

Welcome to **MD**Quit's 4th Annual Best Practices Conference

January 21st, 2010
Turf Valley Resort
Ellicott City, MD

Overview of the Conference

- We are delighted to have Ms. Kathleen Dachille & Dr. Jack Henningfield as Keynote speakers
- Lunch with Update from DHMH
- Afternoon Sessions
 - Motivational Enhancement Techniques I & II
 - Maximizing What You Can Do with Fewer Resources
 - Brainstorming Hot Topics in Tobacco

Housekeeping

- Folders
 - Agenda
 - Note cards to jot down questions
 - Survey to complete at end of day
 - Certificate of Attendance
- Sessions
 - Morning Session in Crystal Room
 - Lunch in Tiffany Room
 - Motivational Sessions I & II in Regency Room
 - Maximizing What You Can Do & Hot Topics will be in the Crystal Room

Do You Know Where Your Smokers Are?

and Who They Are and What They are Doing

Dr. Carlo DiClemente
Director, MDQuit

Overview

- We would like to share information in a new format – using our clicker technology



Clicker lessons

- Immediate Audience Response Device
- **Anonymous**
- Radio Frequency- *you don't have to point it at anything*
- Just hit the number / letter you choose & it will appear in the LCD screen
- You can change your response by just hitting a different number...but only one response will record per person!

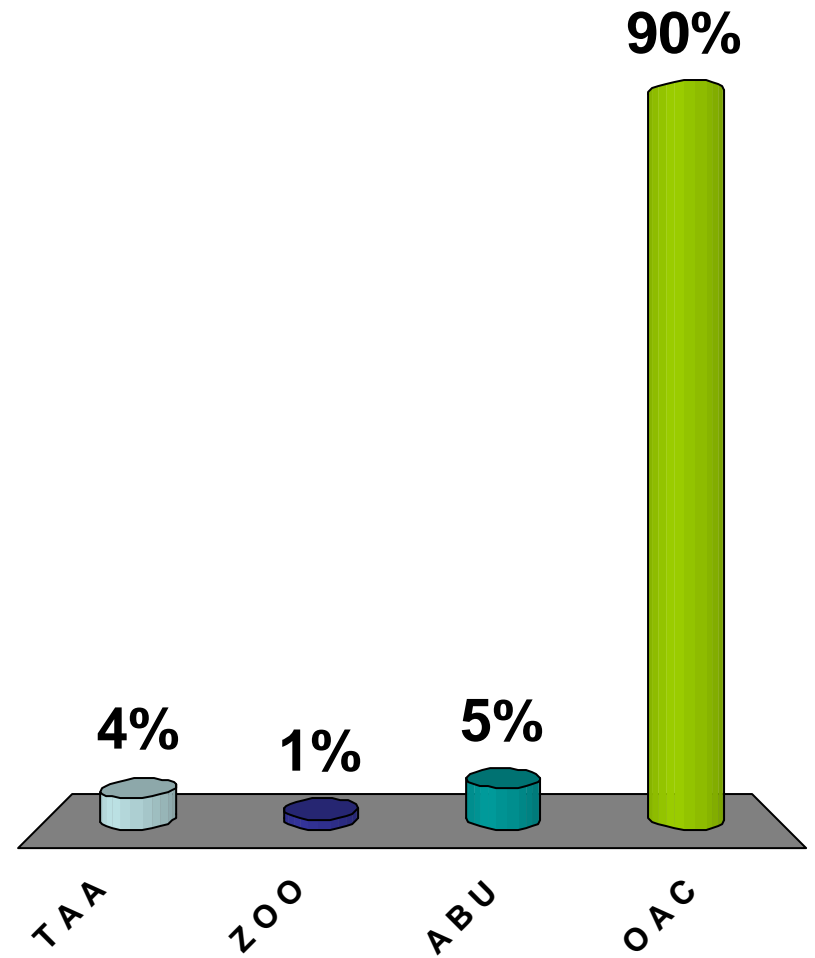


Practice Question: Word Scramble

Fill in the missing letters

T_B_C_O

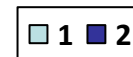
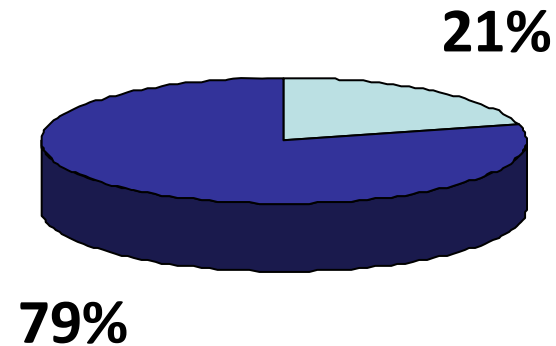
- 1. T A A
- 2. Z O O
- 3. A B U
- 4. O A C



Tell us a little about
yourselves ...

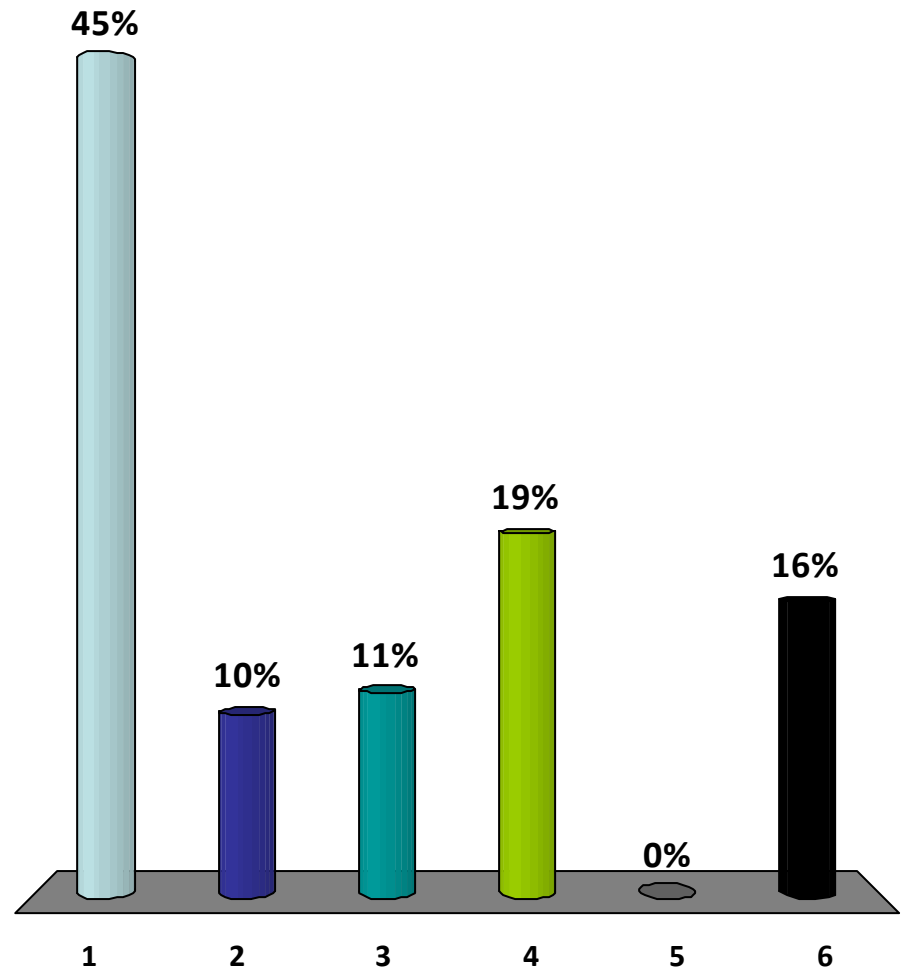
Are you...

