



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.¹
- ▶ About 41% of people with mental illness smoke.²
- ▶ 60% of current smokers report having had a mental health diagnosis sometime in their lifetime.¹
- ▶ This population consumes 45% of cigarettes smoked.³



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.

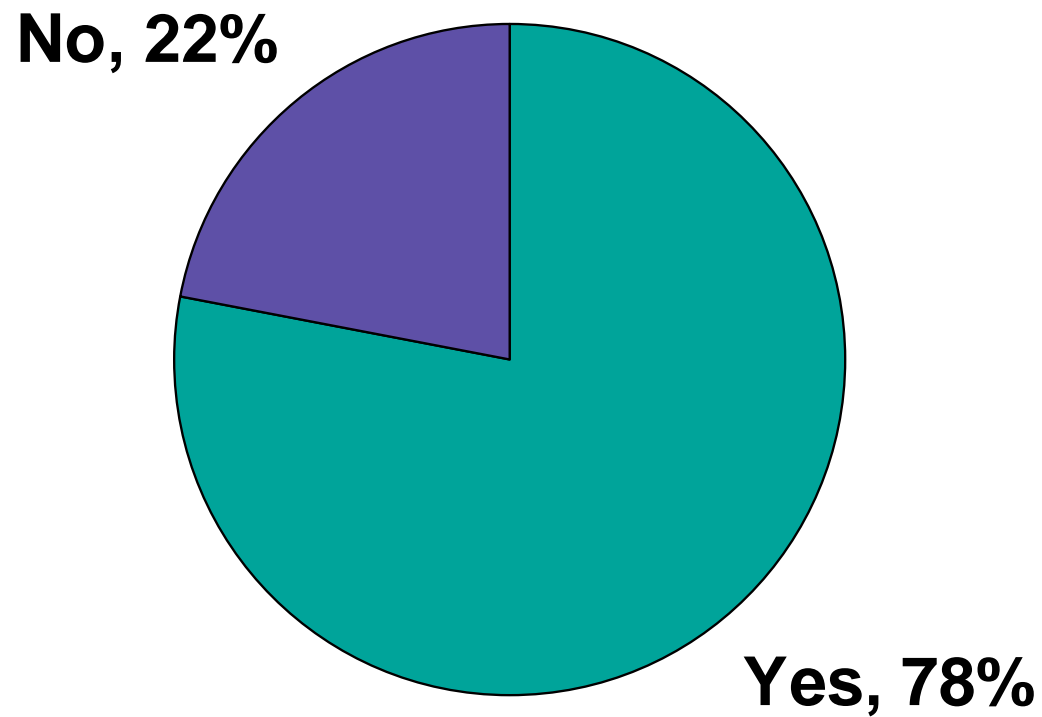


Current Smokers' Intentions to Quit

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

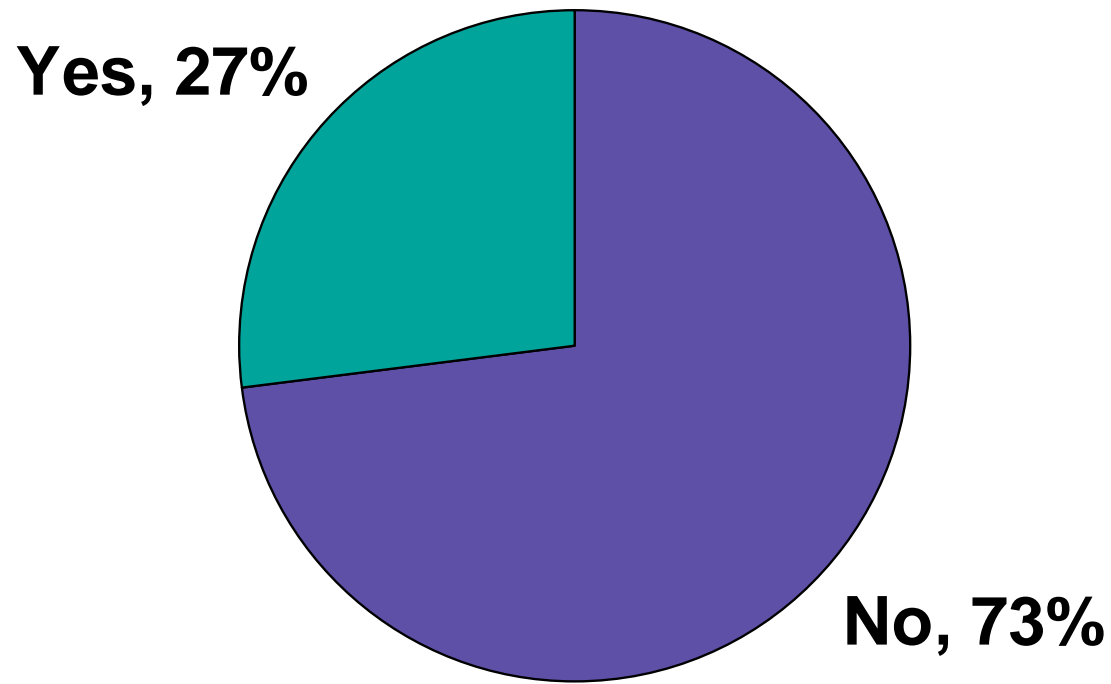
49% intend to quit within the next 6 months or less

Do you believe that you are addicted to cigarettes?





