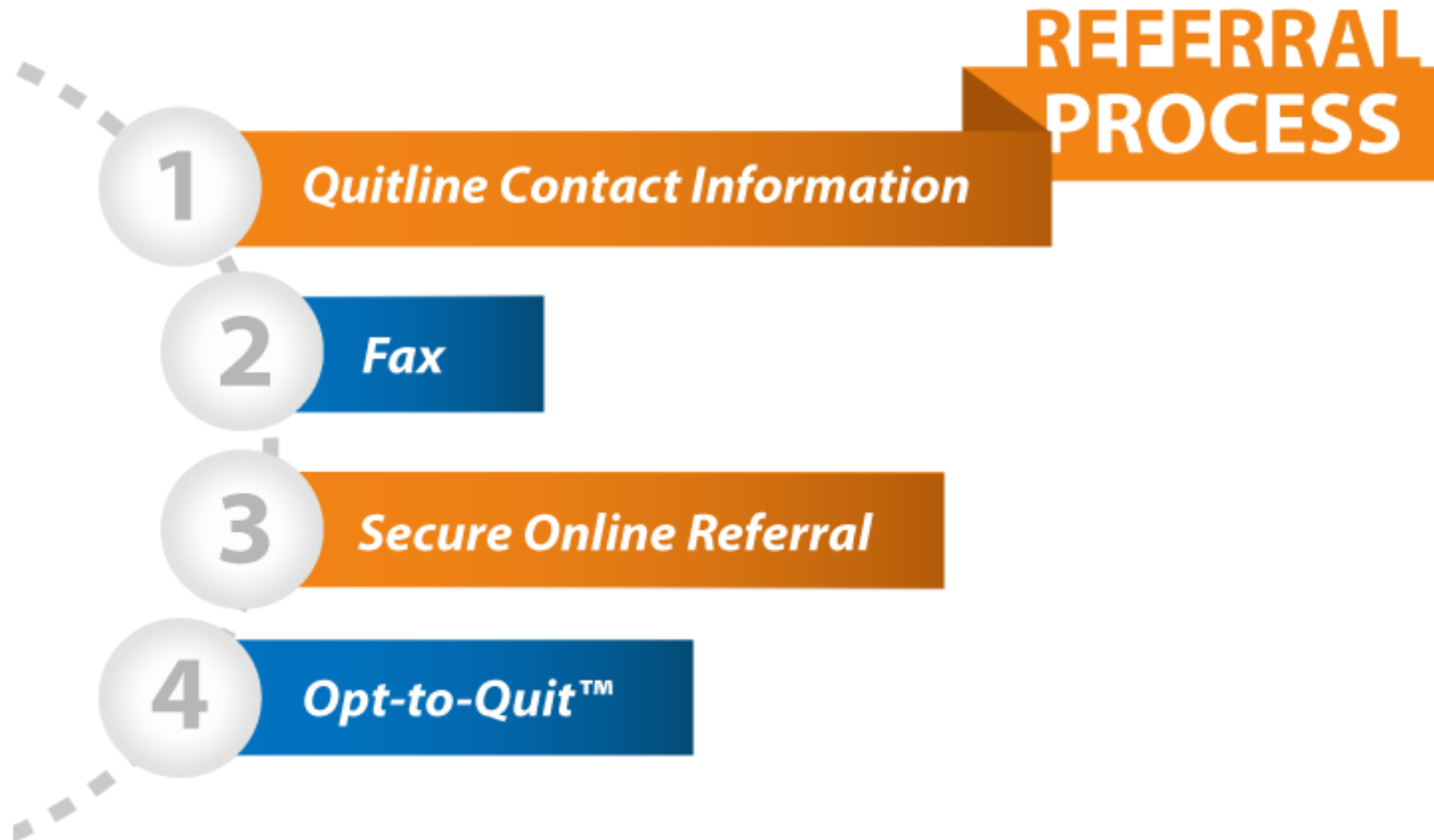
**Referred by HCP**

# NYSSQL Services for Healthcare Professionals

- *Patient Referral Program*
  - *Call within 24-72 hours of referral receipt*
  - *Materials and referral forms*
  - *Technical assistance*
- *QuitSite resources ([www.nysmokefree.com](http://www.nysmokefree.com))*
- *E-Newsletters*
  - *Quitters Always Win! - & - The Check-Up*
- *Webinars and CME trainings*
- *Connections to local NYS Health Systems Change programs*



# NYSSQL Services for Healthcare Professionals



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**PRINT MATERIALS**  
Brochures, handouts, cards, and more

### Ordering materials

To order the materials available below, please **contact the Quitline and specify the material name and type (i.e. brochure, card), language, and the amount you would like.**


Materials marked by an asterisks are limited to **healthcare offices and organizations only.**

Employer groups or friends and family looking to support someone looking to quit tobacco, please contact us.

