

Help Me to Help Them Quit: Community Resources & Partnering with Others

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Julius B. Richmond
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Disclosure

In the past 12 months, I have had no relevant financial relationships with the manufacturers of any commercial product or providers of commercial services discussed in this CME activity. I do not intend to discuss an unapproved or investigative use of a commercial product or device in my presentation.

Learning Objectives

- **At the conclusion of this session, participants will be able to:**
 - **Summarize key components of tobacco control plans as described in *2007 Best Practices for Comprehensive Tobacco Control Programs*.**
 - **Describe the concept of a resource and referral network, partnerships for tobacco control, and the importance of a “multi-front” attack in effective tobacco control.**
 - **Give examples of how the clinical community can use these resources to further tobacco control in our families, practices, and communities.**

WHO/UNICEF/UNAIDS



**THE ROLE OF HEALTH
PROFESSIONALS
IN TOBACCO CONTROL**

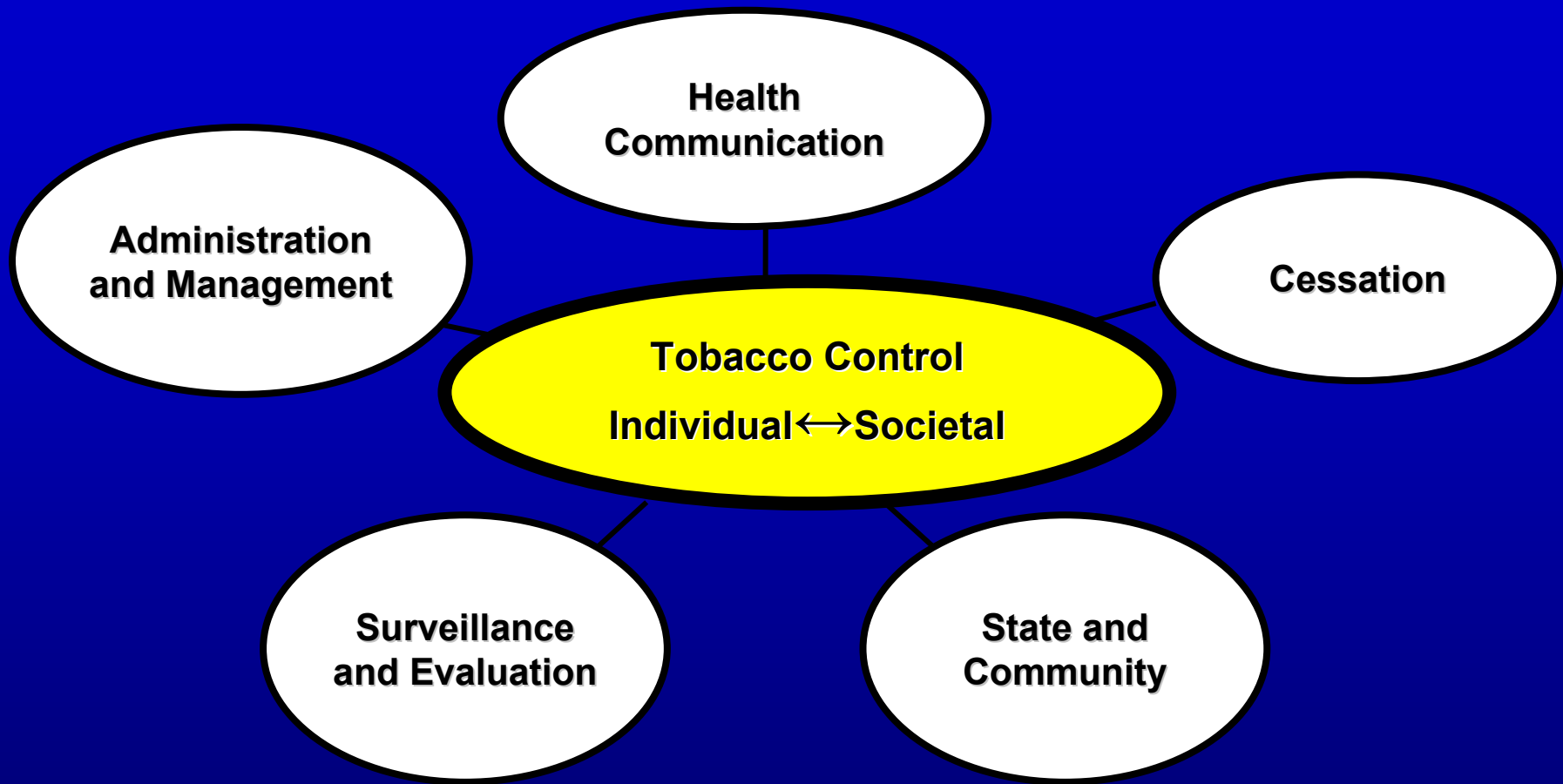


Goals of Tobacco Control

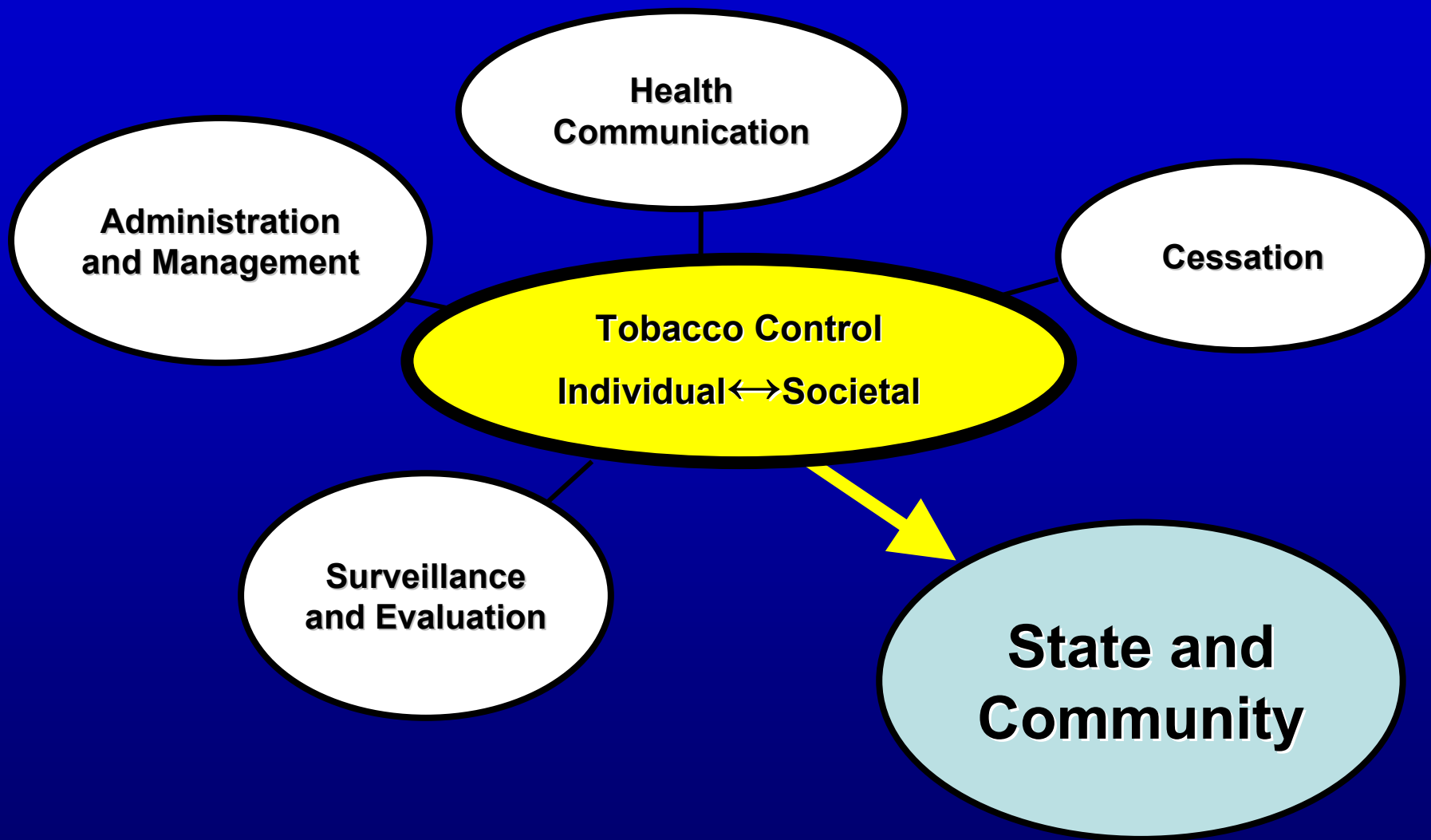
- Preventing initiation of tobacco use
- Promotion of quitting
- Eliminating exposure to SHS
- Identifying and eliminating tobacco-related disparities among population groups

