



# Promoting Cessation

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# Housekeeping

- ▶ Your phones have been muted
- ▶ Use the chat box to ask questions
  - Questions Moderator - Chris Anderson, Center for Tobacco Cessation
- ▶ We are taping the presentation



# Overview

- ▶ **Providing a Context – Kirsten**
- ▶ **Creating a Local Strategy to Promote Cessation – Kristin**
- ▶ **Creating Cessation Partnerships - Catherine and Connie**



# The Center for Tobacco Cessation



- ▶ New CTCP statewide training and technical assistance center
- ▶ The purpose of CTC is to provide training and technical assistance to organizations statewide to increase their capacity in the area of tobacco cessation.



# Center for Tobacco Cessation

- ▶ Trainings – webinar or in-person
- ▶ Technical assistance
  - County-specific data
  - Cessation plan
  - Connections to local health care providers
  - Tool kits
  - Fact sheets



# Who Smokes?

California adult smoking prevalence is **13.8%\*** ~ 4 million smokers

- ▶ **American Indian – 28.2%\*\***
- ▶ **African American – 18.7%\*\***
- ▶ **White – 16.2%\*\***
- ▶ **Hispanic – 12.8%\*\***
- ▶ **Asian/Pacific Islander – 12.0%\*\***
- ▶ **LGBT – 30.4%**
- ▶ **Navy – 39.6%**
- ▶ **Marine Corps – 30.3%**
- ▶ **Low Socio-Economic Status – 19.2%**

\* California Department of Health Services, 2008

\*\* California Health Interview Survey, 2005



# People with Mental Illness & Substance Use Disorders

- ▶ Rates of smoking are 2-4 times higher than among the general population.<sup>1</sup>
- ▶ About 41% of people with mental illness smoke.<sup>2</sup>
- ▶ 60% of current smokers report having had a mental health diagnosis sometime in their lifetime.<sup>1</sup>
- ▶ This population consumes 45% of cigarettes smoked.<sup>3</sup>



# Cessation Landscape

- ▶ The majority of smokers want to quit
- ▶ The majority of those who try do so without assistance
- ▶ It takes, on average, 12-14 attempts to quit successfully\*

\* Zhu (Sept., 2007) Oceania Tobacco Control Conference, Auckland, NZ.

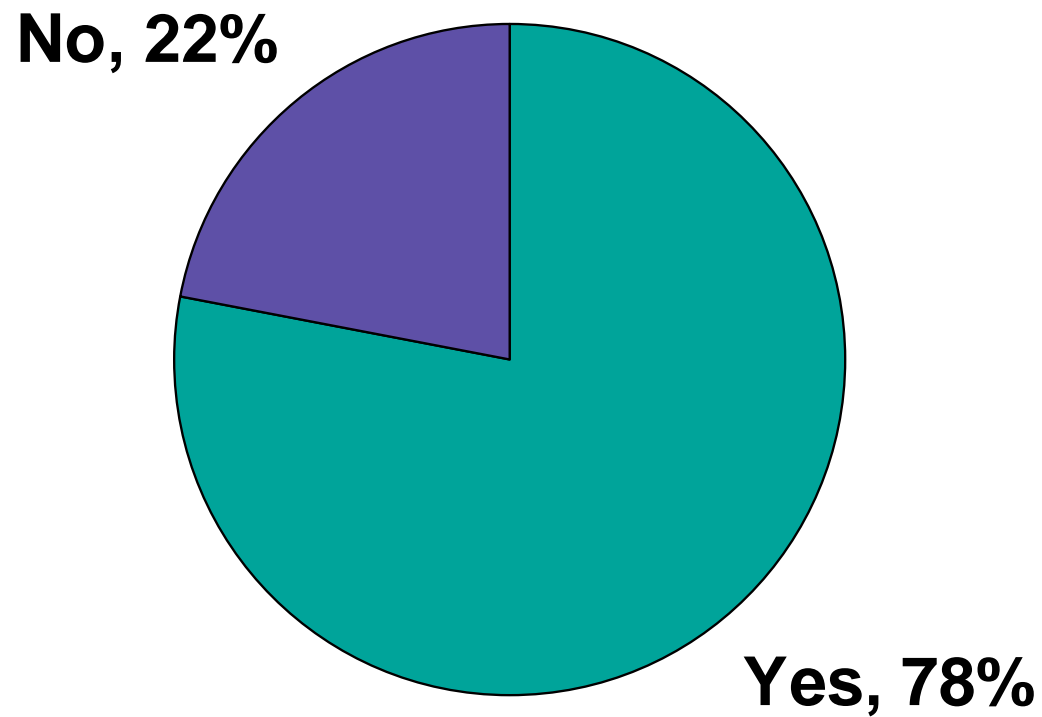


# Current Smokers' Intentions to Quit

11%	Never expect to quit
40%	May quit but not in the next 6 months
32%	Will quit in the next 6 months
17%	Will quit in the next month

