

# A CLINICAL TOOLKIT FOR TREATING TOBACCO DEPENDENCE



# WHY DO WE NEED TO REACH PROVIDERS?

- Tobacco use causes > 24,000 deaths/year in Texas
- Prevalence among Texas adults is 18%
  - Healthy People 2010 goal: <12%
- 70% smokers want to quit smoking completely – clinicians are in a unique position to help
  - 46% try to quit each year
  - >70% smokers visit a health care setting each year



# TOOLKIT CONTENTS

- Introductory Guide
- Pad of sticky notes
- 5A's/5R's Quick Guide
- Pharmacotherapy Quick Guide
- Resources & further reading for providers
- Tobacco user ID stickers for patient charts
- Staged patient brochures
- Quitline cards



# TOOLKIT CONTENTS (continued)

- Treating Tobacco Use & Dependence Brochure
- Table tent display for provider's office
- Brochure & Quitline card holders
- Patient resources bookmarks
- Fax referral forms
- Encounter checklist
- Brief information guide for providers who do not want entire binder



# INTRODUCTORY GUIDE

- Front pocket
- Overview of binder contents
- Reimbursement info
- How to use the tools
- Info on Quitline counseling protocol
- Motivational strategies to help patients quit



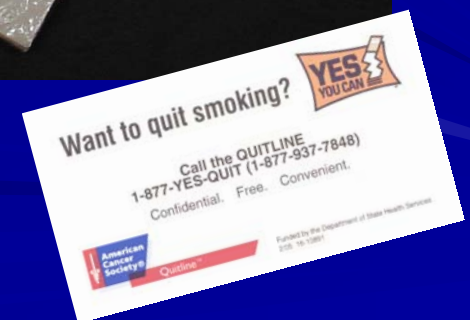
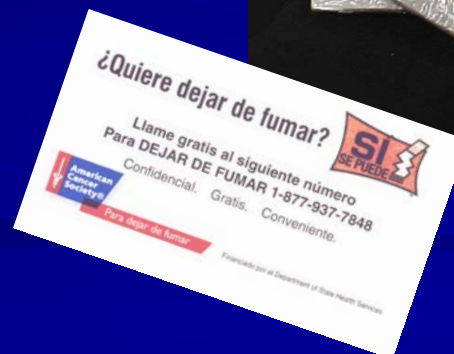
A CLINICAL TOOLKIT  
FOR TREATING TOBACCO DEPENDENCE  
For teens, pregnant women and adult populations

Introductory Guide



# BROCHURES & QUITLINE CARDS

- Clear zip pouch
- Five brochures address readiness to quit & special concerns
- English & Spanish
- Quitline cards refer to toll-free # in English & Spanish



# 5 A's & R's CARD

- Binder pocket, front
- Tools to identify and assess tobacco use effectively
- 5 A's Quick Guide: Treat tobacco users *willing* to quit
- 5 R's Quick Guide: Treat tobacco users *unwilling* to quit

**YES YOU CAN**

## 5A's QUICK GUIDE

Helping tobacco users willing to quit

**ASK** about tobacco use at every visit

- "Do you currently use tobacco?"
- Document tobacco-use status using these tools: Vital Signs Stickers

**ADVISE** all tobacco users to quit

- "As your healthcare provider, I strongly advise you to quit."
- "The single most important thing you can do to protect your health is to stop smoking and I can help you."

**ASSESS** patient's willingness to quit

- "Are you ready to make a quit attempt in the next 30 days?"
- If "yes," proceed to the next step: ASSIST
- If "no," turn this card over to follow 5 R's, give patient this tool: *No, I'm Not Ready to Quit or Maybe I'm Thinking About Quitting*


**ASSIST** patient in quitting

- Set a quit date and form a quit plan. Give patient this tool: *Yes, I'm Ready to Quit*
- Use Fax Referral Form to initiate Quitline counseling process
- Enlist support of family, friends, co-workers
- Anticipate challenges and triggers
- Give patient this tool: *Quick Tips Rx for Staying Smoke Free*
- Review lessons from past quit attempts
- Prescribe appropriate pharmacotherapy unless contraindicated
- Consult these tools: *Pharmacotherapy Quick Guide, Treating Tobacco Use and Dependence*

**ARRANGE** follow-up

- Schedule phone or office visit, preferably within the first week after patient's quit date.
  - Congratulate success
  - or
  - Review circumstance that caused lapse
  - Ask for recommitment to total abstinence
  - Consider referral to more intense treatment
- Assess pharmacotherapy use, and revise or combine as necessary

