

Tobacco Cessation within a Systems Approach

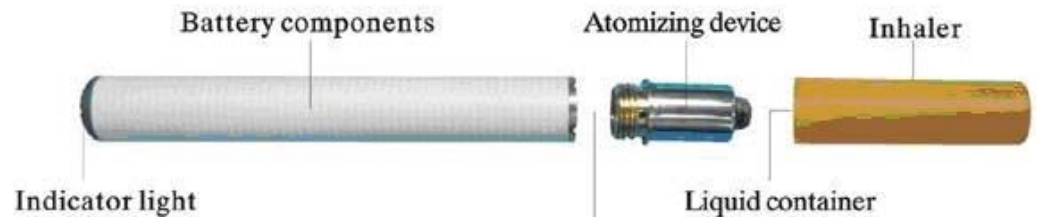
Community and Preventive Care Services at
Gundersen Lutheran in La Crosse, WI
Field Placement May-August 2011
Master of Public Health
Medical College of Wisconsin

Field Placement, Summer 2011

- Field placement through internship program at Community and Preventive Care Services Department of Gundersen Lutheran in La Crosse, WI
- Focused on Tobacco Cessation programming provided by the department
 - Ways to improve
 - New areas to research
 - Supporting implementation of programming

Tobacco Use

- Types of Tobacco
 - Cigarettes
 - Smokeless tobacco
 - Chew, Snuff, Snus
 - Orbs, Strips, Tobacco sticks
 - Electronic cigarettes



Health Concerns

- Cancer
- Heart disease
- Chronic lung diseases
- Periodontal disease
- Premature birth
- Stroke
- Osteoporosis



Cigarette Smoking

- **440,000 deaths annually**
- **Leading preventable cause of death**
- **Costs the nation \$200 billion annually**
- **Secondhand and Third-hand smoke**
- **Public smoking bans**

Project Plan

- **Systems Training**
 - Orientation, training, review sessions
 - Patient education handouts
 - Educational cessation resources
- **Worksite Wellness Programming**
 - Call it Quits challenge
 - Health Screening
- **Cessation Programming**
 - Support Groups
 - Research for improvement



Implementation

- **Systems Training**
 - Orientation, Training, Review Session
 - Patient education handouts
 - Educational Cessation Resources



Implementation, contd.

- **Worksite Wellness Programming**
 - **Call it Quits Challenge**
 - **Health screening at worksite**



Implementation, contd.

- **Cessation Programming**
 - **Support Groups**
 - **Meetings and Webinars**
 - **Research for improvement**

Theoretical Foundations

- **2008 Clinical Practice Guideline: Treating Tobacco Use and Dependence**
- **Gundersen Lutheran Standard Operating Procedure for Tobacco Cessation**
 - **Systems Approach**

Results- Products

- **Patient Education Handouts**
 - **The effect of smoking on bone and tissue healing**
 - **Other Tobacco Products**
 - **Third-hand Smoke**
- **Nicotine Use Journal**
- **Nicotine Cessation Resources Brochure**
- **Nicotine Cessation Workbook**

Nicotine Use Journal

Single (F4-1)

Resources

Quitlines: Wisconsin 1-800-QUIT-NOW (784-8669)

Minnesota 1-888-354-PLAN (7526)

Iowa 1-800-QUIT-NOW (784-8669)

**Gundersen
Lutheran®**

1900 South Avenue

La Crosse, WI 54601

(608) 782-7300 or (800) 362-9567

www.gundluth.org

For Nicotine Cessation information:

Request ext. 55442 or dial direct to (608) 775-5442

Stockroom #

68868 (7/11)

Nicotine Use Journal

Fold

Staple

Place this booklet inside the cellophane of your cigarette pack or close to your tin with a small (golf) pencil. Use this booklet every time you smoke or chew.

Name:

**Gundersen
Lutheran®**

Date	Time	Feelings before	Feelings after

How to use this booklet

Use this booklet to think about why/when you are smoking or chewing:

- What triggers you to smoke/chew?
- Do you have a daily routine you follow that includes cigarettes or chew?
- What emotions or thoughts are brought to mind when smoking/chewing?
- Do you feel relieved by smoking/chewing?

Every time you have chew or a cigarette record it in this booklet with the date, time, and how you felt before and after.

Think about what smoking/chewing does for you, because it will be important to find other coping skills that can take its place. You deserve to be soothed and relaxed, just not with a "false friend."

Nicotine Cessation Resources Brochure and Nicotine Cessation Workbook

Gundersen Lutheran Employees

Gundersen Lutheran employees have additional benefits and discounts on tobacco cessation and other prevention programs.

Employee Health Services is available to offer one-on-one counseling on nicotine cessation by appointment. They can also assist you with finding a program that fits your needs.

An 80 percent discount is available on over-the-counter nicotine replacement products through Employee Health Services.

Call (608) 775-3747 or (800) 362-9567, ext. 53747 for more information or to schedule an appointment.

Journey to Freedom is offered to Gundersen Lutheran employees and household members at a 20 percent discount. For Journey to Freedom registration discounts or additional information on programs, contact Susan Lundsten.

If you are considering giving up your nicotine habit, Gundersen Lutheran is committed to assisting you with the process. Make the decision to stop using nicotine today; *it may be the single-most positive step you can take to improve your health.*

Tobacco Quit Line

The following quit line is available to help you with the quitting process. The quit line provides free one-on-one counseling and will assist you with finding a program that meets your needs. The quit line will send you packets of self-help materials and provide three to four follow-up phone calls. Free or discounted medications may also be available.

**1-800-QUIT NOW
(1-800-784-8669)**

Additional Resources

Self-Help Materials

Nicotine Cessation Workbook

This comprehensive booklet will guide you while you quit and help you develop a plan to stop tobacco use independently.

There are several online programs available to offer information and support with quitting tobacco.

www.quitnow.net/quitplan

American Lung Association: www.ffsonline.org or www.lungusa.org (quit smoking)

American Cancer Society: www.cancer.org (Guide for Quitting Smoking)

Centers for Disease Control and Prevention: www.cdc.gov/tobacco/quit_smoking/index.htm
Center for Tobacco Research and Intervention: www.ctri.wisc.edu

For more information regarding any of these programs, contact Susan Lundsten, wellness education specialist, Community & Preventive Care Services, Gundersen Lutheran, La Crosse, Wis.; Phone: (608) 775-5442 or (800) 362-9567, ext. 55442; Fax: (608) 775-5887; Email: smlundst@gundluth.org

Insurance Benefits and other Discounts

Your health plan may offer benefits to cover registration fees for approved tobacco cessation programs and/or medications. Contact your health plan representative for this information.

Some employers will also offer full or partial payment toward a tobacco cessation program. Please contact your benefits representative or other employee health or wellness coordinator for more information.

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Nicotine Cessation Resources

Gundersen
Lutheran®

You can become tobacco free

Nicotine Cessation
Workbook

Gundersen
Lutheran®



Results- Research

- **Call it Quits Challenge**
 - Reviewed planning, implementation, evaluation & history
- **Researched evidence-based articles**
 - Motivational Interviewing
 - Evaluation of Cessation Programs
 - Quit packs
- **Reviewed public information regarding community health needs in La Crosse**



Results- Literature Search

- **Motivational interviewing is successful**
- **Quit packs appear useful, but not enough research**
- **Methods to evaluate cessation**
 - **Written surveys**
 - **Cost-benefit analysis**
 - **Follow-up**

Fiore, et al; Hettema and Hendricks; Sussman; Varda