1. Male
2. Female



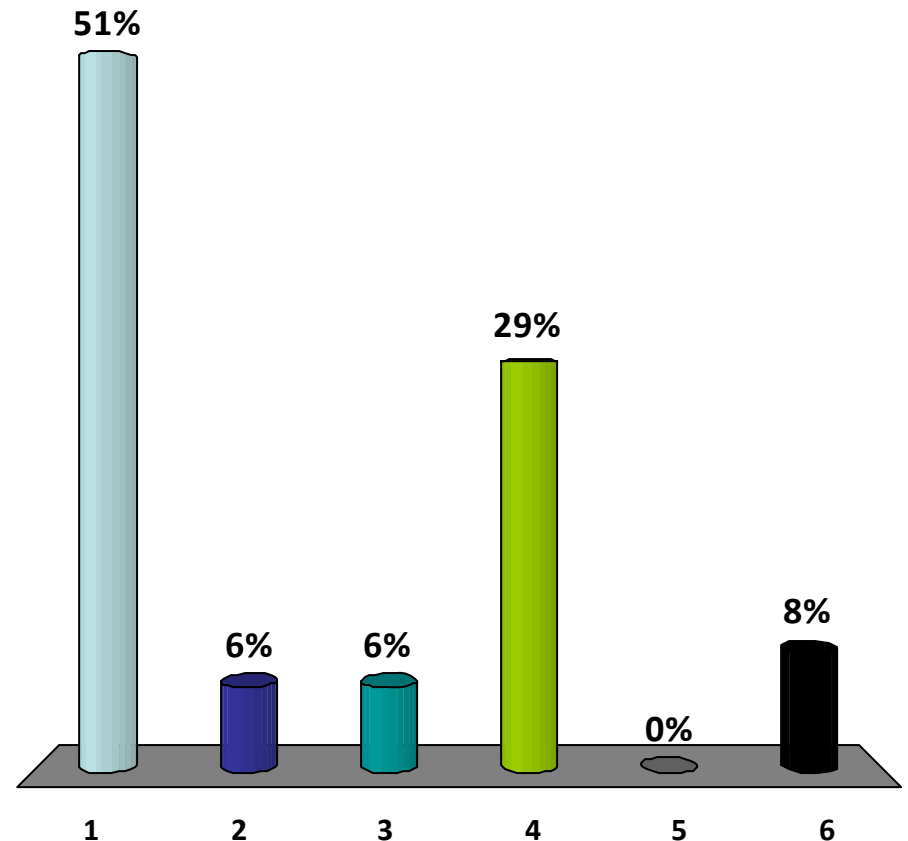
Where do you primarily work?

1. DHMH/Health Department
2. Schools
3. Hospitals / Doctor's office
4. Non-profit
5. Faith-based organization
6. Other



Where in Maryland do you work?

- 1. Baltimore:** Anne Arundel, Baltimore City, Baltimore Co., Carroll, Harford, Howard
- 2. Lower Eastern Shore:** Dorchester, Somerset, Wicomico, Worcester
- 3. Southern Maryland:** Calvert, Charles, St. Mary's
- 4. Suburban Washington:** Frederick, Montgomery, Prince George's
- 5. Upper Eastern Shore:** Caroline, Cecil, Kent, Queen Anne's, Talbot
- 6. Western Maryland:** Allegany, Garrett, Washington



Now let's see how well you know
Maryland's tobacco users

Underage Tobacco Use

Stages of Smoking Initiation
2008 Maryland Youth Tobacco
Survey (MYTS)

Stages of Smoking Initiation



Precontemplation: Youth who are not currently smoking and expressed a firm commitment to not start in the next year



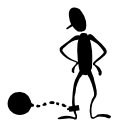
Contemplation: Youth who are not currently smoking and did not express a firm commitment to not smoke in the next year



Preparation: Youth who have minimally tried cigarettes (< 100 in their lifetime) who may be currently smoking (less than 5 days in past 30) and definitely plan on smoking within the next year



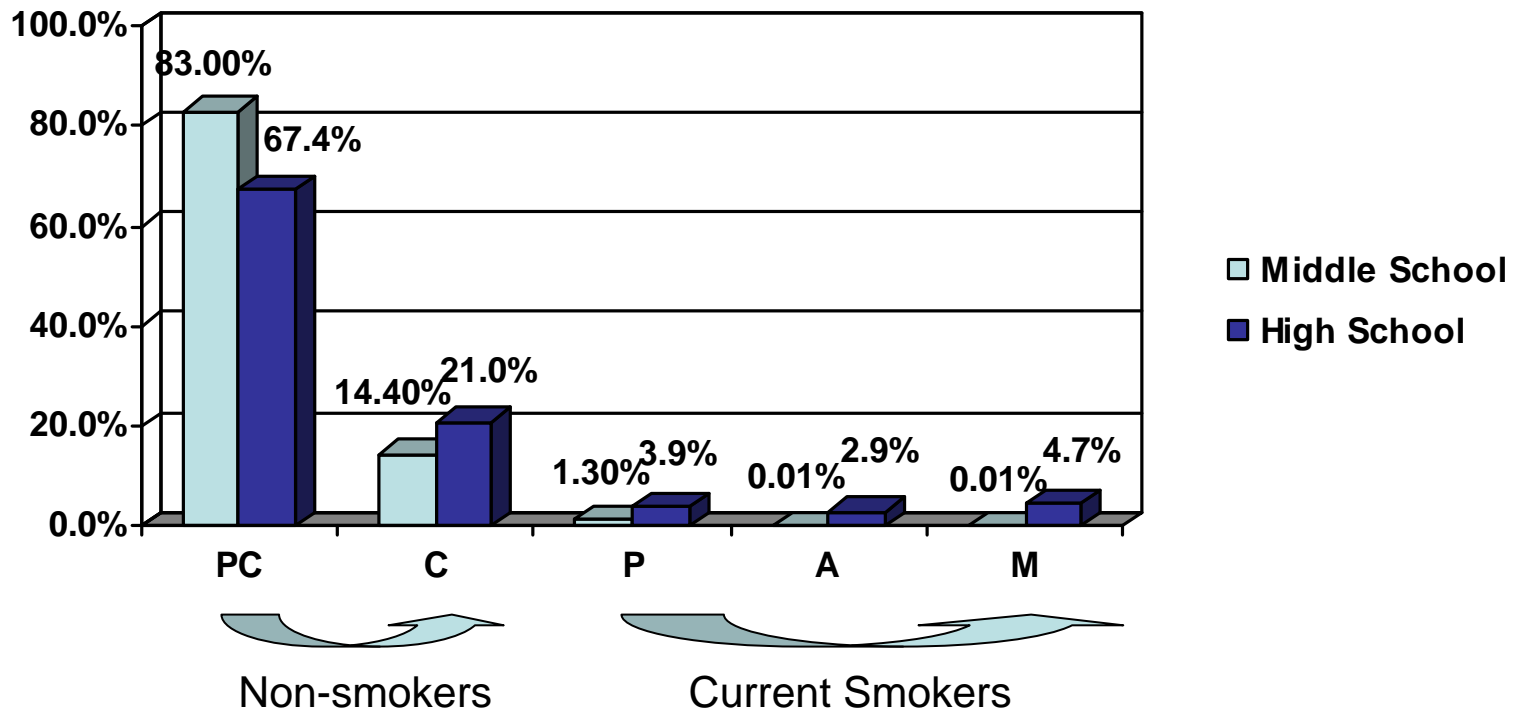
Action: Youth who have smoked on 6 or more days during the past 30 day and have smoked for < 6 months