Best Practices for Comprehensive Tobacco Control

- **State and Community Interventions**
- **Health Communication Interventions**
- **Cessation Interventions**
- **Surveillance and Evaluation**
- **Administration and Management**



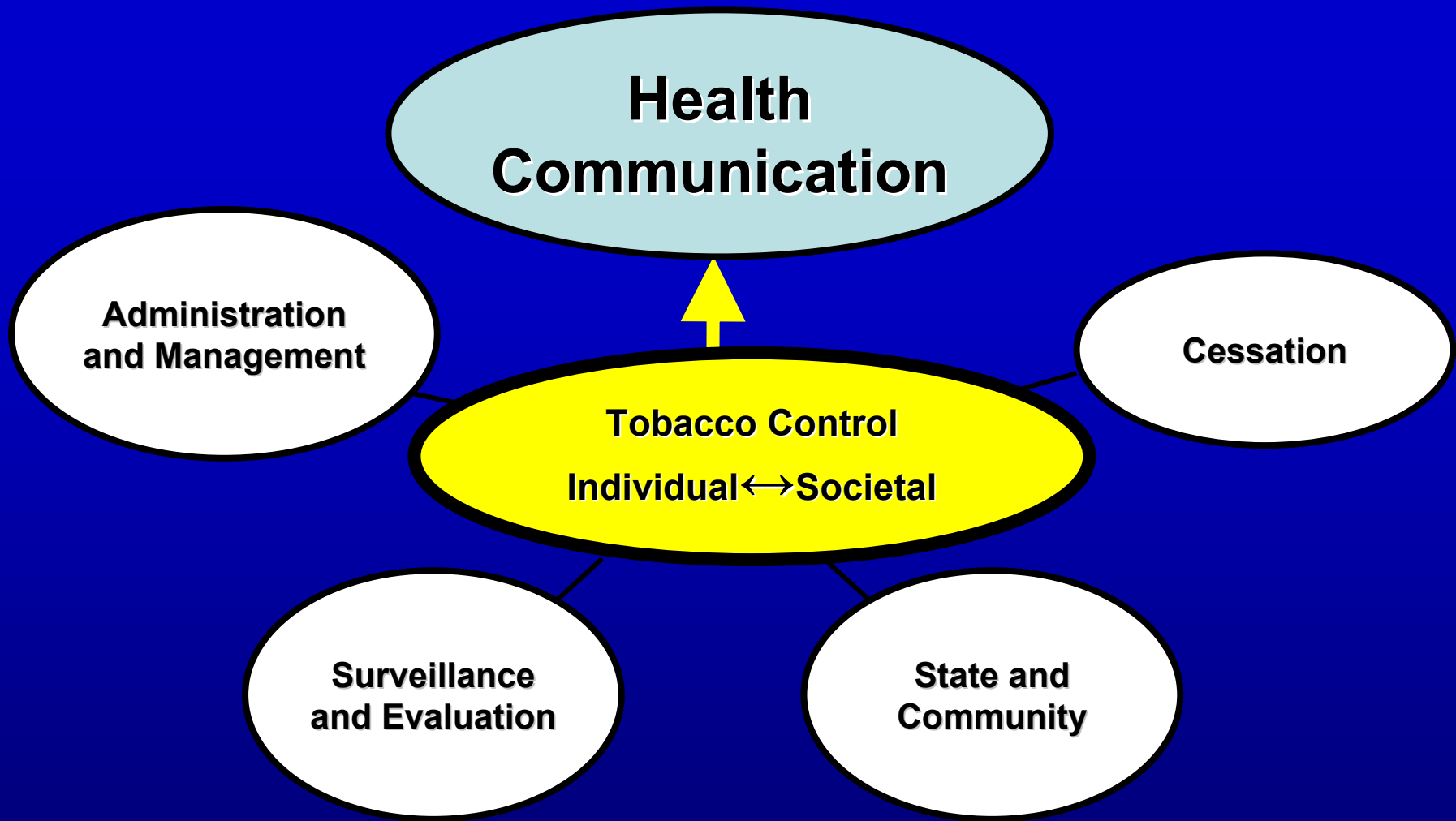
A Multi-Front Approach Is Most Effective



