How Child Health Providers can Help Family Members Quit Tobacco Use

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Dr. Winickoff has never had any financial interest or other relationship with the manufacturer(s) of the product(s) or provider(s) of the service(s) that will be discussed in this presentation.
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This session will discuss off-label use of nicotine replacement therapies for reducing cigarette use and deferring smoking.

Cover
Illustrated Surgeon General’s Report on Smoking
Alfred Gescheidt, 1964
Learning Objectives

• Discuss burden of tobacco use on the family

• Describe how child health practices can effectively treat all members of the household that use tobacco

• At the end of this session, the participant will understand:
  – The new third-hand smoke concept and implications for practice
  – Incorporating the third-hand smoke concept into a motivational messaging approach with families
  – Implementing the basic 3-step CEASE strategy in your busy office practice to eliminate tobacco use in the families you serve
First Hand Smoke

The smoke inhaled into the lungs while smoking

Recognized as harmful in 1950
(Doll and Hill), Surgeon General Report of 1964

Second-hand Smoke

The smoke exhaled from smoking, or from the burning tip of a cigarette

First mentioned in SG report 1972, recognized as harmful to children in 1974 (Harlap), first full report in 1986
What is Third-hand Smoke?

• Third-hand smoke is the left-over contamination in a room/car/clothing that persists after the cigarette is extinguished
  – The condensate on the glass from a smoking chamber was used in one of the first studies linking smoking and cancer (Wynder, 1953)
  – Homes and cars in which people have smoked may smell of cigarettes for long periods

We asked people about the concept…

• Please tell me whether you strongly agree, agree, disagree, or strongly disagree with this statement:
• “Breathing air in a room today where people smoked yesterday can harm the health of infants and children”
What did we find?

• Of parents surveyed:
  – 93% agreed SHS harms kids
  – 61% agreed that breathing the air where someone smoked yesterday causes harm…
    • 63% of non-smokers and 44% of smokers
    • 22% didn’t know
    • 17% disagreed
• Agreeing with this statement independently predicted strict home smoking bans

The Media has Popularized the Third-Hand Smoke Concept
Why Are We So Concerned?

- Surgeon General’s report 2006:
  - “no known safe level” of exposure

- Over 250 toxic constituents of tobacco smoke
Effect of Cigarette Smoke on Indoor Air Quality

...it takes TWO hours for the air quality to return to normal for levels of CO, fine particles and particulate aromatic hydrocarbons...

Effect of a cigar smoked in another room on air quality

Figure 10. The CO time series in three rooms of the house after a cigar was smoked in the kitchen. The kitchen door was open 8 in. and the bedroom window and door were closed.
The Cessation Imperative

The only way to protect non-smoking family members *completely* is for all family smokers to *quit* completely.

Cessation is the Goal

- Eliminate the #1 cause of preventable morbidity and mortality
- Eliminate tobacco smoke exposure of all household members
- Decrease economic impact
  - Average cost per pack across US >$7.25
- Decrease teen smoking rates
Tobacco Users Want to Quit

- 70% of tobacco users report wanting to quit
- 44% have made at least one quit attempt in the past year
- Users say expert advice is important to their decision to quit
  - The expert can be a physician, clinician, health care worker - any member of your practice!

Research in Child Healthcare Settings

- Majority of parents would accept medications to help them quit—only 7% get it (Winickoff et al 2005)

- Majority of parents want to be enrolled in a telephone quitline—only 1% get enrolled (Winickoff et al 2005)

- Majority of parents would be more satisfied with visit if child’s doctor addressed their smoking (Cluss 2002; Frankowski 1993; Groner 1998; Klein 1995)
Pediatrician Intervention is Important

- Many parents see their child’s health care provider more often than their own
- Pediatricians see roughly 25% of the population of U.S. smokers through child visits
- Interventions in the pediatric office setting have been successful:
  - Decreased number of cigarettes smoked and home nicotine levels
  - Increases in parent-reported smoke-free homes and parent-reported quit rates

Principles of Tobacco Dependence Treatment

- Tobacco dependence is a chronic, relapsing condition
  - Nicotine is addictive
  - Effective treatments exist
  - Every person who uses tobacco should be offered treatment
Three Easy Steps

Step 1: Ask
Step 2: Assist
Step 3: Refer

Step One: Ask

Ask families about tobacco use and rules about smoking in the home and car

Every year, ask families:

“Does your child live with anyone who uses tobacco?”
Step One: Ask

If the parent you’re speaking with uses tobacco.. ask if they are

- Interested in quitting?
- Would they like a medication to help them quit?
- Want to be enrolled in the free quitline?

Step One: Ask

If the parent you’re speaking with uses tobacco but says NO, ask if they are:

- Interested in help to maintain a completely smoke free home and car?
- Would they like medication to help them avoid smoking or to reduce smoking?
Step Two: Assist

- Use the responses on Step One to guide how you assist with addressing tobacco use.
  - Interested in Quitting?
    - Set a quit date in the next 30 days
    - Prescribe or recommend medication for assisting quit
    - Enroll in Quitline
  - Document services delivered to enhance complexity of visit to level 4

Nicotine Replacement for Cessation

- OTC: Gum, Patch, Lozenge
- RX: Inhaler, Nasal spray
- Can (should?) be combined
  - patch for maintenance, gum or lozenge for strong urges (combination use is off-label)
- Minimize nicotine exposure during pregnancy
Not Interested in Quitting?