Maintenance: Youth who have smoked on 6+ days during the past 30 days and have smoked for at least 6 months

Underage Smoking Initiation in 2008

- ~75% were in PC
- ~ 20% were in Contemplation
- ~ 3% were in Preparation (smoked < 100 cigs in lifetime)
- 2% in Action (smoking regularly for < 6 months)
- 3% in Maintenance (smoking regularly for > 6 months)

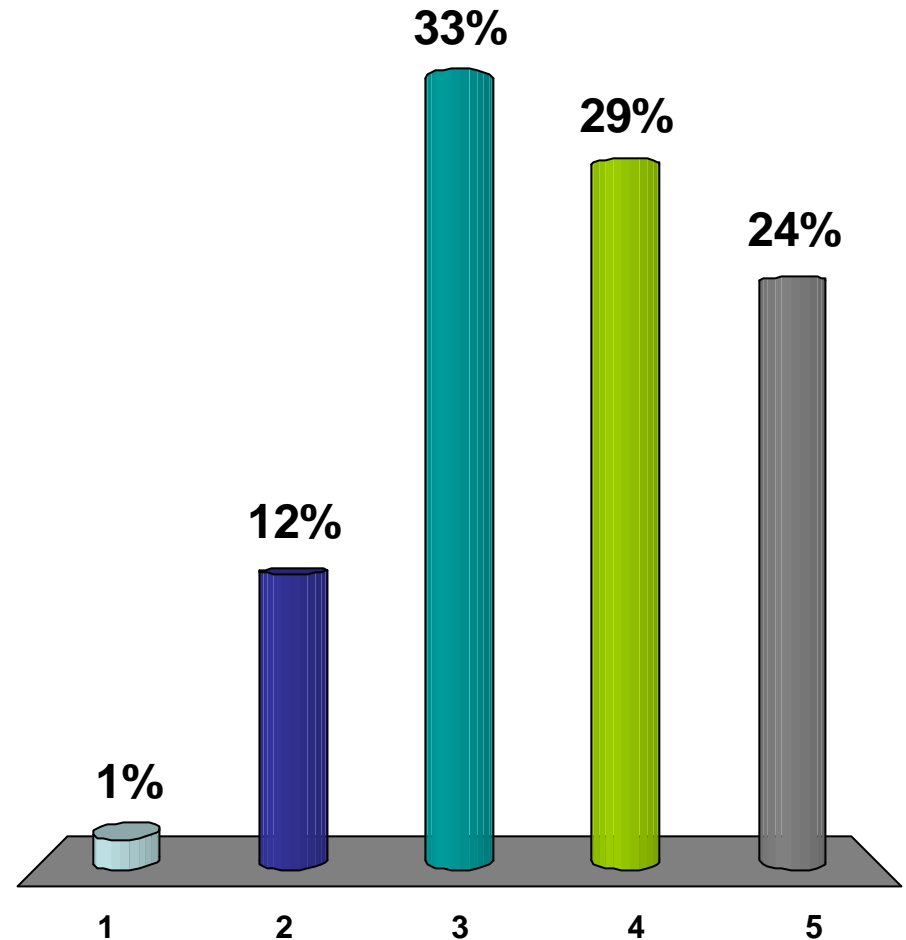


Stages of Smoking Initiation & Environmental Smoking

2008 Maryland Youth Tobacco Survey (MYTS)

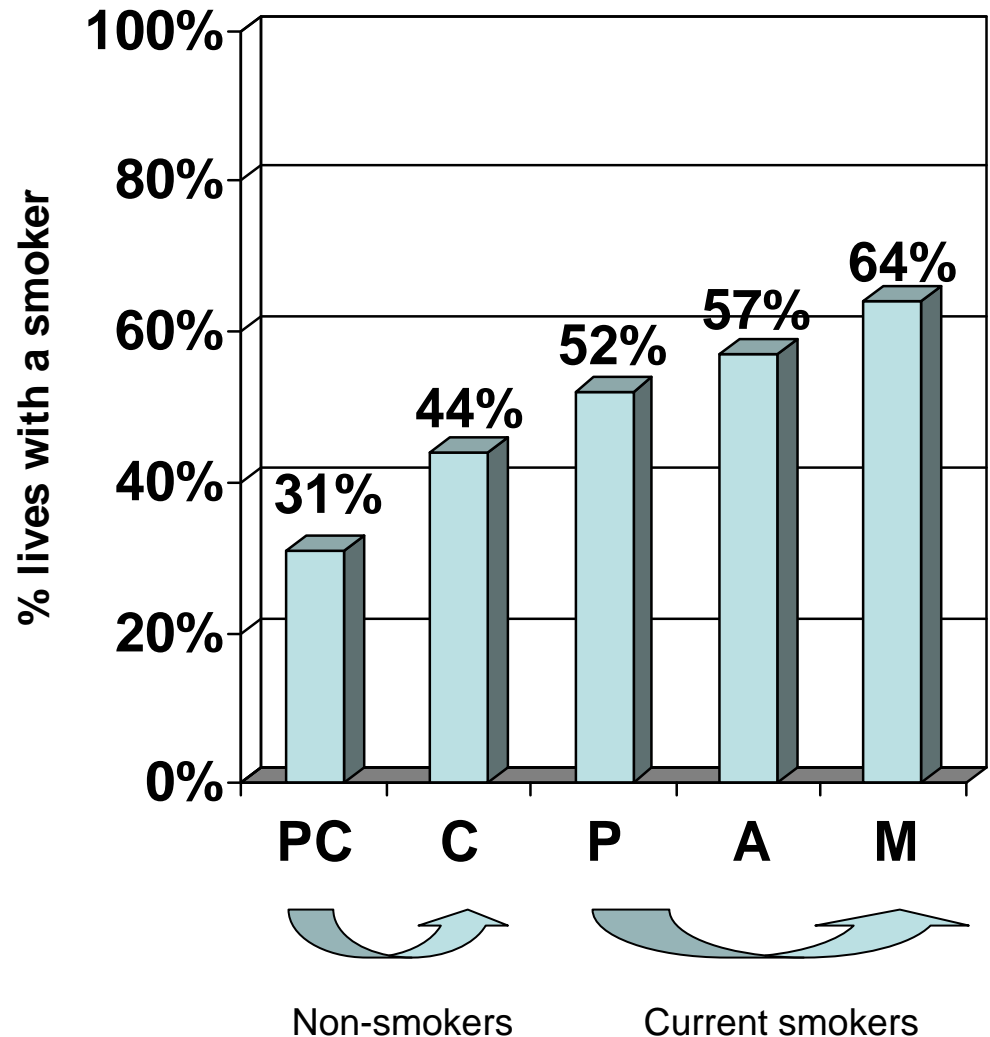
What % of youth reported living with a smoker?