For telephone counseling: 1-877-YES-QUIT  
For referrals to community resources: 1-800-4-CR-2340  
For Web information: [www.cancer.org](http://www.cancer.org)

Chronic Disease Prevention 

# PHARMACOTHERAPY GUIDE

- Binder pocket, front
- List of medication options & dosage
- Information on special considerations
- Information about effectiveness of medication

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For referrals to community resources: 1-800-4-A-CIS-2340  
For Web information: [www.cancer.org](http://www.cancer.org)

Chronic Disease Prevention TEXAS  
Department of Health Services



# READING LIST, CHART STICKERS

- Binder pocket, front
- Information on CME programs; web site list
- Stickers for patient charts to readily identify current & former tobacco users



## RESOURCES AND FURTHER READING FOR HEALTHCARE PRACTITIONERS

**CME PROGRAMS**

[www.kccme.d.org/cme/insonlinecme.asp](http://www.kccme.d.org/cme/insonlinecme.asp)  
Nicotine Dependence and Its Treatment was prepared for the Internet by the Texas Medical Association Committee on Physician Health and Rehabilitation. The course requires 45 to 60 minutes for study and evaluation to deliver one hour of AMA/PRA Category 1 CME.

[www.cme.uwisc.org](http://www.cme.uwisc.org)  
A free Web-based program providing training in the treatment of tobacco dependence. Based on the U.S. Public Health Service Clinical Practice Guidelines, *Treating Tobacco Use and Dependence*, this program offers one hour of CME/Pharmacy CE credit to clinicians (including pharmacists) completing the program.

**RESOURCES**

[www.surgongeneral.gov/tobacco/default.htm](http://www.surgongeneral.gov/tobacco/default.htm)  
Information on how to obtain a copy of the U.S. Public Health Service guideline.

[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)  
Centers for Disease Control and Prevention Tobacco Information and Prevention Source (TIPS)

[www.aadsmoking.org](http://www.aadsmoking.org)  
Professional Assisted Cessation Therapy (PACT) Web site with publication on *Reimbursement for Smoking Cessation Therapy: A Healthcare Practitioner's Guide*

[www.atmc.wisc.edu](http://www.atmc.wisc.edu)  
Information from the Addressing Tobacco in Health Care Research Network.

[www.aahrq.gov](http://www.aahrq.gov)  
Agency for Healthcare Research and Quality

[www.aahp.org](http://www.aahp.org)  
American's Health Insurance Plans

[www.chestnet.org](http://www.chestnet.org)  
American College of Chest Physicians

[www.ama-assn.org](http://www.ama-assn.org)  
American Medical Association Web site with mostly legislative information on tobacco

[www.who.int/tobacco/en](http://www.who.int/tobacco/en)  
World Health Organization

[www.akasa.org/](http://www.akasa.org/)  
Alliance for Lung Cancer Advocacy Support and Education

[www.ncca.org](http://www.ncca.org)  
National Committee on Quality Assurance

[www.texas-stop.org](http://www.texas-stop.org)  
Statistics and other information on the toll tobacco takes in Texas

[www.rwjf.org](http://www.rwjf.org)  
Robert Wood Johnson Foundation

[www.mayoclinic.org/nic-dc-rt](http://www.mayoclinic.org/nic-dc-rt)  
Mayo Clinic Nicotine Dependence Center

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)  
National Center for Tobacco-Free Kids

[www.tobacco.org](http://www.tobacco.org)  
Information for health professionals and policymakers

[www.srlt.org](http://www.srlt.org)  
Society for Research on Nicotine and Tobacco

[www.cms.hhs.gov](http://www.cms.hhs.gov)  
Centers for Medicare and Medicaid Services

[www.cancer.org](http://www.cancer.org)  
American Cancer Society

[www.americanheart.org](http://www.americanheart.org)  
American Heart Association

[www.americanlegacy.org/greatstart](http://www.americanlegacy.org/greatstart)  
American Legacy Foundation, includes cessation program and quitline for pregnant women