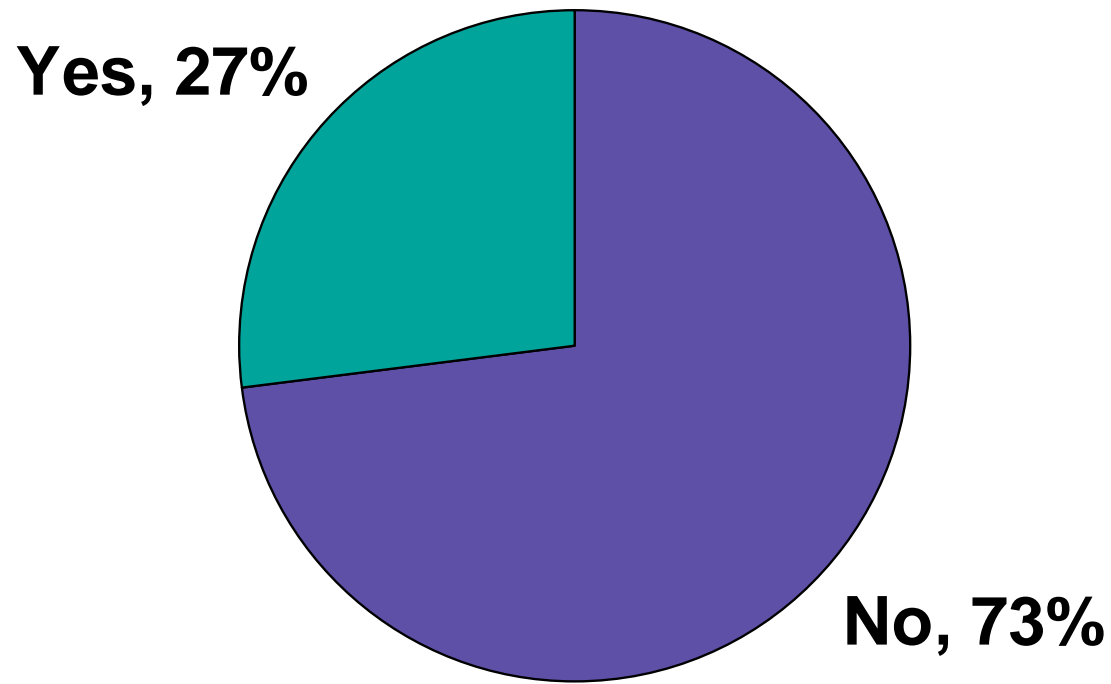
**49% intend to quit within the next 6 months or less**

# Do you believe that you are addicted to cigarettes?





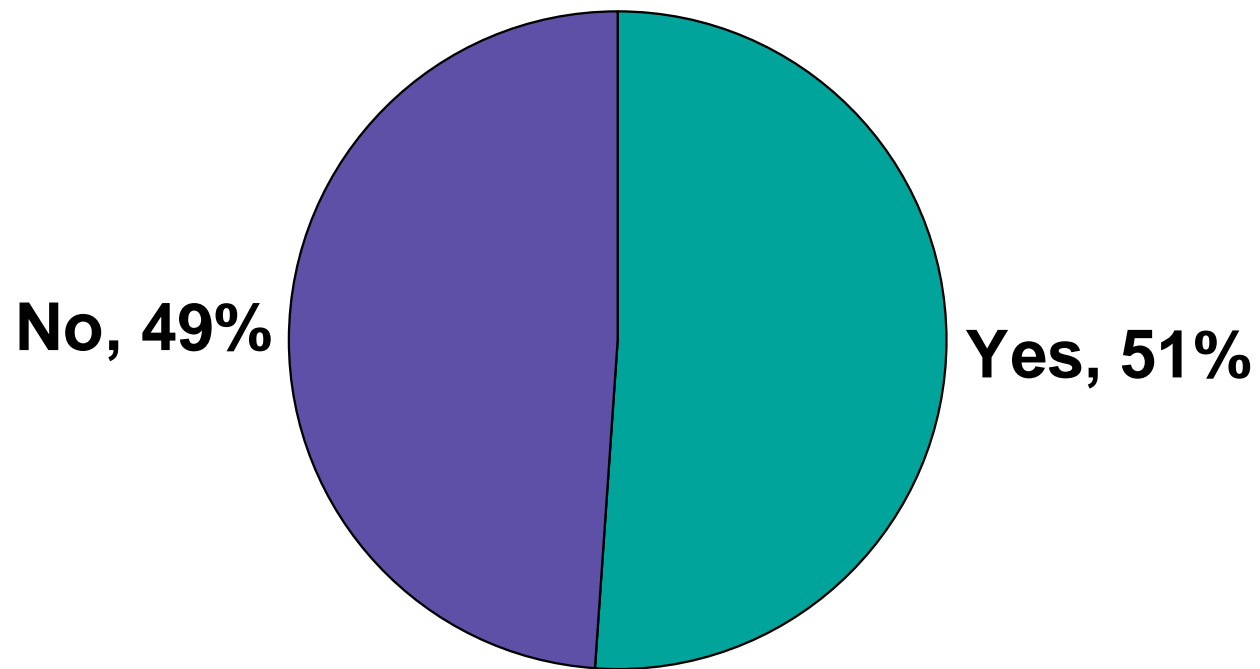
# Do you think you need medications to quit?