1. 5%
2. 10%
3. 20%
4. 35%
5. 50%



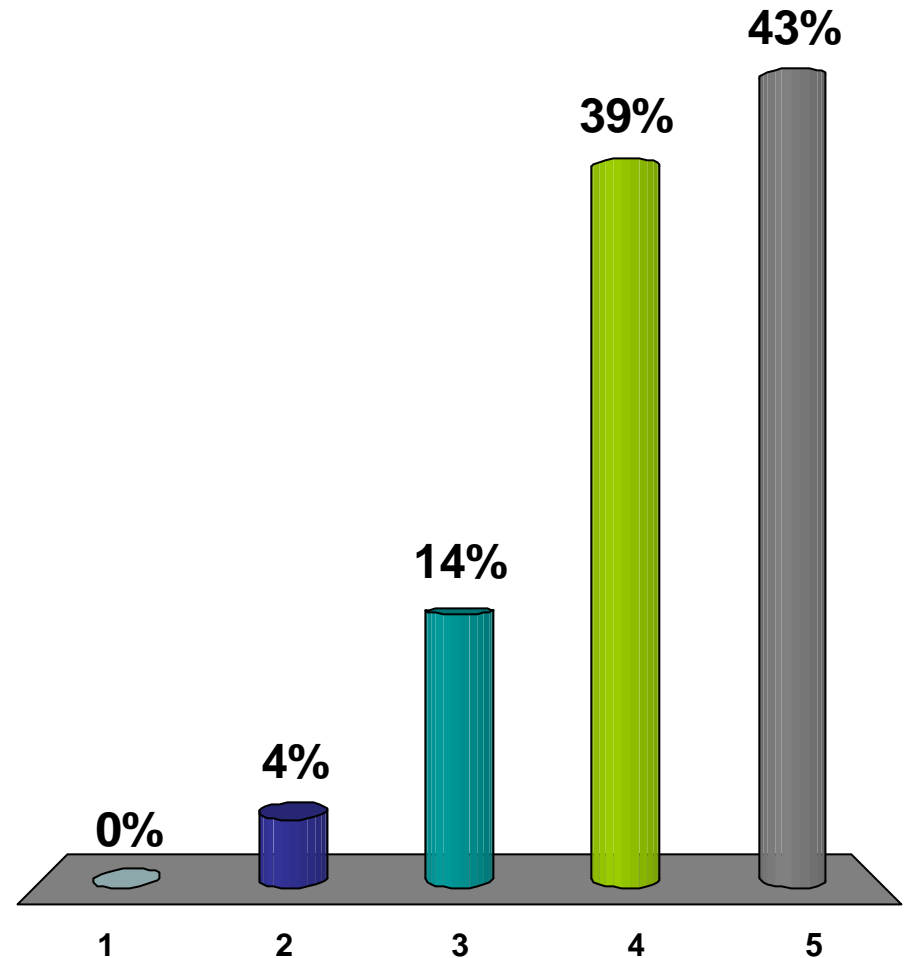
35% of youth live with 1+ smoker(s)

- However, varies considerably by Stage status



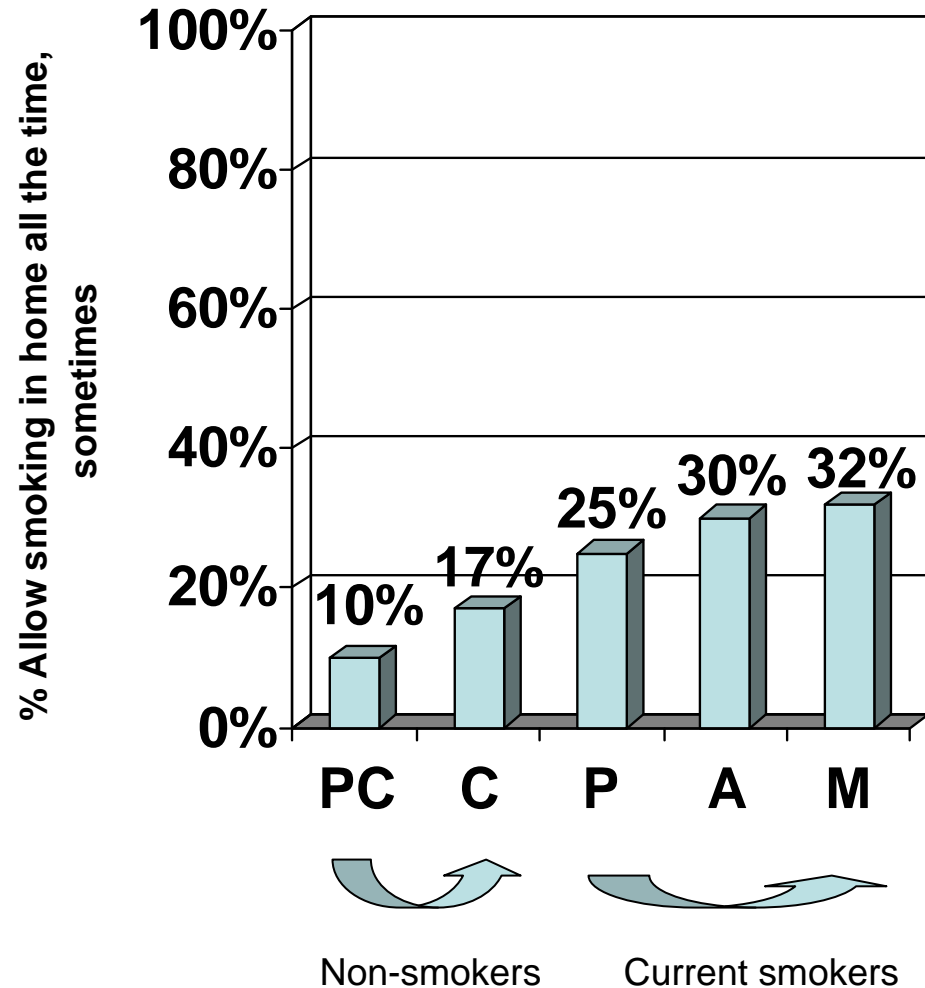
What % of youth live in homes where smoking is allowed inside the home (all the time, in some places or at some times)?

1. 0%
2. 3%
3. 6%
4. 13%
5. 20%



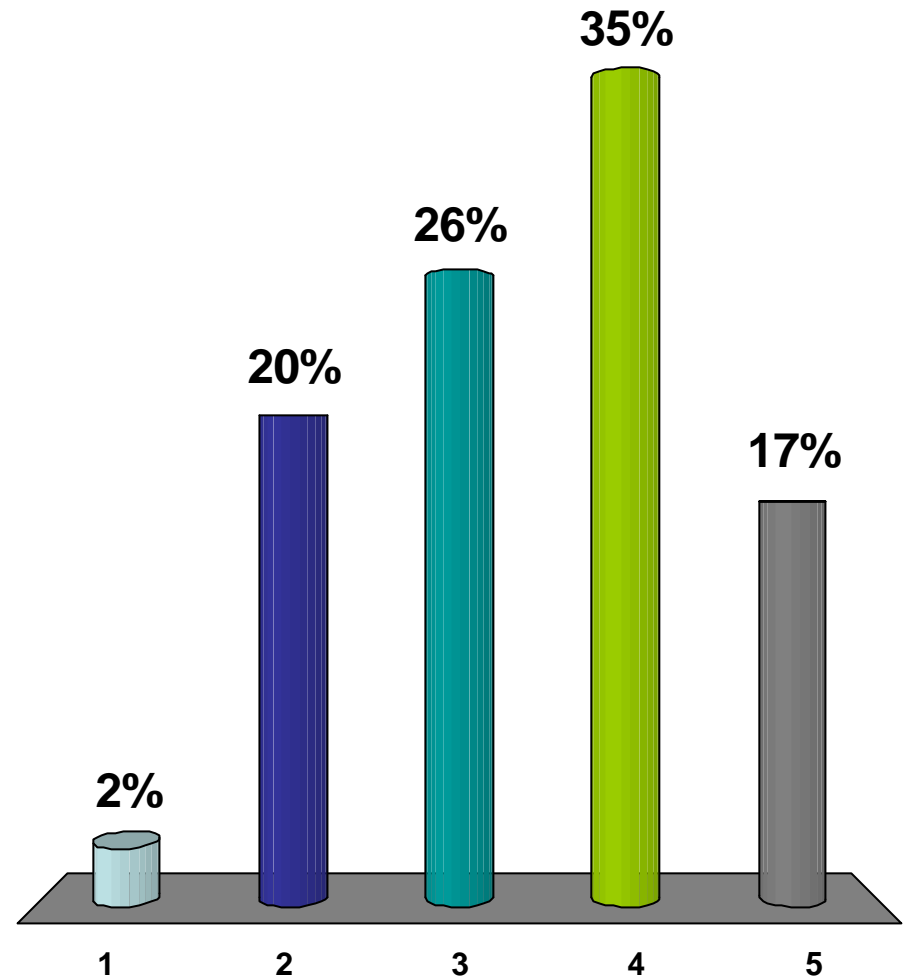
13% of adolescents live in a home where smoking is allowed