[www.lungusa.org](http://www.lungusa.org)  
American Lung Association

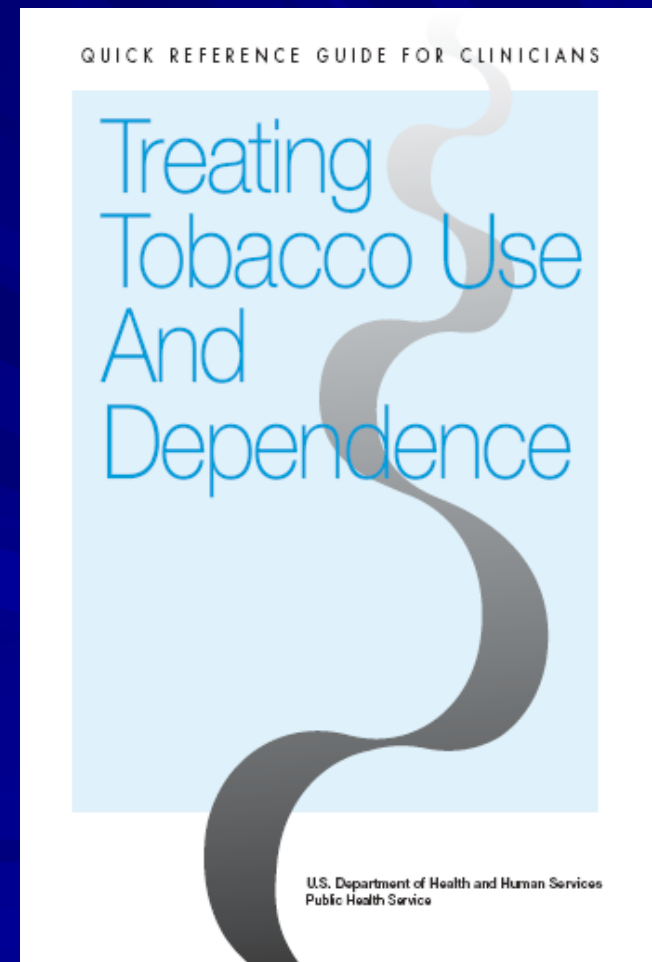
[www.tobaccofree.org](http://www.tobaccofree.org)  
Foundation for a Smoke-Free America

[www.aafp.org](http://www.aafp.org)  
AAFP and ACT, a tobacco cessation program for physicians by the American Academy of Family Physicians



# U.S. PUBLIC HEALTH SERVICE BOOKLET

- Binder pocket, back
- Recommendations from the U.S. Public Health Service
- Designed to assist providers in providing effective treatment for tobacco users
- Summarizes appropriate treatments for all patients



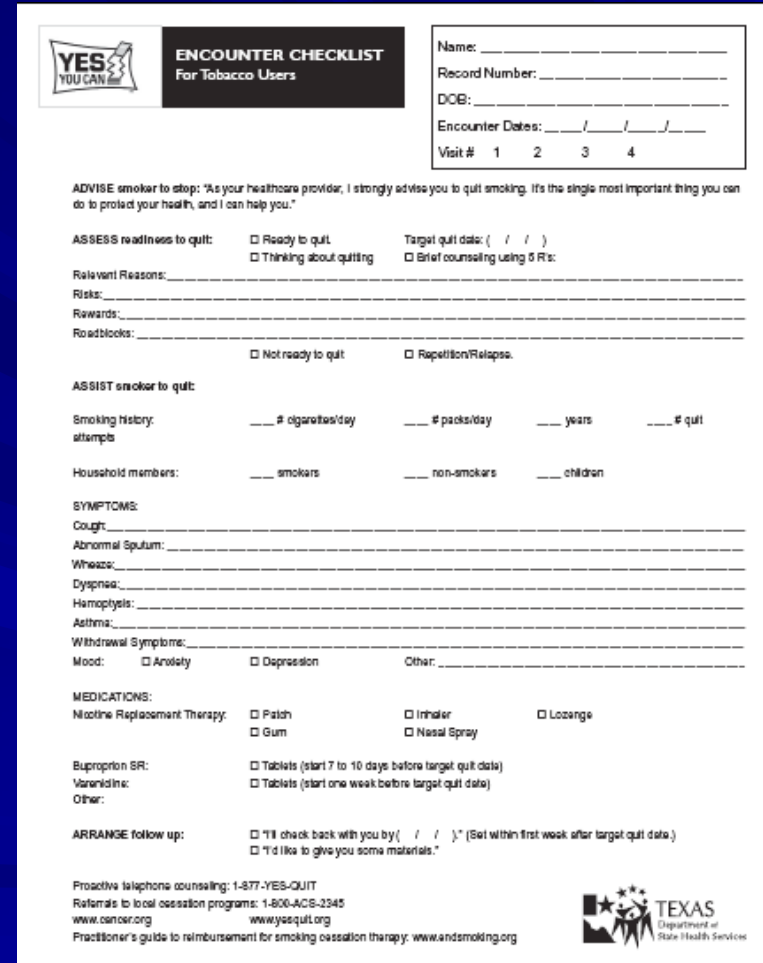
# ADDITIONAL MATERIAL

- Binder pocket, back
- Fold-out counter display to attract patients' attention
- Fold-out brochure holder & Quitline card display
- "Treating Tobacco Use and Dependence" booklet
- Bookmarks with patient resources