A Multi-Front Approach Is Most Effective

State and Community

- **Support coalitions**
- **Strategic planning**
- **Policy implementation**
- **Data collection**
- **Intervention development, especially for local populations**
- **Communication and training**
- **Monitoring pro-tobacco influences**

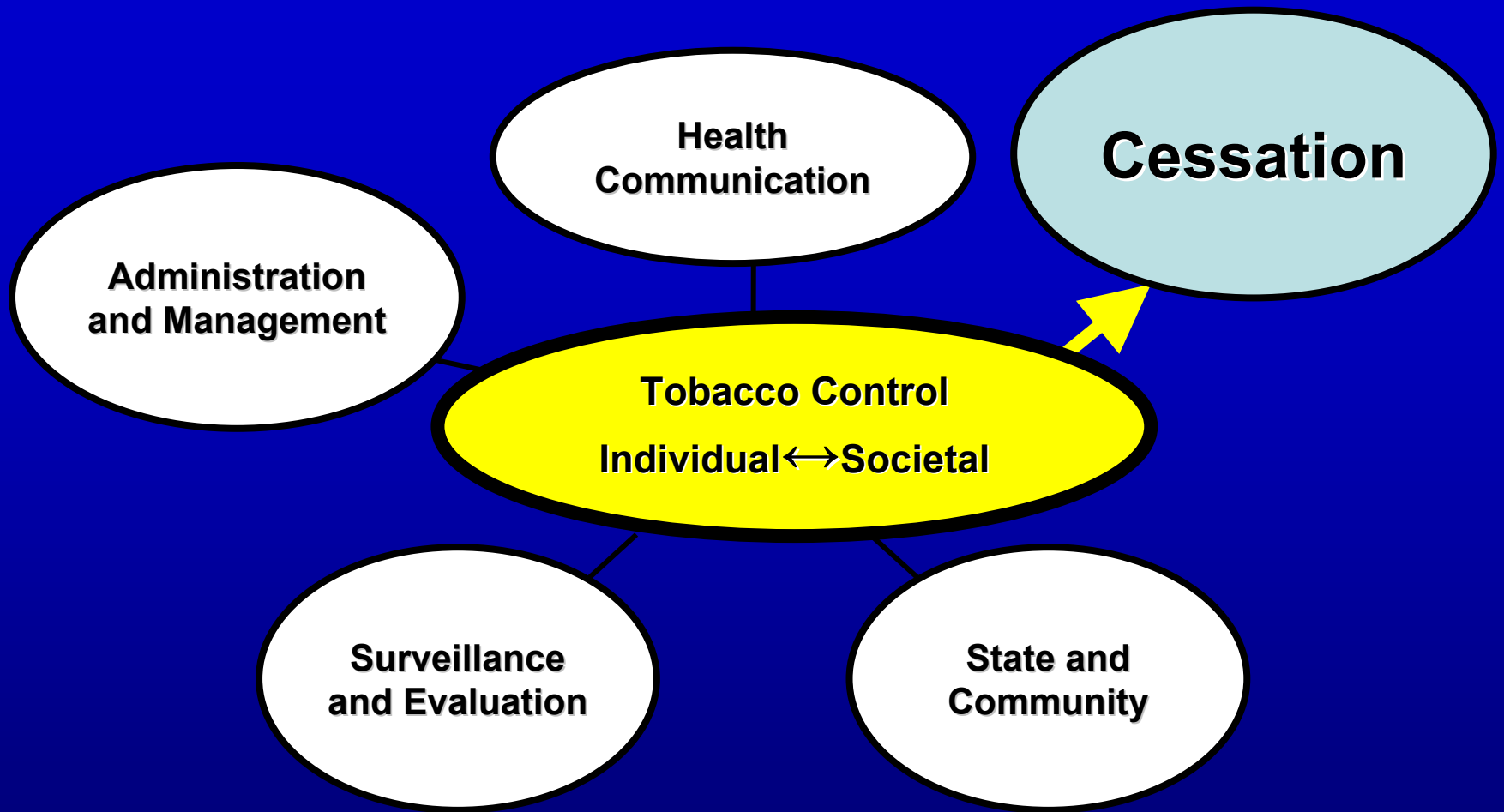


A Multi-Front Approach Is Most Effective

Health Communication

Must have reach, frequency, and duration
in order to be successful!

