

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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- 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



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**

Technology Adds Value
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Enroll Now! Remember me next time. Can't access your account? Call 1-800-QUIT-NOW (784-8669)

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Enroll now for free!
 Our personalized tobacco cessation program can help you give up tobacco for life.

Success Story
 Lisa's Story
 "I'm Lisa and I quit smoking when I got home to my kids. I was very nervous but the staff of QUITNOW helped me through it."

Breathe Easy Quitting Guide
 Select a health topic

TODAY'S TOBACCO TOBACCO TOBACCO
 Learn about health risks and nicotine replacement therapies.
 Select a health topic

Smoking Calculator
 How much money have you spent on cigarettes? Use this calculator to find out.

The Alabama Tobacco Quitline is a free telephone and online quitting service for any Alabamian who is ready to quit tobacco. Information, referrals and coaching are confidential, and sessions are designed on a schedule that is convenient for you. If you are eligible, you may receive a free nicotine patch or nicotine replacement therapy patches.

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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