

National Tobacco Cessation Collaborative
Tobacco Cessation Priorities for the Nation
Partner Activities

5. Expand access to proven, effective treatments for tobacco addiction

American Academy of Family Physicians

- Educated family physicians – at state and national meetings and through online CME – on effective treatment for tobacco dependence.
- Encouraged family physicians to Ask patients about tobacco use and Act to help them quit.

American Cancer Society

- ACS provides treatment services and NRT and promotes appropriate clinical practices via the Quitline (designed for employers). The Quitline is accessible to the Spanish speaking population and promoted on Spanish-speaking radio stations.
- The ACS Quitline, in collaboration with MD Anderson received a CDC funded research grant to increase Quitline referrals from clinics in the Houston area that primarily serve low-income clients. Using a 2-group randomized controlled design, in half the clinics, health educators will refer smokers to the Quitline by providing them with its toll-free number. In the other half, clients' permission will be obtained to provide their contact information to the Quitline so that Quitline staff can proactively contact clients to provide cessation assistance. The main outcome is whether or not smokers actually connect with the Quitline.
- Freshstart program: The purpose of this program is to train facilitators to guide smokers through the process of quitting via group therapy. It is currently being evaluated.
- Both the Quitline and Freshstart program are being promoted as cessation products/services for employers.
- The ACS Primary Care Advisory Committee works with a number of organizations, including the AMA and AAFP, to promote the delivery of treatment for tobacco dependence in primary care settings
- ACS collaborates with pharmaceutical and professional organizations in the U.S. to promote such domestic activities as the Great American Smoke-out (which includes an appeal to providers to help patients stop smoking).
- Aetna, Inc. and the American Cancer Society collaborated on Aetna's pilot 'Advising Smokers To Quit' toolkits. The toolkits were distributed to more than 8,500 family-practice and internal-medicine physician offices in Southern New Jersey, Ohio, Pennsylvania, and Texas. The kits are intended to not only encourage a dialogue between physicians and patients on smoking cessation, but also to provide information and tools to aid physicians with management of their patients who smoke.
- ACS's 13 Divisions and ACS CAN actively promote smoke-free policies, tobacco taxes and increased funding for tobacco control prevention programs including cessation. At the federal level, ACS and ACS CAN have supported legislation that would provide insurance coverage for cessation.
- The Quitline provides self help materials on cassette and CD for people who cannot read.

American College of Obstetricians and Gynecologists

- Distributing provider prenatal care smoking cessation guides to wide variety of medical and public health providers

- Assisting state and local and tribal tobacco programs with speakers and tools for smoking cessation and women's health
- Re-writing prenatal and women's health smoking cessation guidance for providers
- Provider materials on motivational interviewing developed and distributed

Agency for Healthcare Research and Quality

- National release of the U.S. Public Health Service Clinical Practice Guideline: Treating tobacco Use and Dependence: 2008 Update. The Guideline Update contains strategies and recommendations designed to assist clinicians, tobacco dependence treatment specialists, and health care administrators, insurers, and purchasers, in delivering and supporting effective treatments for tobacco use and dependence.
- The U.S. Preventive Services Task Force has again issued a statement reaffirming its recommendation supporting information found in the U.S. Public Health Service Clinical Practice Guideline: Treating Tobacco use and Dependence: 2008 Update. The recommendation will note that the net benefits of tobacco cessation interventions in adults and pregnant women remain well-established. (**NOTE: INTERNAL USE ONLY: Information not yet ready for public release**)
- Helping Smokers Quit: A Pocket Guide for Clinicians. This pocket guide was developed by AHRQ in collaboration with the Center for Tobacco Research and Intervention at the University of Wisconsin/Madison, School of Medicine. The guide gives all clinicians easy access to information based on the "5 A's" approach to cessation intervention. It also includes the current list of tobacco cessation medications approved by the FDA, and a referral to 1-800-QUIT NOW.
- Tobacco Pathfinder: AHRQ's Tobacco Pathfinder Web site is a user-friendly, one stop resource for clinicians, health care systems, tobacco users, and other consumers that provides access to the evidence-based products developed from the PHS Clinical Practice Guideline: Treating Tobacco use and Dependence: 2008 Update.

American Legacy Foundation

- Become an EX® (Web-based cessation service/ free)

American Lung Association

- Write, release and promote several signature reports that advocate for access to cessation treatments – *State Legislated Actions on Tobacco Issues*, *State of Tobacco Control*, *Helping Smokers Quit: State Cessation Coverage*
- Collect data on state coverage of cessation treatments. Will release an online database of this data in 2009.
- Provide dissemination grants to deliver the Not-On-Tobacco program in new/underserved communities/populations

American Nurses Association

- ANA through the American Nurses Foundation are proud partners in the Tobacco Free Nurses campaign. This campaign includes the website www.tobaccofreenurses.org/, which provides resources and evidence regarding successful tobacco cessation, including PHS documents. This website advocates for not only the smoking cessation of tobacco use of nurses but also provides resources for nurses on methods to support patients in quitting as well. As part of this project, ANF developed the Tobacco Free Nurses Advisory Committee.
- ANA's website directly offers resources regarding smoking cessation, including the PHS guidelines *Helping Smokers Quit: A Guide for Nurses* and *Helping Smokers Quit: A Guide for Clinicians*.