- Interested in reducing smoking or replacing cigarettes?
  - Prescribe or recommend NRT medication for cutting down

- Document services delivered to enhance complexity of visit to level 4

A New Health Message:
Tobacco Smoke Contamination, or Third-Hand Smoke…

Sometimes it’s easy to see what can hurt your kids…

But sometimes it’s not.

Tobacco smoke stays around in your clothes, house and car long after you put out the cigarette.

Quit smoking today.

Keep your home and car smoke-free at all times.

Talk to your child’s doctor or nurse for help.

Call the quitline or visit www.ceasetobacco.org for more help.

CEASE
1-800-QUIT-NOW
1-800-784-8669
www.ceasetobacco.org
Nicotine Replacement for Reducing/Deferring Smoking

- Off-label in US
  - Labeled for reduction to quit in UK, Canada, 26 countries worldwide...
- Excellent evidence on safety
- Does not undermine future quits
  - 16 of 19 studies reduce-to-quit increased future cessation
- Can replace cigarettes 1:1 with lozenge, gum, inhaler dosing

Before the Quit Date: Bupropion (Zyban®/Wellbutrin®)

- Start 2 weeks BEFORE quit date
- 150 mg QAM for 3 days, then increase dose to 150 mg BID
  - Doses should be at least 8 hours apart
  - Use for 7-12 weeks after quit date; longer use possible
- Don’t use with seizure disorder
- May be combined with NRT
The New Drug:
Varenicline (Chantix®)

- Start 1 week BEFORE quit date
- 0.5 mg QD for 3 days, then 0.5 mg BID for 4 days, then 1 mg BID for 12 weeks or longer
  - After a meal with a full glass of water
  - Use for 12 weeks after quit date; longer use possible
- Nausea, sleep problems common SE
- Concurrent use with NRT may increase nausea
- Black Box warning for neuropsychiatric sx
- 22% of subjects quit smoking to 52 week follow up
Step Three: Refer

Refer families who use tobacco to outside help

- Use your state’s “fax to quit” quitline enrollment form
- Arrange follow-up with tobacco users
- Record in the child’s medical record

NYS Smokers’ Quitline!

The Quitline is a free and confidential program providing evidence-based stop smoking services to NYS residents who want to stop smoking or using other forms of tobacco.

1-866-NY-QUITS (1-866-697-8487)
nysmokefree.com
NY Quitline Services

• Coaching and Educational Materials in English and Spanish
• Multi-lingual Services
• Online Smokefree Community
• Nicotine Replacement Starter Kit
• Provider Referral Program
• Services for Non-Tobacco Users

Arrange Follow Up

• Plan to follow up on any behavioral commitments made
  – Just asking at the next visit makes a big impression
• Schedule follow-up in person or by telephone soon after the quit date, for those who have committed to quit
An Easy (and proven) Way to Put it all Together….

The CEASE Program
Clinical Effort Against Secondhand Smoke Exposure

CEASE Training Manual
A quick reference for your office

www.ceasetobacco.org
CEASE training materials

(www.ceasetobacco.org)

CEASE intervention materials

(www.ceasetobacco.org)
CEASE direct to consumer marketing

If your child has one of these...
then you should have one of these.

Your child’s doctor can help you quit smoking and have a completely smoke-free home and car.

Asthma poster

Practice initiated materials

Do the math.
Here in Shannop, smoking a pack of cigarettes a day can cost you $86 every 2 weeks.

That’s...
4 packs of the nicotine patch and 10 packs of nicotine gum from the Shannop Medical Center pharmacy, with enough change left for a few cups of coffee

+ + +

OR

Groceries for a week

OR

34 gallons of gas

It pays to quit smoking.

Do the math poster

Medications poster

Press release about CEASE participation
CEASE Posters

Sometimes it’s easy to see what can hurt your kids.

But sometimes it’s not. The toxins from cigarette smoke can hurt your children long after the cigarette is out.

Your child’s doctor can help you quit smoking and have a completely smoke-free home and car.

But How?

- Clinical Staff: Can ASK, ASSIST, and REFER
- Administrative Staff: Can keep materials stocked and administer screening questionnaires
- Management: Need to support the “cause”
The Assets

• You and your staff and colleagues can be effective!
• Patients and their families expect to hear about tobacco
• The changing culture is making it harder to use tobacco

Link to Video

• Demonstration
• 5 available pediatric tobacco control scenarios
• Full training video is available on the website
  www.ceasetobacco.org
Six Month Follow Up Exam

In the following scenario, watch for:
Step 1: Ask
Step 2: Assist
Step 3: Refer

CEASE
www.cessextobacco.org
Summary

- Pediatric outpatient settings should be used to deliver tobacco dependence treatments to mothers and fathers.
- Families should be the number one priority population for tobacco control efforts.
Team Effort

• **MGH:** Joan Friebely, Susan Regan, Bethany Hipple, Niki Hall, Nancy Rigotti, Yiuchiao Chang

• **PROS:** Stacia Finch, Eric Slora, Victoria Weiley, Mort Wasserman, Hiedi Woo, PROS Coordinators, PROS Steering

• **AAP/Tobacco Consortium/Richmond Center:** Jonathan Klein, Debbie Ossip-Klein

• **National Advisory:** Sue Curry, Michael Fiore, Don Berwick, Mel Hovell
References