# ENCOUNTER CHECKLIST

- In binder
- Guides providers through counseling process
- Documents patient's treatment & progress



**YES YOU CAN** ENCOUNTER CHECKLIST For Tobacco Users

Name: \_\_\_\_\_  
Record Number: \_\_\_\_\_  
DOB: \_\_\_\_\_  
Encounter Dates: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Visit # 1 2 3 4

ADVISE smoker to stop: "As your healthcare provider, I strongly advise you to quit smoking. It's the single most important thing you can do to protect your health, and I can help you."

ASSESS readiness to quit:  Ready to quit  Thinking about quitting Target quit date: ( / / )  
 Brief counseling using 5 R's:

Relevant Reasons: \_\_\_\_\_  
Risks: \_\_\_\_\_  
Rewards: \_\_\_\_\_  
Roadblocks: \_\_\_\_\_

Not ready to quit  Repetition/Relapse.

ASSIST smoker to quit:

Smoking history: \_\_\_\_\_ # cigarettes/day \_\_\_\_\_ # packs/day \_\_\_\_\_ years \_\_\_\_\_ # quit attempts

Household members: \_\_\_\_\_ smokers \_\_\_\_\_ non-smokers \_\_\_\_\_ children

SYMPTOMS:

Cough: \_\_\_\_\_  
Abnormal Sputum: \_\_\_\_\_  
Wheezes: \_\_\_\_\_  
Dyspnea: \_\_\_\_\_  
Hemoptysis: \_\_\_\_\_  
Asthma: \_\_\_\_\_  
Withdrawal Symptoms: \_\_\_\_\_

Mood:  Anxiety  Depression Other: \_\_\_\_\_


MEDICATIONS:

Nicotine Replacement Therapy:  Patch  Inhaler  Lozange  
 Gum  Nasal Spray

Bupropion SR:  Tablets (start 7 to 10 days before target quit date)  
Varenicline:  Tablets (start one week before target quit date)  
Other: \_\_\_\_\_

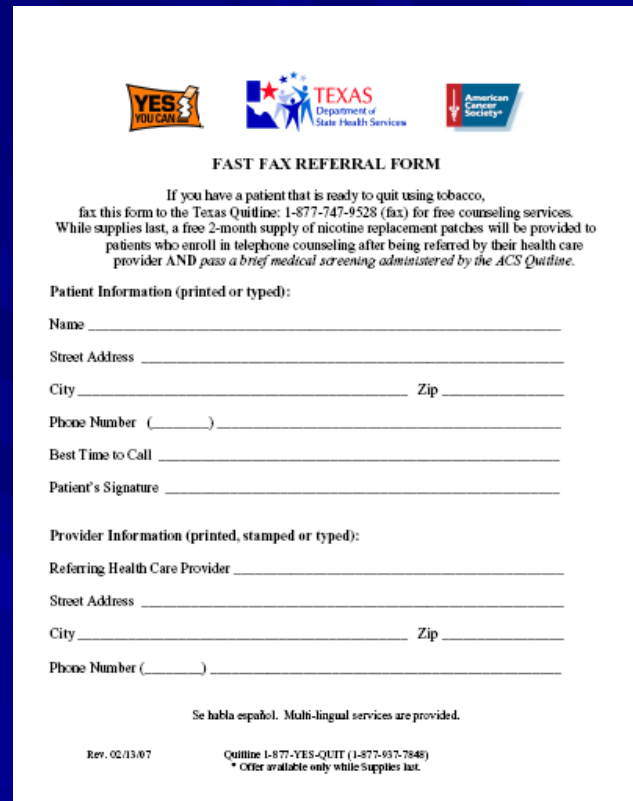
ARRANGE follow up:  I'll check back with you by ( / / ) (Set within first week after target quit date.)  
 I'd like to give you some materials."