- Similar to living with smokers, distribution differs dramatically by stage



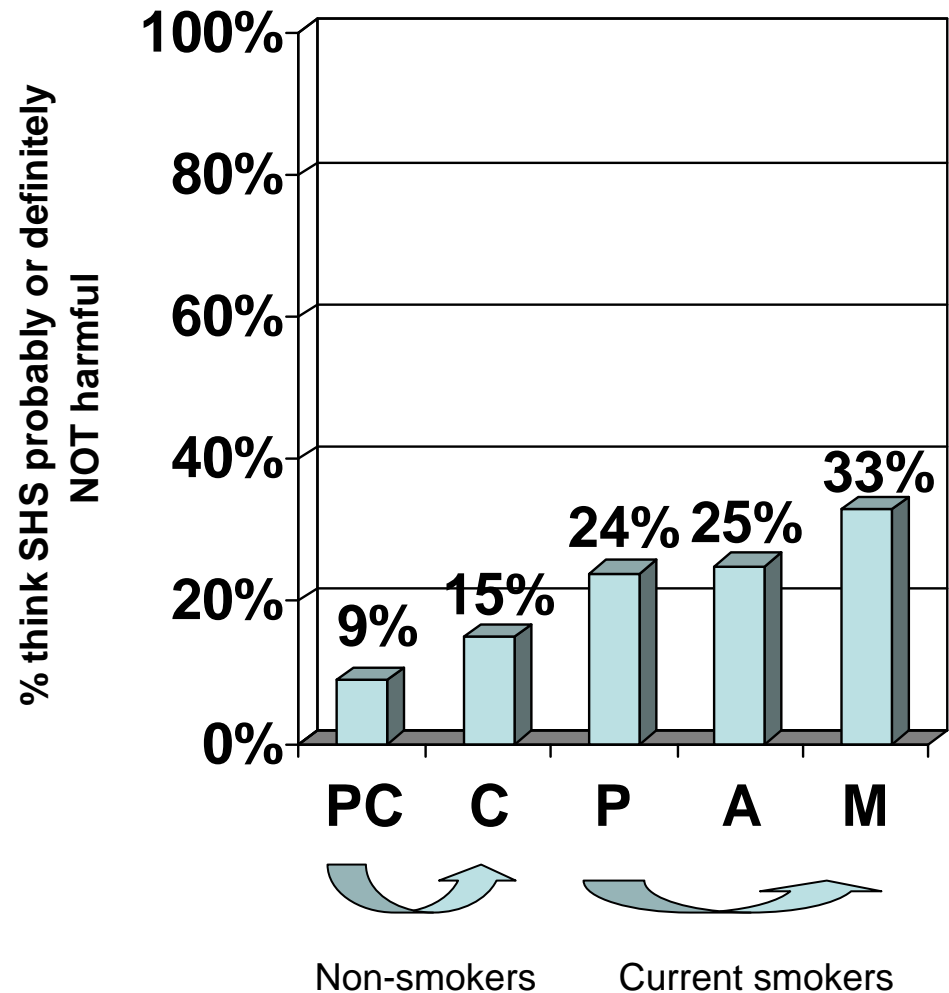
What % of youth think that secondhand smoke is probably or definitely **NOT** harmful?

1. 0%
2. 6%
3. 12%
4. 25%
5. 50%



12% reported that SHS is probably or definitely NOT harmful

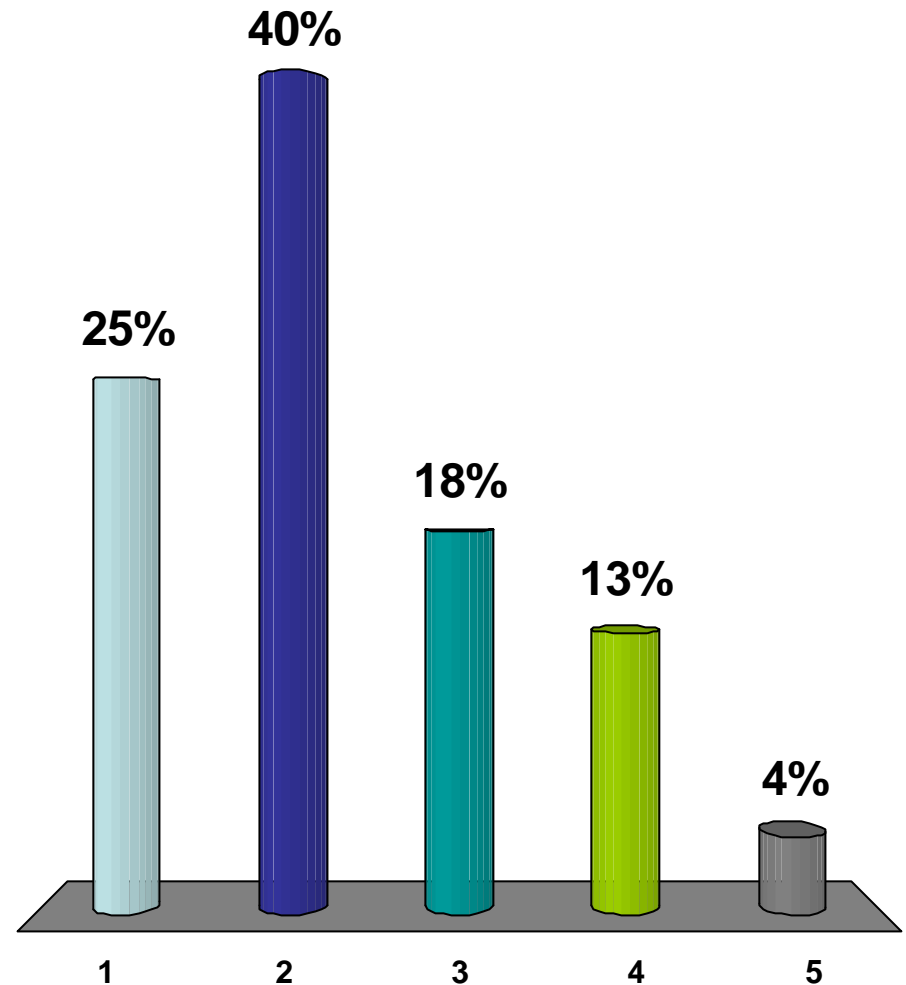
- Similar to living with smokers, distribution differs dramatically by stage



Stages of Smoking Initiation & Other Tobacco Use

% of adolescents who were current 'regular' smokers (A & M stages) also reported past month "other" tobacco use?

