

**Plan First  
and Tobacco Cessation**

**Satellite Conference and Live Webcast  
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Produced by the Alabama Department of Public Health  
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**Faculty**

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**Tobacco Use  
Is the  
Leading Cause  
of Preventable Death  
in the  
United States**

**Tobacco Use**

- **Tobacco kills more than 400,000 people annually**
  - **More than AIDS, alcohol, car accidents, illegal drugs, murders, and suicides combined**

**In Alabama...**

- **Approximately 8,700 Alabamians die each year from a tobacco-related cause**

- Fosson, G.H., & McCallum, D.M. (2011). The Burden of Tobacco in Alabama. Tuscaloosa, AL: Institute for Social Science Research, University of Alabama

**The Tobacco Problem in Alabama**

- **Nearly one in four Alabamians smoke**
  - **Alabama has one of the highest prevalence rates in the nation**

### **The Tobacco Problem in Alabama**

- BRFSS reported 24% of Alabamians were smokers in 2011
  - This number does not include usage of other types of tobacco

### **Women and Tobacco Use in Alabama: 2011 BRFSS**

- Almost 21% of women in Alabama smoke
- For ages 19-55 the prevalence rate is 26%

### **Smoking and Pregnancy**

- Smoking during pregnancy is the single most preventable cause of illness and death among mothers and infants (CDC, 2006)
- In 2010, when Alabama mothers were asked if they had smoked any cigarettes in the past two years, 32% answered “Yes”

– Alabama Pregnancy Risk Assessment Monitoring System, 2010

### **Infant Mortality Rate in Alabama in 2010**

- 13 deaths per 1,000 live births for children whose mothers smoked during pregnancy
  - Compared to a rate of 8 for children whose mothers did not smoke, according to ADPH data

### **Plan First . . . to Quit!**

### **Preconception Health**

- Every woman should be thinking about her health
  - Even if she is not planning a pregnancy
- About half of all pregnancies are not planned

### **Preconception Health**

- Patients can prevent problems that might affect their health or the baby's health

### **Tobacco Effects**

- Smoking has many adverse reproductive effects, including increased risk for:
  - Infertility
  - Pre-term delivery
  - Stillbirth
  - Low birth weight
  - Sudden infant death syndrome (SIDS)

### **Tobacco and Cancer Rates**

- Tobacco use is associated with many types of cancer including:
  - Lung, throat, mouth, nasal cavity, esophagus, stomach, pancreas, kidney, bladder and cervix, and acute myeloid leukemia

### **Tobacco Use in the Home**

- Exposure to secondhand smoke poses health risks to children at home
  - Increased risk of acute respiratory infections, ear problems, more severe asthma, and learning disabilities

### **Medicaid and Tobacco Usage**

- People on Medicaid smoke at a disproportionately higher rate than the general population
- Annual healthcare costs in Alabama directly caused by smoking: \$1.5 billion
- Portion covered by the state Medicaid program: \$238 million

### **Quitting Tobacco Use**

- Most tobacco users want to quit, but lack the support to help them succeed
- Having a variety of options available increases the success of making quitting permanent

### What You Can Do

- Ask every Plan First patient
- Ask every time
  - “Do you use tobacco products?”
- Advise them that quitting is the most important thing they can do for their health

### Your Advice Matters

*“... because evidence shows that physician advice to quit smoking increases abstinence rates.”*

- Treating Tobacco Use and Dependence, Clinical Practice Guideline, 2008 Update,  
U.S. Department of Health and Human Services

### The Alabama Tobacco Quitline

- A free telephone-based tobacco cessation service in which master’s-level counselors answer callers’ questions about the quitting process and help them develop an effective plan for quitting

Alabama Tobacco Quitline  
**1-800-QUIT-NOW**  
 (1-800-784-8669)

### Telephone Counseling

- Telephone Quitline counseling is effective with diverse populations and has broad reach
- “... providing medication in addition to counseling significantly enhances treatment outcomes.”

- Treating Tobacco Use and Dependence, Clinical Practice Guideline, 2008 Update, U.S. Department of Health and Human Services

### Alabama Tobacco Quitline

- Our Quitline provides master’s level counselors who have completed certified tobacco treatment cessation training
- The Quitline offers extended counseling sessions for Plan First participants

### **Alabama Tobacco Quitline**

- **Quitlines are evidence-based treatment according to U.S. Clinical Practice Guidelines**

### **Tobacco Quitline Treatment**

- **Answer questions**
- **Determine readiness to quit**
- **Establish individualized plan**
- **Provide support**
- **Set quit date**
- **Offer counseling sessions at patient's convenience**

### **Alabama Tobacco Quitline**

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