

## **Plan First: Smoking Cessation Products and Counseling**

**Satellite Conference and Live Webcast  
Wednesday, October 24, 2012  
10:00 – 11:00 a.m. Central Time**

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

## **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**

### **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

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

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

### **Contraceptive Considerations**

- Risks linked to birth control
  - DVT
  - Stroke
  - MI

### **Contraceptive Considerations**

- Factors that increase a patient's risk
  - Age  $\geq$  35 plus smoking 15 / more cigarettes daily
  - Increased risk of CVD due to DM, HBP, high cholesterol
    - Smokers with these risk factors are limited in their contraceptive options

### **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

### **Tobacco Effects**

- Smoking has many adverse reproductive effects, including increased risk for:
  - Infertility
  - Miscarriage
  - Pre-term delivery
  - Stillbirth

### **Tobacco Effects**

- Low birth weight
- Sudden Infant Death Syndrome (SIDS)

### **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

### **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

### **Two Pronged Approach**

- 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

### **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

- 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

### Tobacco Quitline Treatment

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

### Smoking Cessation Products

- Nicotine replacement products
  - Over the counter
    - Gum
    - Lozenges
    - Patches

The only product prescribed by ADPH

### Smoking Cessation Products

- Prescription only
  - Inhaler
  - Nasal spray
- Non-nicotine based products – prescription only
  - Varenicline Tartrate (Chantix®)
  - Bupropion (Zyban®)

### Patch Administration

- Administration is product specific, but generally:
  - 3 step schedule
    - Lower daily dose at each successive step
  - Patients smoking <10 cigarettes / day should start at Step 2 and remain at this step for 6 weeks then continue to the last step

### Patch Administration



### **Patch Administration**

- Apply patch for 16 or 24 hours / day
- Initial adjustments dictated by side-effects and / or severity of withdrawal symptoms
- Concomittant use of certain medications (i.e. cimetidine) will necessitate a dose adjustment

### **What Do We Need to Do?**

- Ascertain tobacco use – Nurse
- Determine tobacco use history – Nurse
- Advise regarding smoking cessation project and determine willingness to participate – Nurse
- Prescribe product – NP
  - Give RX to patient

### **What Do We Need to Do?**

- Complete:
  - Plan First Smoking Cessation Referral Form – Care Coordinator
  - Medicaid Pharmacy Form – NP / Nurse
- Fax both forms to Medicaid – Care Coordinator
  - 1 – 800 – 748 – 0116

### **What Do We Need to Do?**

- Fax the Smoking Cessation Form only to the Quitline – Care Coordinator
  - 1 – 601 – 899 – 8650

### **Progress Report**

- Monthly
  - Patient name            - Date of intake
  - Medicaid #               - Quit date
  - Referral date            - # of sessions
  - Date contacted

### **Evaluation**

- Project will be evaluated by UAB School of Public Health
  - Participation
    - Product
    - Counseling
  - Seven month quit rate

### **Musts**

- **The patient must be a Plan First recipient – Aid Cat. 50 – Family Planning Only**

### **Musts**

- **Must complete the Smoking Cessation Referral Form and the Medicaid Pharmacy Form**
  - **Fax the Smoking Cessation AND the Pharmacy Form to Medicaid**
    - **1 – 800 – 748 – 0116**
  - **Fax the Smoking Cessation Referral Form to the Quitline**
    - **1 – 601 – 899 – 8650**

### **Forms**

- **Forms can be obtained at:**
  - **[http://medicaid.alabama.gov/CONTENT/5.0\\_Resources/5.4\\_Forms\\_Library/5.4.5\\_Pharmacy\\_Forms.aspx](http://medicaid.alabama.gov/CONTENT/5.0_Resources/5.4_Forms_Library/5.4.5_Pharmacy_Forms.aspx)**
  - **<http://www.adph.org/planfirst>**