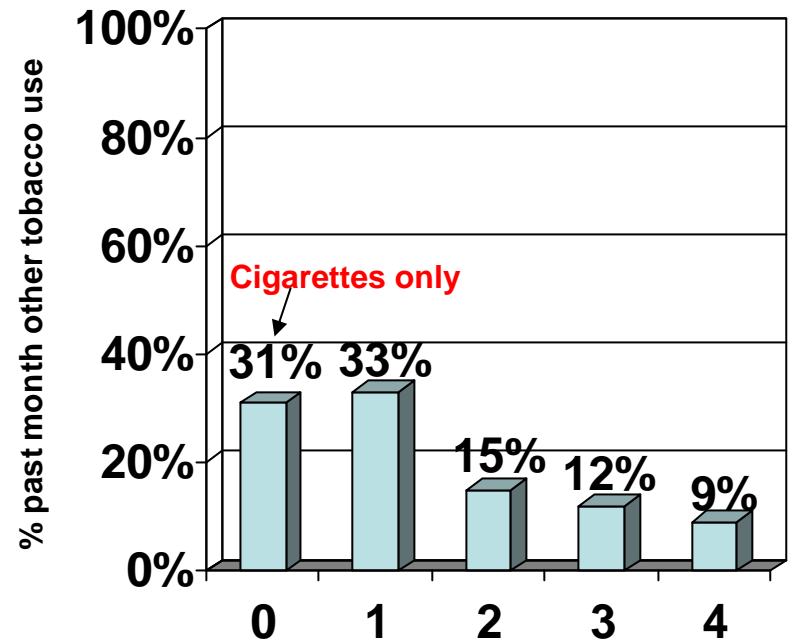
1. 5%
2. 20%
3. 50%
4. 69%
5. 81%



69% reported using at least one other tobacco product in addition to cigarettes

- Only 31% used cigarettes exclusively
- Other tobacco products include
 - bidis
 - cigars,
 - pipes,
 - or smokeless

Count of Other Tobacco Products



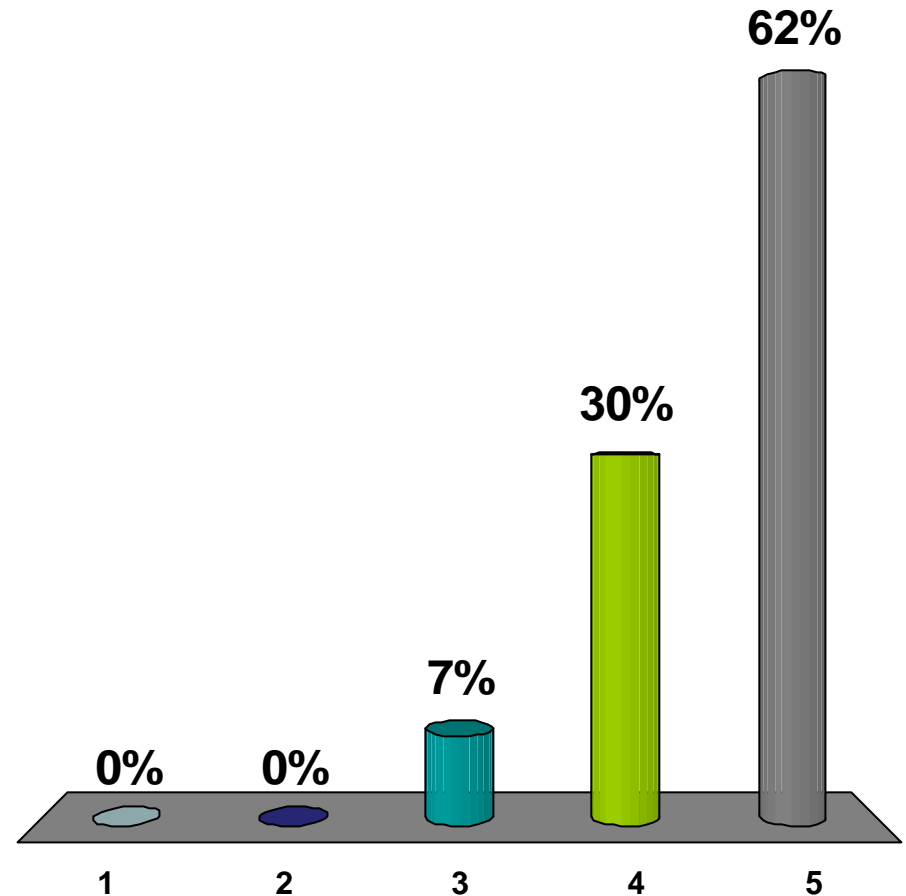
■ Count of Other Tobacco Products



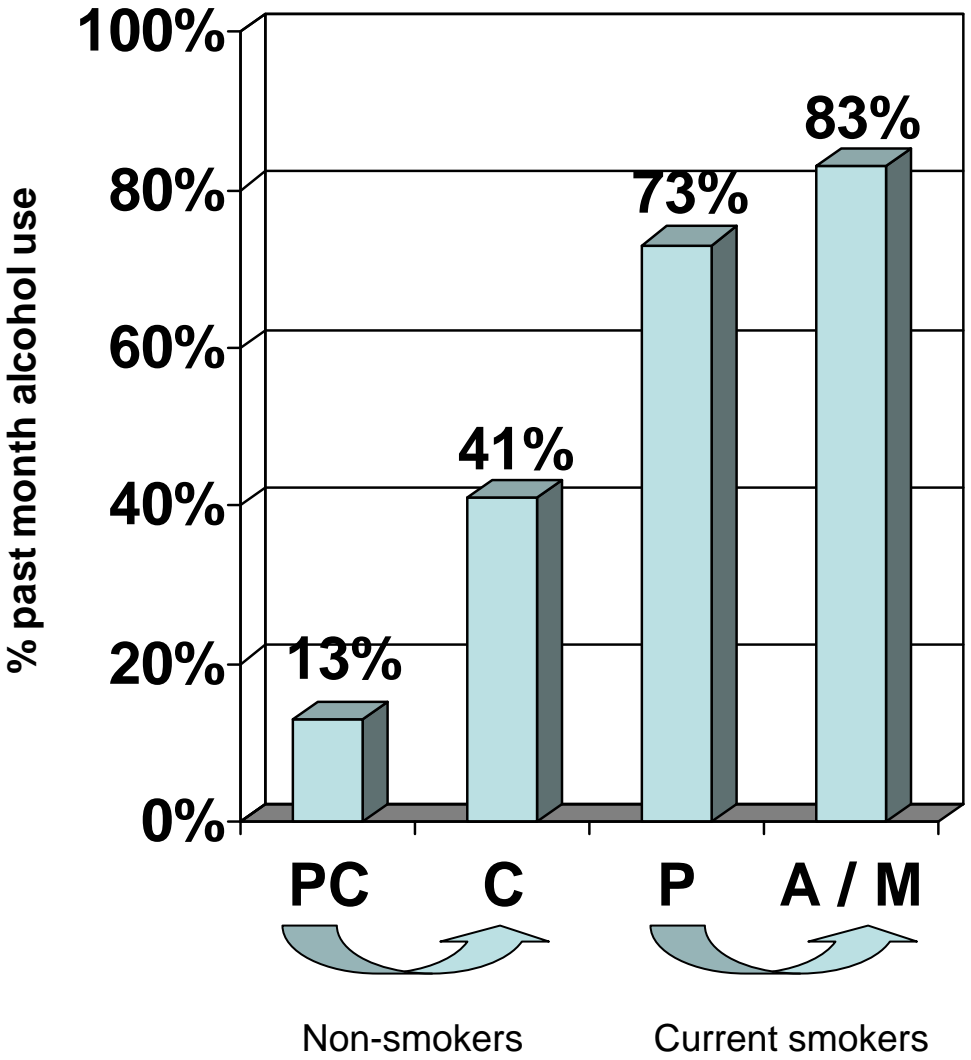
Stages of Smoking Initiation & Alcohol Use

% of current adolescent 'regular' smokers (A & M stages) reported past month alcohol use?

