Treating the Tobacco Dependent Patient: Interventions That Work

Satellite Conference and Live Webcast Wednesday, March 11, 2015 12:00 – 1:30 pm Central Time

Produced by the Alabama Department of Public Health Video Communications and Distance Learning Division

Faculty

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Referral Timeline What a Provider Can Expect

- Patient being referred will receive a call within 24 hours
- · Provider will receive faxback notifications
 - Fax Received
 - Enrollment / Unable to Contact
 - NRT Shipments
 - Completion of program / disenrollment

Referral Timeline What a Patient Can Expect

- What a Patient Can Expect
 - Receive a call within 24 hours to explain the program and offer enrollment
 - 3 attempts are made within 10 days
 - Intake Questionnaire (15 minutes)
 - 5 Proactive Counseling Calls
 - Free NRT

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- Quitline Coaching Overview
 - We engage with participants from the initial contact throughout the process
 - Every participant is viewed as a unique participant

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- Coach assesses motivation and works with caller according to where they are in Stages of Change
- All calls are scheduled by the participant in order to accommodate their schedule

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 Participants have the option of calling into the Quitline when it is most convenient to them

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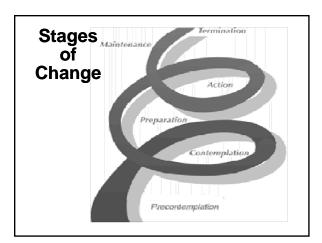
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- What is Motivational Interviewing*?
 - "Motivational Interviewing (MI) is a client centered, yet directive, method for enhancing intrinsic motivation to change by exploring and resolving ambivalence"

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- What is Motivational Interviewing*?
 - -"A counselor using an MI style expresses empathy, develops discrepancy, reduces resistance and supports client self - esteem"

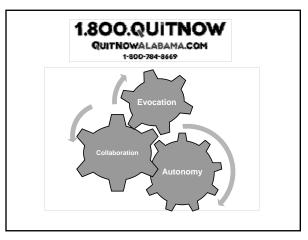


Stages of Change

- Pre Contemplation
 - -Not yet even thinking about it
- Contemplation
 - Ambivalent and thinking about change
- Preparation
 - Decision that change is necessary and possible

Stages of Change

- Action
 - Actively working toward behavior change
- Maintenance
 - Sustaining new behavior



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- Autonomy (vs. authority)
 - Honors PT's choice
 - PTs are responsible for change
- Collaboration (vs. confrontation)
 - Partnership with PT
- · Evocation (vs. education)
 - Elicit solutions from PT

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Pregnancy / Postpartum Protocol

- Expanded services for pregnant callers:
- Minimum of 9 coaching calls (5 during pregnancy, 4 during post partum)
 - Dedicated coach for the duration of the program
 - Motivational text messaging to keep pregnant callers engaged

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Pregnancy / Postpartum Protocol

- Successful protocol for pregnancy and post - partum callers:
 - Relapse rate of less than half the national average
 - 55% quit rate at the end of pregnancy
 - 46% quit rate at seven months post partum

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American Indian Commercial Tobacco Program

- Makes distinction between ceremonial or sacred and commercial tobacco
- Dedicated, Native coaches

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American Indian Commercial Tobacco Program

- Developed with input from tribal elders American Indian experts
- Specialized educational materials, email and text message program



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Many Points of Contact

- Smartphone Mobile App
 - -NRT tracking
 - Distractions
 - -Tip of the day
 - -Ability to update demographic info

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Many Points of Contact

- Email / Text Program
 - Interactive texts
 - Motivational messages
 - -Re engagement messages
 - Appointment reminders
 - Quit date anniversary messages