

CDC's Tips From Former Smokers™ Campaign

August 2017

City of Sioux Falls Health Department: Increasing Tobacco Cessation by Integrating CDC's *Tips*™ Campaign into an In-House Federally Qualified Health Center

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.

City of Sioux Falls Health Department



The City of Sioux Falls Health Department (SFHD) serves the largest city in South Dakota (population 853,175). The city is experiencing rapid population growth, adding 3,000–4,000 new residents each year. Live Well Sioux

Falls is a SFHD-based initiative designed to improve the health and well-being of residents through regular community health assessments and collaborative solution-building.

SFHD's 2016 community health status report identified tobacco prevention as a major priority. SFHD found that 16.5% of South Dakota high school students are smokers and 11.5% of youth use spit/chew tobacco. Live Well Sioux Falls supports tobacco prevention by promoting smoke-free housing and tobacco-free worksites and promoting the South Dakota Quitline. SFHD also houses Falls Community Health, a Federally Qualified Health Center (FQHC) that provides primary medical and dental care through its main clinic and through three school -based clinics. Falls Community Health serves more than 13,000 patients, including a significant number of patients diagnosed with hypertension.

Integration of *Tips*™ Campaign Materials into an "In-House" FQHC

The successful integration of *Tips*™ materials into clinics requires healthcare providers to be trained on a protocol for tobacco intervention and cessation referrals. In many FQHCs, including SFHD's Falls Community Health, staff work hard to balance the provision of high-quality medical care with the operational and administrative demands of running a clinic. SFHD's Live Well Sioux Falls Community Health Educators anticipated concern from clinic staff, who might perceive the *Tips*™ intervention as additional work.

To address these implementation challenges, the Community Health Educators consulted with the Falls Community Health



Tips™ materials in an exam room at Falls Community Health

Clinic's leadership team to determine the best way to introduce the new strategy. Based on their feedback, the Community Health Educators developed a strategy to integrate *Tips™* into the clinic setting and routine patient visits. The SFHD Community Health Educators designed a simple training for clinic staff and providers on delivering the 5As (a CDC-recommended tobacco cessation counseling protocol), using the *Tips™* materials, and making referrals to free cessation services, such as the Quitline. SFHD Community Health Educators also identified placement strategies that would make the *Tips™* materials easily accessible to patients as well as clinic staff and providers. For example, flyers in patient exam rooms served as a visual reminder for staff to speak to patients about tobacco cessation and palm-sized reference cards with Quitline information were an easy tool to use during patient' appointments.

Results

During the 10-week implementation period, the Falls Community Health Clinic saw a 163% increase in cessation conversations compared to the baseline data. Its in-house FQHC healthcare provider also had a 154% increase in cessation conversations compared to baseline data.

Falls Community Health Clinic staff also reported that almost all of the conversations about tobacco use during patient visits were initiated by providers, indicating that providers integrated the *Tips™* campaign into their routine practice. In addition to providing materials, some staff even called the Quitline with the patient from the exam room. A number of factors facilitated the adoption of the *Tips™* campaign across the clinic. First, clinic staff believed *Tips™* would be an effective intervention because it shared stories from real people. Second, the campaign's emphasis on visual elements helped bridge language barriers with as patients from the city's Nepali community, which has a high proportion of chew tobacco users.

Insights

Designing an implementation strategy with the needs of clinic staff and providers in mind is essential for success. In addition to facilitating the integration of a new practice into clinic flow, the test period also revealed opportunities to tailor the approach to meet the unique needs of specific sub-populations, including the Nepalese.

Falls Community Health Clinic intends to continue implementing the *Tips™* campaign. SFHD Community Health Educators plan to support ongoing integration of the campaign through onsite tobacco cessation classes and provider and staff "refresher" trainings.

To view the Sioux Falls Community Health Status Report, visit http://livewellsiouxfalls.org/images/uploads/main/2016_CHNA_Report_Final.pdf.

FOR MORE INFORMATION, PLEASE CONTACT:

Mary Michaels

Public Health Prevention Coordinator
City of Sioux Falls Health Department
mmichaels@sioouxfalls.org

Sheree Keitt, MPH

Senior Program Analyst
NACCHO
skeitt@naccho.org

Melanie Ruhe, MPH

Program Analyst
NACCHO
mruhe@naccho.org

NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health

www.naccho.org



Public Health
Prevent. Promote. Protect.

The mission of the National Association of County and City Health Officials (NACCHO) is to be a leader, partner, catalyst, and voice with local health departments.

1201 Eye St NW, Suite 400 Washington, DC 20005

P 202-783-5550 F 202-783-1583

© 2017. National Association of County and City Health Officials.