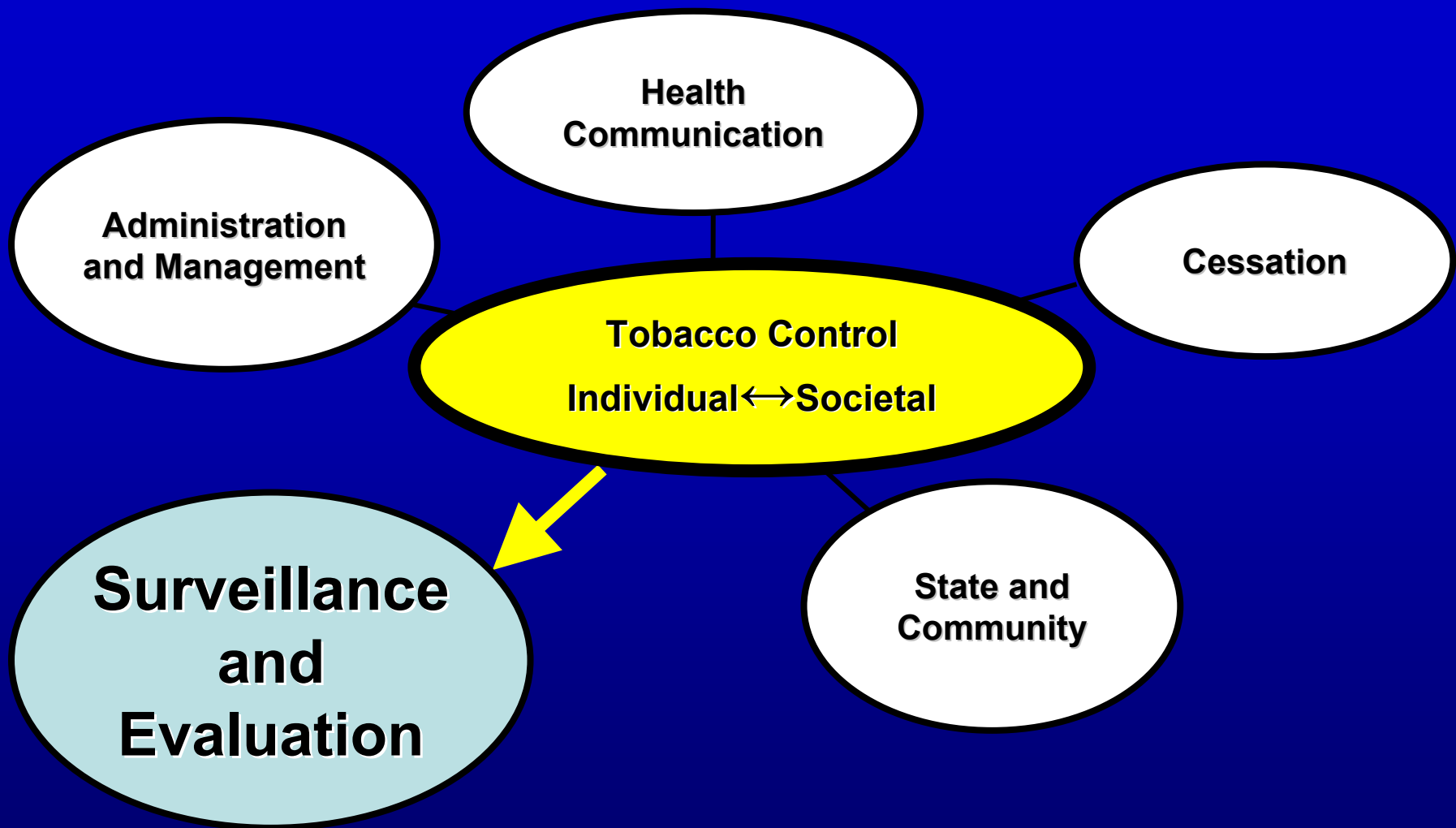
- Counter-marketing
 - Ads, public relations, media literacy
- Health promotion
- Elimination of tobacco industry sponsorship and tobacco use promotion
- Targeting of specific audiences
 - Youth, minority groups
- Development of effective messages



