

CDC's Tips From Former Smokers™ Campaign

August 2017

Public Health Solutions: Increasing Tobacco Cessation by Integrating CDC's Tips™ Campaign into a Dental Clinic

Background

The Centers for Disease Control and Prevention's (CDC's) *Tips from Former Smokers™* (*Tips™*) campaign encourages tobacco users to quit by sharing the real-life experiences of smokers. In 2017, the National Association of County and City Health Officials partnered with the CDC to provide technical assistance to three local health departments (LHDs) and their associated healthcare providers to examine whether the placement of *Tips™* materials in clinical settings would increase the number of tobacco cessation conversations between healthcare providers and patients.

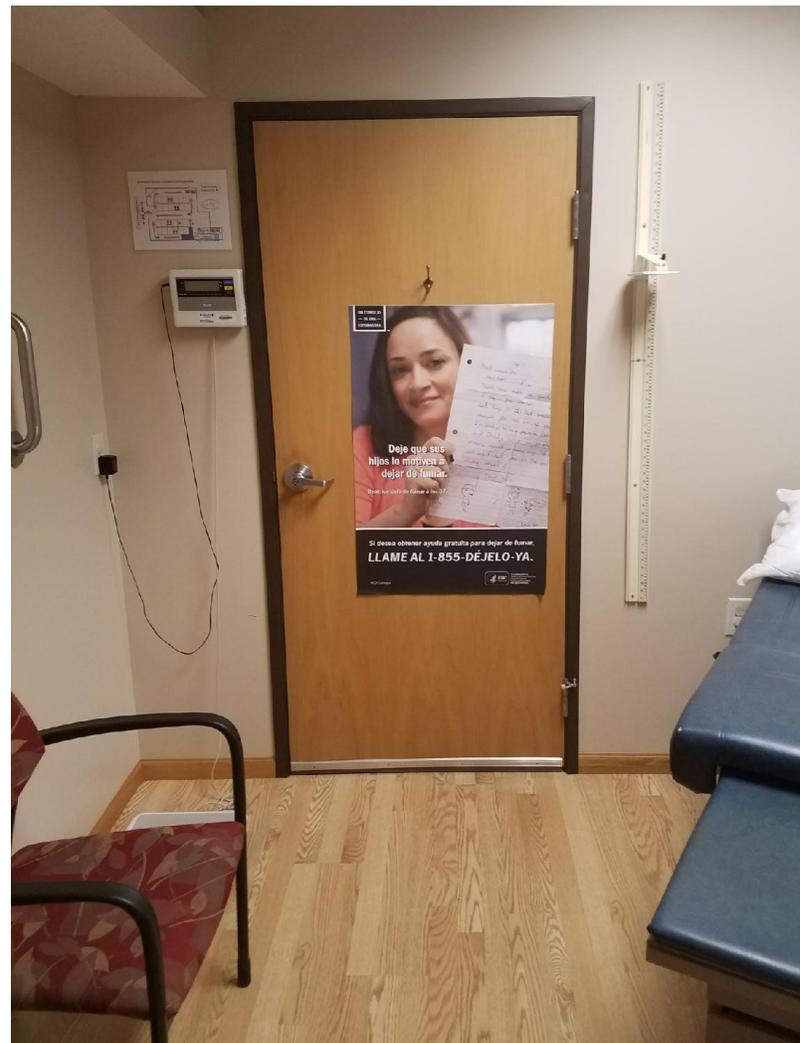
To accomplish this project, LHD staff worked with clinical staff to track the baseline number of healthcare provider-patient cessation conversations happening before *Tips™* materials were placed into the clinics. Then, LHD staff placed *Tips™* video and print materials (which are always free-of-charge from the CDC) into clinic waiting rooms and patient rooms and educated clinic staff about evidence-based tobacco cessation intervention strategies (e.g., the 5As) and free tobacco cessation resources, such as state QuitLines. For the next eight weeks, clinic staff tracked the number of tobacco cessation conversations occurring between patients and clinic staff. The data from each LHD demonstrates how the placement of *Tips™* materials in clinical settings is an easy, low-cost approach to increasing tobacco cessation.

Public Health Solutions

Public Health Solutions (PHS) is a district public health department serving roughly 52,000 people across Fillmore, Gage, Jefferson, Saline, and Thayer counties in rural Nebraska. The region faces a number of challenges when compared to the rest of the state, including population shrinkage, job loss, aging population, higher levels of poverty, poor health status, and lower levels of educational attainment. The mission of PHS is to prevent disease and injury, promote health and well-being, and protect the personal, community, and environmental health of all people. During the most recent five-county community health assessment, PHS found that 63% of respondents who used tobacco were interested in quitting the use of tobacco products. In response, PHS integrated a range of tobacco cessation

strategies into its case-navigation services, home-visitation programs, and healthy lifestyle and cancer prevention program.

PHS is unique among LHDs in that it has an onsite dental clinic. The dental clinic conducts routine dental exams that include an oral cancer screening and encourages tobacco cessation. PHS also has a "Life of Smiles" program that educates parents and children about healthy oral care habits, what causes cavities, and how diet and tobacco can affect mouth health.



Integration of *Tips™* Campaign Materials into a Dental Clinic

The PHS Dental Program Coordinator developed, supported, and led the program to integrate the *Tips™* campaign materials into the dental clinic and served as a liaison between the clinic and PHS. At the health department, she posted print *Tips™* campaign materials in the waiting room, on the front door, and in the public bathroom. PHS also played video and audio messaging in the waiting room. At the dental clinic, she placed print media in the lab-draw room, the waiting room, patient bathrooms, all provider patient rooms, and the procedure room.

PHS trained staff and healthcare providers at the dental clinic on initiating cessation conversations with patients and on the availability of free cessation resources, including the state QuitLine. A medical assistant screened for tobacco use during patient intake. The provider then analyzed the amount and frequency of tobacco use, assessed the patient's readiness to quit, and identified barriers to quitting (e.g., money, time, whether there were fellow smokers at home or in the patient's close circle of friends). Depending on the patient's readiness to quit and barriers to quitting, the provider shared *Tips™* materials.

Results

During the 10-week implementation period, PHS found a 200% increase in cessation conversations. Data was consistent throughout the entire project and remained steady. Several key factors might have facilitated the adoption of the *Tips™* campaign across the dental clinic. Providers commented that having the *Tips™* campaign materials in every room created an

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environment where providers could more readily discuss smoking cessation options with the patient. PHS observed that clients did not want to openly ask about cessation or discuss their smoking habits, so it was useful to have the cessation conversations prompted by the LHD staff or the provider.

Insights

PHS found the *Tips™* campaign materials resonated with patients and providers more than previously used materials and intends to continue this initiative to make the public aware that they can receive the help they need to quit and improve their health.

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NACCHO

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