Proactive telephone counseling: 1-877-YES-QUIT  
Referrals to local cessation programs: 1-800-ACS-2345  
www.cancer.org www.yesquit.org  
Practitioner's guide to reimbursement for smoking cessation therapy: www.nosmoking.org



# FAX REFERRAL FORMS

- Back pocket
- Physicians can fax to Quitline for patient to receive limited supply of free NRT
- Patient also MUST pass a medical screening given over the phone by the Quitline to receive NRT



The form is titled "FAST FAX REFERRAL FORM" and features logos for "YES YOU CAN QUIT", "TEXAS Department of State Health Services", and "American Cancer Society". It includes instructions for faxing the form to the Texas Quitline and details about the free NRT supply. The form is divided into sections for Patient Information and Provider Information, each with fields for Name, Street Address, City, Zip, and Phone Number. It also includes a field for Best Time to Call and Patient's Signature. At the bottom, it provides a Spanish translation option and a revision date of 02/13/07.

**FAST FAX REFERRAL FORM**

If you have a patient that is ready to quit using tobacco, fax this form to the Texas Quitline: 1-877-747-9528 (fax) for free counseling services. While supplies last, a free 2-month supply of nicotine replacement patches will be provided to patients who enroll in telephone counseling after being referred by their health care provider AND pass a brief medical screening administered by the ACS Quitline.

**Patient Information (printed or typed):**

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_  
Phone Number (\_\_\_\_\_) \_\_\_\_\_  
Best Time to Call \_\_\_\_\_  
Patient's Signature \_\_\_\_\_

**Provider Information (printed, stamped or typed):**

Referring Health Care Provider \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_  
Phone Number (\_\_\_\_\_) \_\_\_\_\_

Se habla español. Multi-lingual services are provided.

Rev. 02/13/07      Quitline 1-877-YES-QUIT (1-877-937-7848)  
\* Offer available only while supplies last.

# INFORMATION GUIDE

- Separate from toolkit
- Tri-fold brochure
- Explains toolkit contents and benefits of using it
- Can leave with contacts who are not sure if they want the entire toolkit



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FOR TREATING  
TOBACCO DEPENDENCE

For teens, pregnant women and adult populations

## Information Guide

*"As clinicians, you are in a frontline position to help your patients by asking two key questions: 'Do you smoke?' and 'Do you want to quit?'"*

—David Satcher, M.D.  
Ph.D., former U.S. Surgeon General



# CONSULTATION STRATEGIES: CLINICAL SETTINGS

- Consult with different types of health professionals: doctors, dentists, nurses, instructors, public health practitioners, etc.
- Talk to the “gatekeeper” in the office – the person who has access to the providers, their schedules & mail
- It’s better if you can get face time with the provider, but support staff can give you access and help make your case
- Educate staff in believing that asking the smoking status is as important as taking blood pressure
- Smoking status should be the 5th vital sign taken in the office

# CONSULTATION STRATEGIES: THINK OUTSIDE THE BOX

- Educate other providers, students & support staff
- School nurses, occupational nurses, student nurses
- Dental hygiene students, dental assistants
- Medical assistants, office receptionists, community health workers
- Physician assistants
- Pharmacy students, psychology graduate students
- Mental health providers, substance abuse treatment facilities
- Military medical staff



# CONSULTATION STRATEGIES: PROFESSIONAL ORGANIZATIONS

- Look for other opportunities to reach clinicians through presentations to professional organizations, CEU programs
- Nurse Oncology Education Program (NOEP)  
1-800-515-6770
- Physician Oncology Education Program (POEP)  
512/370-1673
- Dental Oncology Education Program (DOEP)  
512/467-2803

# CONSULTATION STRATEGIES: WORKSITES

- Consult with HR representative or worksite wellness department manager
- Educate the HR representative or wellness department on the advantages of helping workers quit smoking to reduce health risk and improve productivity
- Train HR and wellness department on clinical toolkit to have resources available to employees who are willing to make a quit attempt
- Assist worksites that are planning health fairs by training on clinical toolkit and providing educational materials to distribute to employees
- Encourage worksites to purchase tobacco education materials like "Mr. Gross Mouth," lungs with cancer, etc. to provide visual impact

# QUESTIONS?

*Sherri Scott*

*Office of Tobacco Prevention and Control  
Texas Department of State Health Services*

*Health Service Region 1*

*Canyon, Texas*

*(806) 655-7151*