California Health Interview Survey, 2005

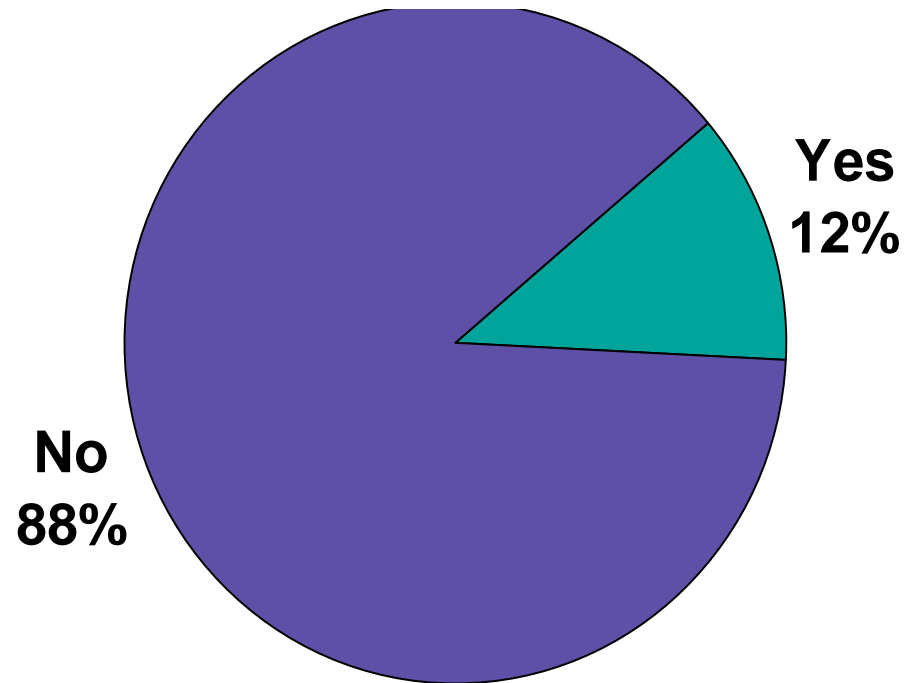


# During the past 12 months have you quit intentionally for one day or longer?





# During that attempt, did you use counseling advice or self-help materials?



California Health Interview Survey, 2005



## Please try to name up to 3 quit smoking methods or programs

- ▶ 56% NRT
- ▶ 13% Hypnotic therapy
- ▶ **5% Telephone helpline**
- ▶ 4% SmokeEnders
- ▶ 7% Other
- ▶ 15% Can't name any



# Framing the Message

- ▶ It is possible to quit
- ▶ Help is available
- ▶ Help increases your likelihood of success
- ▶ Don't give up
  
- ▶ Do you need targeted messages?
  - General messages work for all groups
  - Targeted messages convey understanding and acceptance



# Cessation in California

- ▶ California Smokers' Helpline
- ▶ TCP Media Campaign
- ▶ Smoke-free Policies
- ▶ County Resources
- ▶ Partnerships with Health Care Providers



# Additional Cessation Triggers

- ▶ New medications, i.e. Chantix
- ▶ Increased coverage, i.e. Medicare
- ▶ Increased tobacco taxes
  - Every 10% increase reduces consumption by 3-5%<sup>1</sup>

<sup>1</sup> Source: Lindblom, Campaign for Tobacco-Free Kids, June 11, 2007



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# Questions?

A decorative graphic at the bottom of the slide consists of a solid purple shape that starts as a thin line on the left, rises into a smooth, rounded wave, and then tapers back down to a thin line on the right.