A Multi-Front Approach Is Most Effective

Cessation Interventions

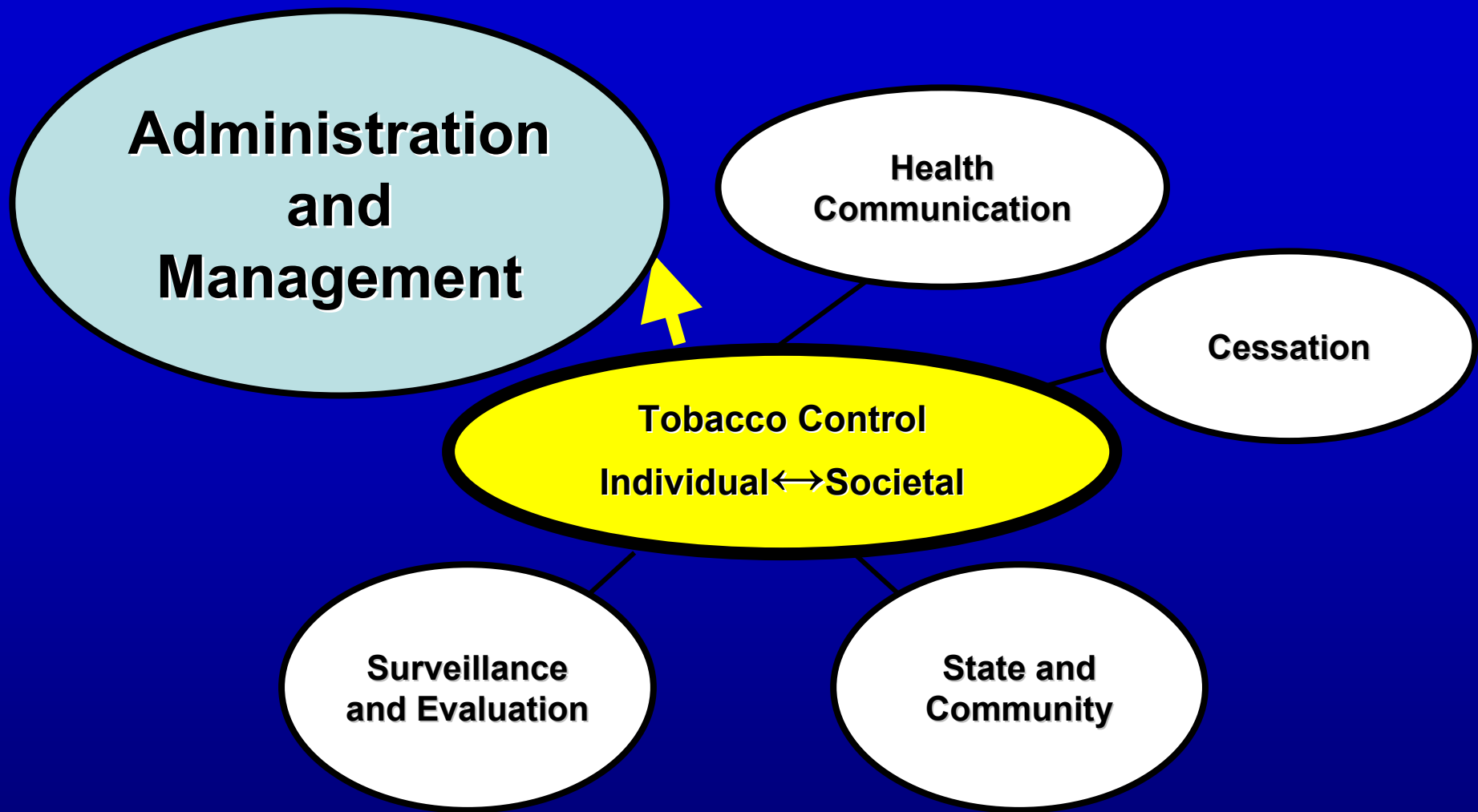
- **Cessation counseling services**
 - Quitlines, classes, etc.
- **Health care system changes that support treatment**
 - Mandated coverage for treatment
 - Elimination of barriers to treatment
 - Training in best practices



