

**Plan First
and Tobacco Cessation**

**Satellite Conference and Live Webcast
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Faculty

**Julie Hare
Director
Public Information Unit
Tobacco Prevention and
Control Branch
Alabama Department of Public Health**

**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

Julie Hare

Alabama Tobacco Quitline Coordinator

Statewide Tobacco Control

Alabama Department of Public Health

201 Monroe Street, Suite 1276

Montgomery, AL 36104

(334) 206 - 3830

Julie.Hare@adph.state.al.us