# Why Create a Marketing Plan?

- ▶ As adult smoking prevalence in California declines, it may be harder to reach and motivate smokers to quit
- ▶ A solid plan creates more understanding about the problem and keeps everyone's eye on the ball



# Creating a Local Strategy to Promote Cessation

- ▶ Determine who smokes in your service area
- ▶ Understand the smokers in your service area
- ▶ Assess current cessation situation
- ▶ Define goals
- ▶ Define target audiences
- ▶ Determine what programs and services you will promote
- ▶ Create promotional strategies
- ▶ Evaluate success
- ▶ Sample marketing plan:  
[www.CenterForCessation.org](http://www.CenterForCessation.org)



# Determine Who Smokes

- ▶ California Health Interview Survey (CHIS): <http://www.chis.ucla.edu>
- ▶ California Tobacco Survey: <http://ssdc.ucsd.edu/tobacco>
- ▶ For help accessing more in-depth data, contact Kirsten Hansen



## Understand the Smokers in Your Service Area

- ▶ For assistance working with priority populations, contact Elizabeth Winward at the Capacity Building Network at [elizabeth.winward@cdph.ca.gov](mailto:elizabeth.winward@cdph.ca.gov) or (916) 449-5486.
- ▶ The majority of smokers want to quit
- ▶ 49% intend to quit within the next 6 months or less



# Assess Current Cessation Situation

- ▶ Identify Quit Attempt Triggers
  - State and local media campaigns
  - Statewide health care provider initiatives
  - Expanded healthcare coverage for NRT
  - Smoke-free laws and policies
  - Local initiatives
- ▶ Identify Cessation Resources
  - Local resources
  - California Smokers' Helpline



# Define Goals

- ▶ Increase quit attempts
- ▶ Decrease tobacco use
- ▶ Increase calls to the Helpline
- ▶ Other?



# Define Target Audiences

- ▶ Focus on organizations that touch large numbers of smokers and have a stake in reducing tobacco use:
  - Hospitals and clinics
  - County public health programs
  - Health care providers
  - Health plans
  - Pharmacies
  - Employers and unions
  - Schools



# Identify Initiatives to Promote

- ▶ Programs for smokers
  - Local cessation services
  - California Smokers' Helpline
- ▶ Interventions for health care providers
  - Ask, Advise, Refer
  - Proactive referral system
- ▶ Other



# Develop Promotional Strategies

- ▶ Build on state and local initiatives
- ▶ Utilize existing marketing vehicles of partner organizations
- ▶ Access free and low-cost information and materials
- ▶ Utilize programs and services of the Center for Tobacco Cessation



# Build on State & Local Initiatives

- ▶ TCP media campaign: Partners and [www.tobaccofreeca.com](http://www.tobaccofreeca.com)
- ▶ Statewide health care provider partnerships: [www.CenterForCessation.org](http://www.CenterForCessation.org)
- ▶ Local smoke-free laws and policies
- ▶ Public health department programs and materials
- ▶ Heart, Lung, Cancer
- ▶ Other local health initiatives sponsored by hospitals, employers, unions, schools, etc.



## Utilize Existing Marketing Vehicles of Partner Organizations

- ▶ Web sites
- ▶ Print and electronic newsletters
- ▶ New member communications
- ▶ Direct mail
- ▶ Advertising
- ▶ Media
- ▶ Smoke-free policy signage
- ▶ Pharmacy bags and customer receipts



# Access Existing Materials

- ▶ Helpline: [www.nobutts.org](http://www.nobutts.org)
  - Fact sheets
  - Brochures
  - Gold Cards and Regale Salud cards
  - Banner ads
  - Posters
  - Helpline client testimonials
- ▶ Be A Reel Hero: [www.beareelhero.com](http://www.beareelhero.com)
  - Free TV ads



# Access Existing Materials

- ▶ **TECC: [www.tecc.org](http://www.tecc.org)**
  - Ask, Advise, Refer Pocket Guide
  - Brochures
  - Booklets
  - Posters
  - Promotional items
  
- ▶ **CDC Media Campaign Resource Center:**  
[www.cdc.gov/tobacco/media\\_communications/countermarketing/mcrc/index.htm](http://www.cdc.gov/tobacco/media_communications/countermarketing/mcrc/index.htm)
  - Free and low-cost TV, radio, print, and billboard ads
  - Technical assistance



## Utilize Programs & Services of the Center for Tobacco Cessation

- ▶ Information sheets
- ▶ Toolkits
- ▶ Speakers bureau with CME-approved courses
- ▶ Webinars
- ▶ In-person trainings
- ▶ Technical assistance



# Evaluate Success

- ▶ Contact Kirsten Hansen for assistance with creating an evaluation strategy



# Questions?



# Recommendations

- ▶ Develop a local plan
- ▶ Use partnerships to increase cessation rates in your county
- ▶ Utilize existing resources and build on existing initiatives



# Contact Information

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