A Multi-Front Approach Is Most Effective

Surveillance and Evaluation

- **Data needed to establish accountability and measure effect**
 - Short-, intermediate- and long-term outcomes
- **4 primary realms**
 - Tobacco use initiation
 - Quitting
 - SHS exposure
 - Tobacco use-related disparities



A Multi-Front Approach Is Most Effective

Administration and Management

- **Strategic planning**
- **Recruitment, development of staff**
- **Grants, awards, and contracts**
- **Management system**
- **Increasing capacity**
- **Communication**
- **Education of the public and decision makers**

Where Do We Fit?

- Clinicians
- Public health communicators
- Educators
- Policy makers



Who are Our Partners?

- **Local, state, and federal governments**
- **Schools, including advanced degree schools and training programs**
- **Hospitals**
- **Health departments**

Where are the Networks?

- **AAP Richmond Center of Excellence**
- **The people in this room**
- **Your AAP Chapter, other professional organizations**
- **Other tobacco control and public health groups**

Examples from Real Life

A yellow map of the state of Pennsylvania with a black outline, centered on the slide.

Pennsylvania

National Partnerships

- Environmental Protection Agency
- Smoke Free Homes
- Partnership to Help Pregnant Smokers Quit
- Association of Maternal Child Health Programs (AMCHP)
- March of Dimes
- CJ Foundation (SIDS Prevention)
- American Legacy Foundation
- American College of Obstetricians and Gynecologists (ACOG)
- American Academy of Family Practice
- AAP

State Partnerships

- **Pennsylvania Tobacco Control and Prevention**
 - **Area Health Education Center**
 - **Promotores' (Community Health Worker) Training**
 - **Babies' Breath Educational Kiosk**
 - **Tobacco Education Suite (TES)**

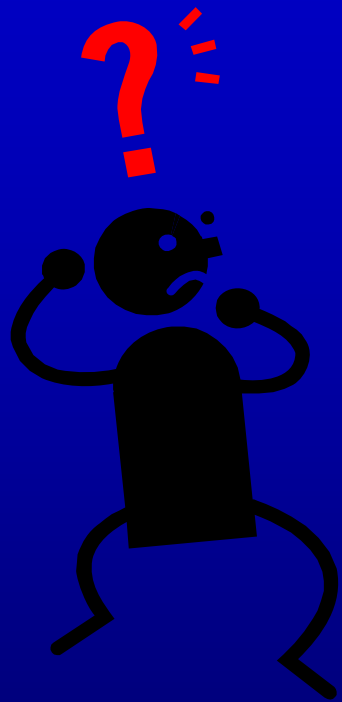
State Partnerships (continued)

- **Pennsylvania Primary Care Network for Adolescent Smoking Cessation**
 - 5 “Help Teens Quit” Teleconferences
 - Web site: www.helpteensquit.com
 - Statewide conference April 2009

Local Partnerships

- **Clean Air for Healthy Children**
 - Educating physicians in their community
 - Practice based training
 - Trained >1000 practices, >8000 individuals, 900 physicians, 2000 nurses and others
 - Since 2000, worked on a local level with recipients of master settlement funding