- ANA position statement, Tobacco Use Prevention, Cessation, and Exposure to Second-hand Smoke, promotes nursing assessment and interventions across the lifespan according to USPHS guidelines and advocates for reimbursement for all smoking cessation services by private and government insurers.

American Society of Clinical Oncology

- The January 2009 issue of the *Journal of Oncology Practice* focused on smoking cessation in oncology practice. Articles in this issue aim to raise awareness about the importance of tobacco cessation to the oncology community, about tobacco-use among pediatric cancer survivors, and the global burden of the tobacco epidemic.

C-Change

- C-Change's 'Making the Business Case' initiative encourages employers to invest in their employees health by increasing coverage and utilization of cancer prevention and early detection interventions through employee benefit programs to include smoking cessation programs/services.

Campaign For Tobacco-Free Kids

- Most of our work in this area involves efforts to increase funding for cessation promotion and services. Our efforts at securing funding for state programs are described above.
- At the federal level, we have worked hard to try to secure funding for quitlines in the stimulus package. The final package includes a \$650 wellness and prevention trust, and we worked to make sure quitlines were eligible for those funds, despite efforts by some on Congress to exclude them.
- We will also continue to pursue funds for prevention and cessation throughout the regular appropriations process and through the Health Reform debate.
- The Health Reform debate may also provide opportunities to expand coverage for cessation services through Medicare, Medicaid, and private health insurance plans.
- We have also worked with selected states to expand coverage of cessation services through their Medicaid programs.
- Our cessation resources refer people to proven-effective treatments supported by the updated PHS Guidelines.
- In the tobacco control policies that we advocate, we also stress the need to provide adequate funding for tobacco prevention and cessation.

CDC Office on Smoking and Health

- In conjunction with Partnership for Prevention, published *Investing in Health for worksites and Health Care Provider Reminder Systems, Provider Education and Patient Education*. Both are available at www.prevent.org
- In conjunction with the Pacific Business Group on Health published *Tobacco Cessation Benefit Coverage and Consumer Engagement Strategies: A California Perspective*. Available at www.pbgh.org
- Promote the PSH Clinical Practice Guidelines
- Fifty states, DC and five territories have received CDC supplemental quitline dollars to operate and enhance quitlines.
- Support *Bring Everyone Along* project, a resource guide for health professionals providing tobacco cessation services for people with mental illness and substance use disorder.
- Support Multi-State Systems Change Collaborative in examining and implementing systems change within healthcare organizations, at a policy level, around coverage and reimbursement and on marketing/provider education.

Department of Veteran Affairs

- VA health care system - Clinical demonstration pilots to integrate smoking cessation into routine care for women veterans and also veterans with HIV/AIDS.
- VA health care system- Two national clinical update conferences to train health care providers on the PHS guidelines. Approximately 200 health care professionals will attend these trainings by April.

North American Quitline Consortium

- Provide quitlines with resources to assist with sustainability and funding efforts. NAQC Resources include Issue Papers, *The Role of Reimbursement and Third Party Financial Support* and *Tobacco Cessation Quitlines A good investment to save lives, decrease direct medical costs and increase productivity*
- Compiled some preliminary data. Seeking funding in this area to expand work.
- Working with ATTUD to assess the feasibility of a national tobacco treatment specialist credential. For quitlines, credentialing could be an important step towards gaining increased reimbursement for quitline services.

National Cancer Institute Tobacco Control Research Branch

- RTIPS
- Smokefree.gov expansion

National Institute on Drug Abuse

- Free resources for NIH staff (via Tobacco-Free NIH)

Partnership for Prevention

- Partnership for Prevention launched “Real Health Reform Starts with Prevention” to promote the inclusion of proven clinical and community. preventive services, including comprehensive tobacco use cessation services in national health reform policies.
- Partnership has been educating Members of Congress about the efficacy and value of cessation and other preventive services. Expanding access to comprehensive tobacco cessation services was featured prominently in briefings jointly hosted with the Congressional Prevention Caucus and in a day-long seminar.
- Partnership and CDC published an Action Guide titled “Working with Healthcare Delivery Systems to Improve the Delivery of Tobacco-Use Treatment to Patients.”
- Partnership, the Campaign for Tobacco-Free Kids and United Health Foundation produced an employer toolkit titled “Investing in a Tobacco-Free Future: How it Benefits Your Bottom Line & Community” that promotes inclusion of comprehensive cessation treatments in employer-provided health plans. Toolkit was mailed to all Fortune 500 CEOs and CFOs. Micro site was established to share resources – www.prevent.org/tobaccofreefuture.

University of Wisconsin –Center for Tobacco Research and Intervention

- The UW-CTRI Education and Outreach program staff work closely with health systems to provide training and technical assistance on implementing systems-level changes to facilitate tobacco dependence treatment delivery; educate clinicians about how to intervene with patients; and work with insurers to provide necessary information to ensure that tobacco cessation benefits are included in insurance packages.
- On an ongoing basis, the UW-CTRI educates legislators and policymakers about the importance of comprehensive tobacco control programs as described by CDC’s *Best*

Practices for Comprehensive Tobacco Control Programs, including funding levels as recommended by the CDC. As part of these efforts, we have conducted a legislative briefing, regularly distribute general update memos on tobacco cessation research and services that educate about the need for sufficient funding levels, and circulate tailored legislative-district-specific fact sheets.