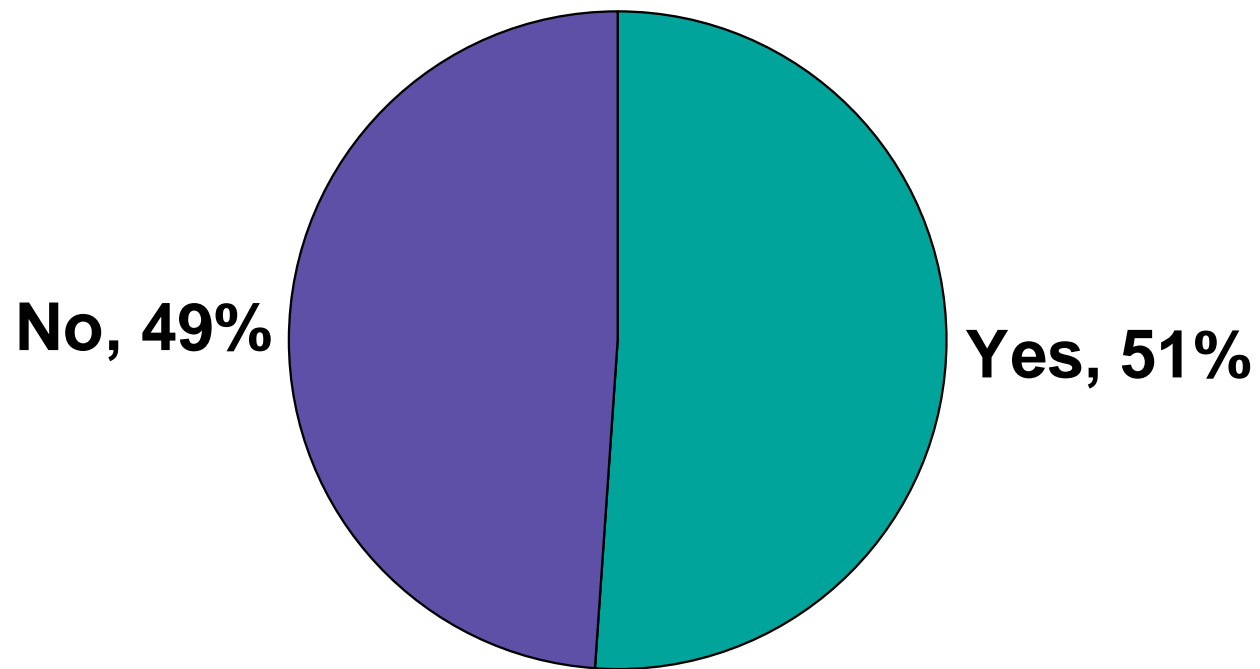
Do you think you need medications to quit?



California Health Interview Survey, 2005



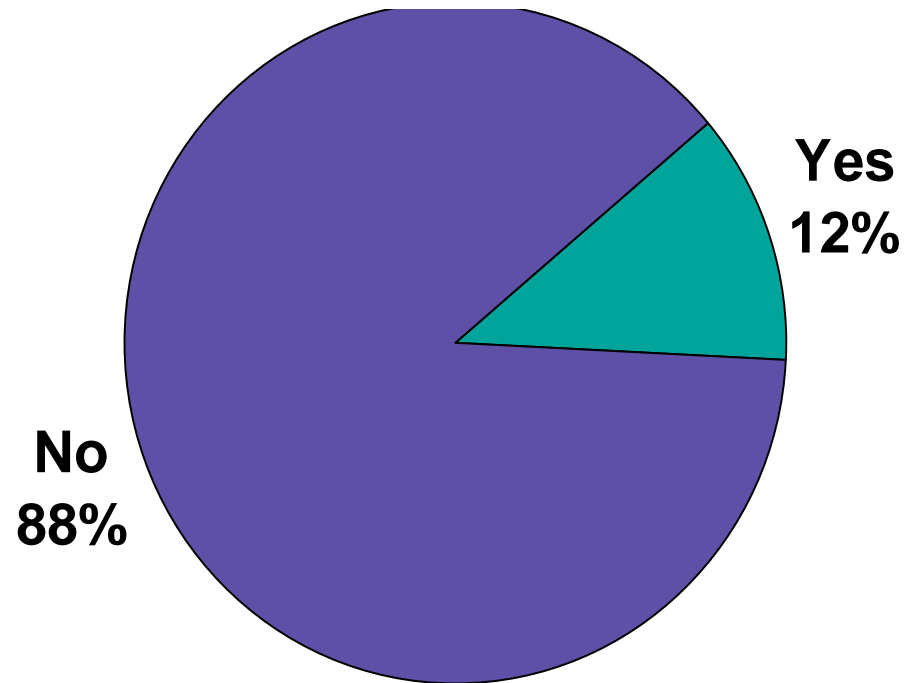
During the past 12 months have you quit intentionally for one day or longer?



California Health Interview Survey, 2005



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%¹

¹ Source: Lindblom, Campaign for Tobacco-Free Kids, June 11, 2007



Questions?



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



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 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
- ▶ Statewide health care provider partnerships: 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
 - Fact sheets
 - Brochures
 - Gold Cards and Regale Salud cards
 - Banner ads
 - Posters
 - Helpline client testimonials
- ▶ Be A Reel Hero: www.beareelhero.com
 - Free TV ads



Access Existing Materials

- ▶ **TECC: 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
 - 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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