1. ~5%
2. ~10%
3. ~20%
4. ~50%
5. ~80%

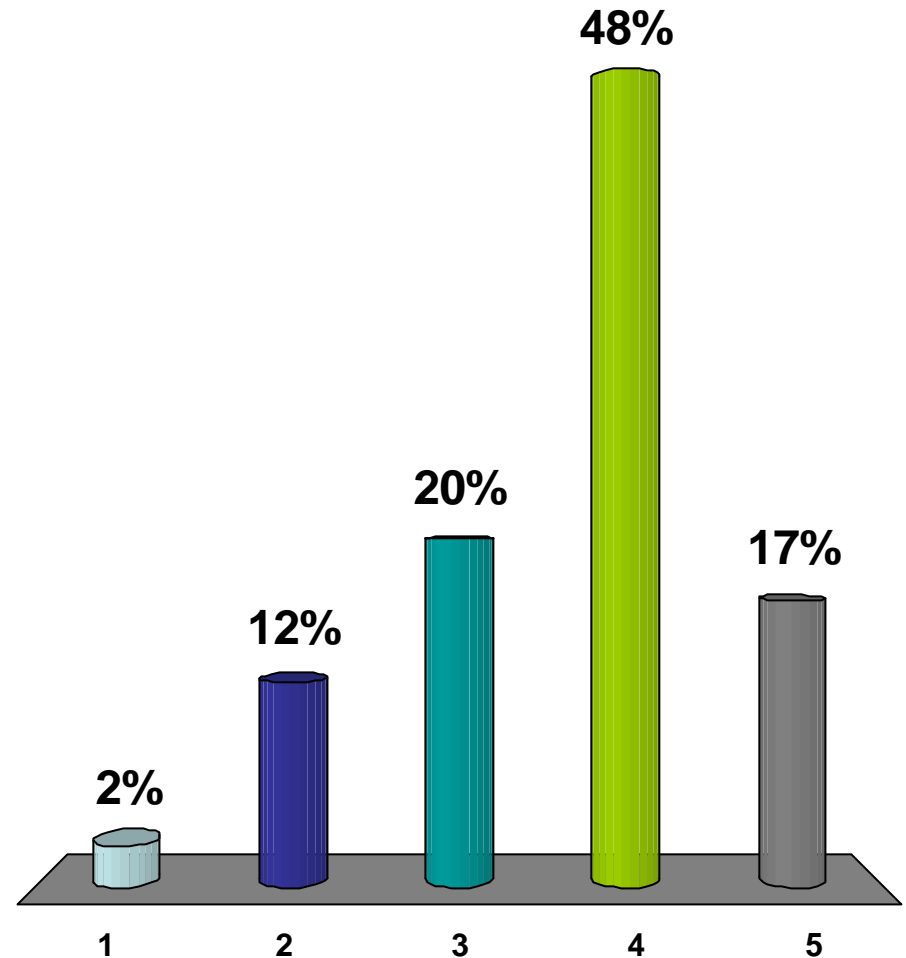


Overall 83% of current 'regular' adolescent smokers reported using alcohol in the past month



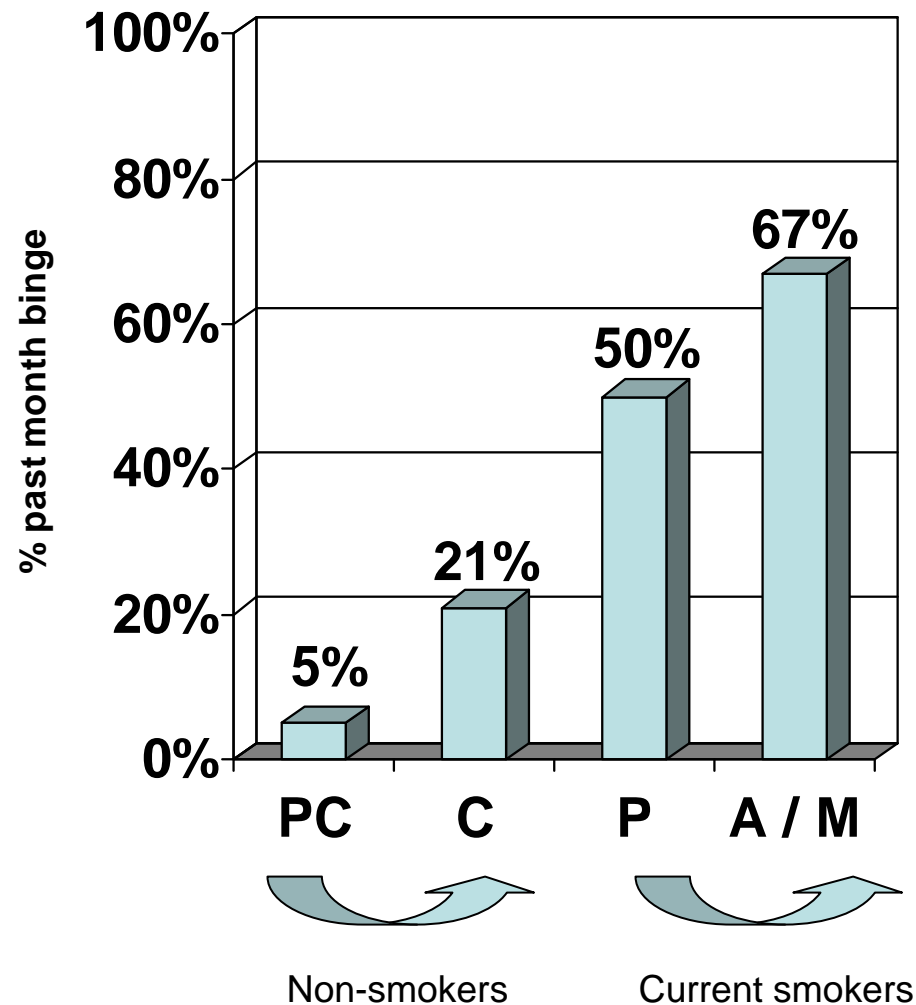
What % of current adolescent 'regular' smokers reported binge drinking (i.e., 5+ more drinks in a row) in the past month?

1. 2.5%
2. 25%
3. 50%
4. **67%**
5. 75%



67% reported 1 or more binge episodes in the past month

- Noticing the pattern?



Overview of Youth Patterns

- As youth move through the Stages of Smoking Initiation ...
 - more likely to use and abuse other drugs
 - be surrounded by more environmental smoking and permissive parental attitudes
 - hold more risky beliefs / attitudes