[Contact us online](#) [Call now](#)

Materials are free and their availability is subject to change.

### Brochures

			
<b>Thinking About Quitting</b> To educate, inform, and support your patients. <b>Maximum free: 100.</b> Available in Spanish.	<b>Learning to Quit</b> A simple guide to quit smoking. Available in Spanish.	<b>Lung Cancer Screening</b> Early detection saves lives – when and why you should consider getting screened.	<b>Smoking Cessation and People with Disabilities</b> How to kick the habit for good!
<a href="#">Contact to order*</a>	<a href="#">Download</a>	<a href="#">Download</a>	<a href="#">Download</a>
<a href="#">Download</a>			



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# NYSSQL Free Services for Tobacco and \*ENDS Users

## Coaching by Trained Tobacco Dependence Treatment Specialists

- Up to 3 coaching sessions
- Up to 6 coaching sessions for those reporting psychological distress, alcohol and cannabis use, disabilities and pregnancy
- Referral to additional cessation services (e.g., health plan, local or health site programs)



## Nicotine Replacement Therapy (NRT)

- Combination therapy (patch and gum or lozenge) for moderate or heavy users
- Nicotine patch or lozenge for light smokers
- Up to a 4- or 6-week supply



\*Electronic Nicotine Delivery Systems

# New York State Smokers' Quitline: Digital

SMOKING IS AN  
**ADDICTION**  
Get support. *Don't give up.*

Talk with a Quit Coach

FREE patches

Lung screening

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

1-800-NYQUITS (1-866-697-8487)

# New York State Smokers' Quitline: Digital



## NYSSQL Coach Chat

# New York State Smokers' Quitline: Digital



## For help

For help with nicotine addiction talk with a New York State Smokers' Quitline Coach –

Call

Text

Chat

[Learn more](#)

If you are concerned at all with your vaping device or products or just want more information, contact [vaping.inquiries@health.ny.gov](mailto:vaping.inquiries@health.ny.gov).

Anyone experiencing symptoms who uses vape products should contact their healthcare provider immediately. Healthcare providers should report possible cases to the local poison control center (1-800-222-1222).

## Teens and young adults vaping

For help with quitting vaping, teens and young adults (ages 13-24) can text "DROPTHEVAPE" to **88709** to join This Is Quitting, a free texting support program.

[Visit truthinitiative.org/thisisquitting](http://truthinitiative.org/thisisquitting) to learn more.

## Help for parents

Parents can text "QUIT" to **202-899-7550** to receive daily advice to help youth quit.

[Visit truthinitiative.org/thisisquitting](http://truthinitiative.org/thisisquitting) to learn more.

[Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults](#)

[Learn more](#)

[How to talk with your children about e-cigarettes.](#)

[Learn more](#)



## Additional Smoking Cessation Resources for Healthcare Professionals

- [Clinical Practice Guideline for Treating Tobacco Use and Dependence](#)
- [CDC's Office on Smoking and Health](#)
- [Million Hearts](#)
- [Smokefree.gov](#)

- ✓ Please add your questions in the chat box, thank you!
- ✓ If you are interested in receiving a free packet of patient cessation materials, please indicate this on your evaluation.



# Next Webinar: Wednesday, December 8

## *Youth and Young Adult Tobacco Cessation in a Clinical Setting*

Wednesday, December 8 at 12 PM



Featured Presenter:

**\*Rachel Boykan, MD, FAAP**

Stony Brook University School of Medicine



*Featured Presenter:*

**Julie Gorzkowski, MSW, LSW**

American Academy of Pediatrics

*\* Member of the Quitline's Healthcare Professional Task Force \**



# Contact Our Outreach Team...

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***Tony Astran, MPA, APR, TTS***

716-845-8239    [anthony.astran@roswellpark.org](mailto:anthony.astran@roswellpark.org)

A wide-angle photograph of the Roswell Park Comprehensive Cancer Center. The main building is a large, multi-story structure with a prominent curved section, finished in reddish-brown brick with horizontal bands of windows. The name "ROSWELL PARK" is visible on the upper part of the building. In the foreground, there is a well-maintained courtyard with a green lawn, several trees, and wooden benches. A paved path winds through the courtyard. The sky is blue with scattered white clouds. A teal banner is overlaid on the right side of the image, containing the text "Thank you!".

**Thank  
you!**

ROSWELL PARK COMPREHENSIVE CANCER CENTER