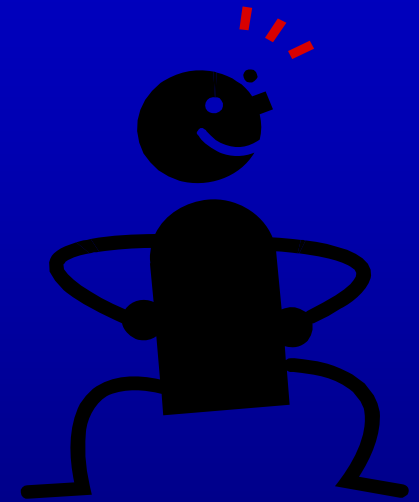
Requirements for Change



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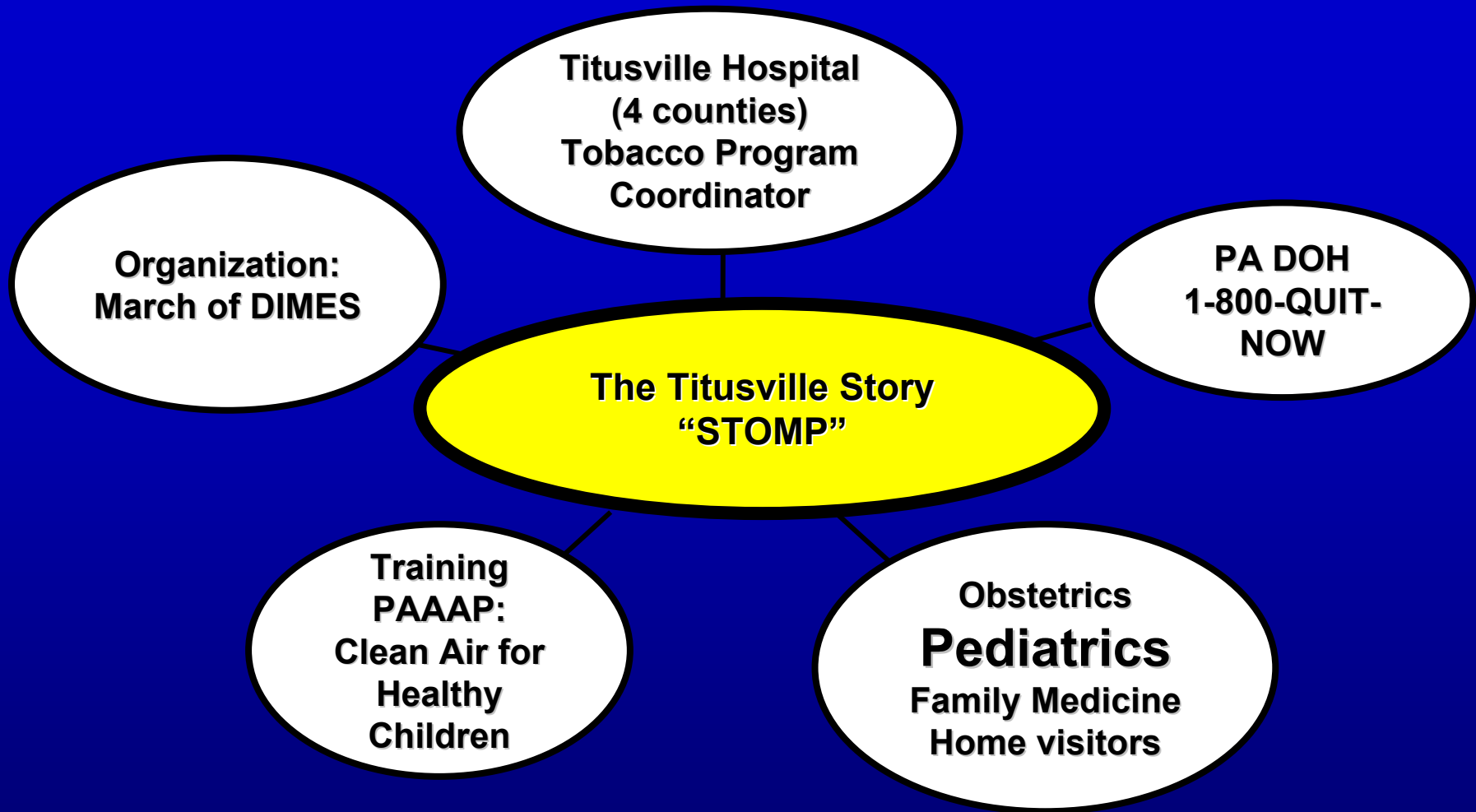
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**Motivation
(Should I?)**

**Self-Confidence
(Can I?)**

**Commitment
(Will I?)**



A Multi-Front Approach Is Most Effective

STOMP: Stop Tobacco: An Outreach for Maternal Relapse Prevention

Questions?



***Dream of a Healthy
Tobacco Free Tomorrow
World No Tobacco Day
May 31, 2009***

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