Adult Tobacco Use

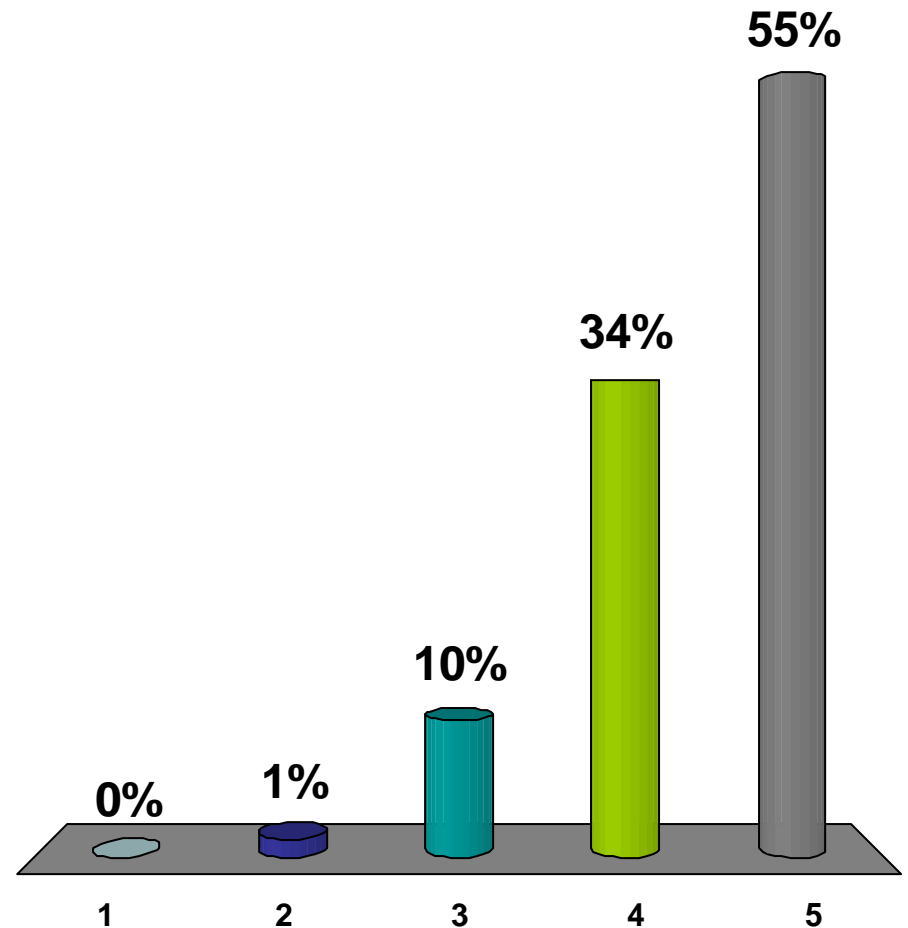
2008 Maryland Adult Tobacco Survey (MATS)

% of current smokers in 2008 ‡

1. 4%
2. 8%
3. 12%
4. 16%
5. 20%

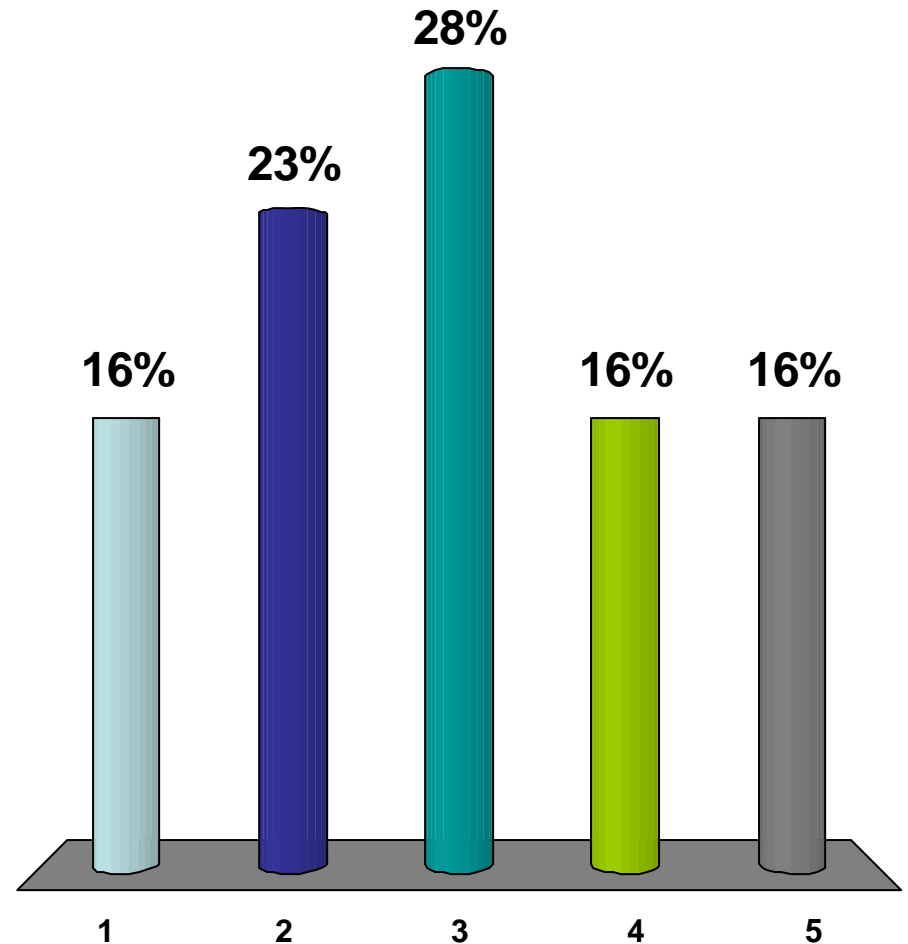
Current smoker = smoked 100+
cigarettes in lifetime & smoked
on every or some days past
month

‡ Using Weighted Data



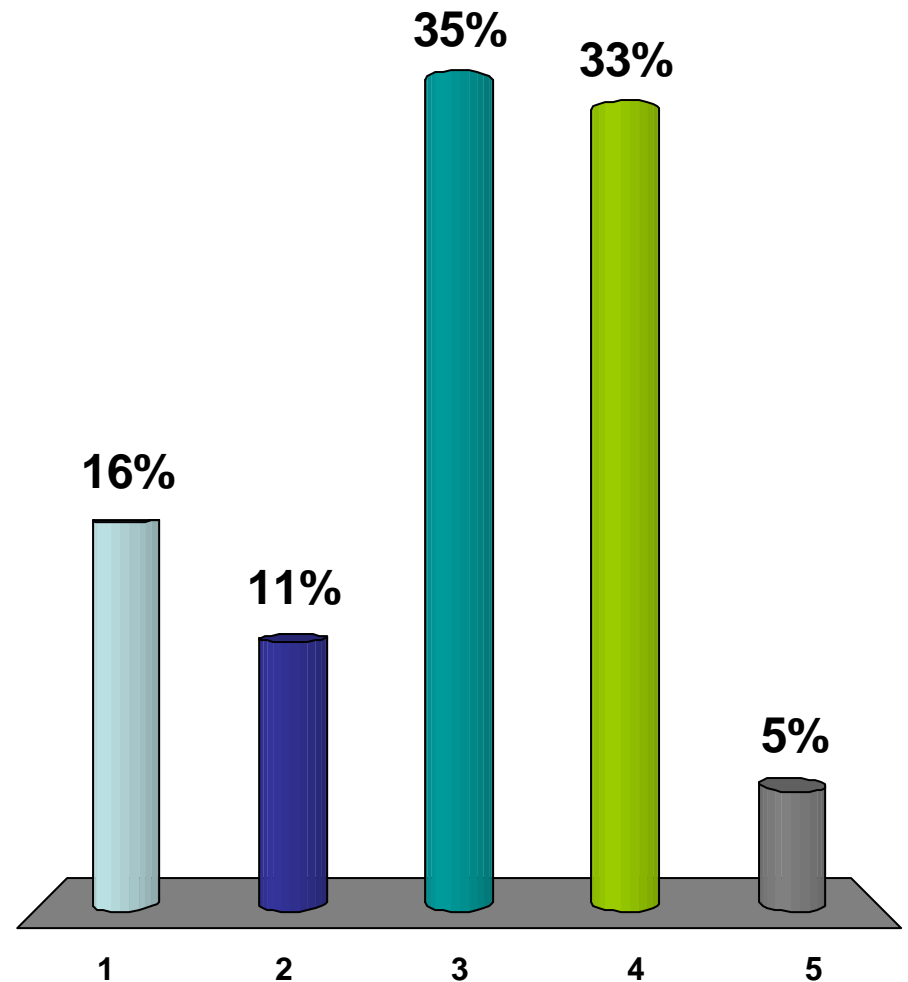
Of the current smokers, what % are female?

1. 36%
2. 41%
3. 46%
4. 51%
5. 56%

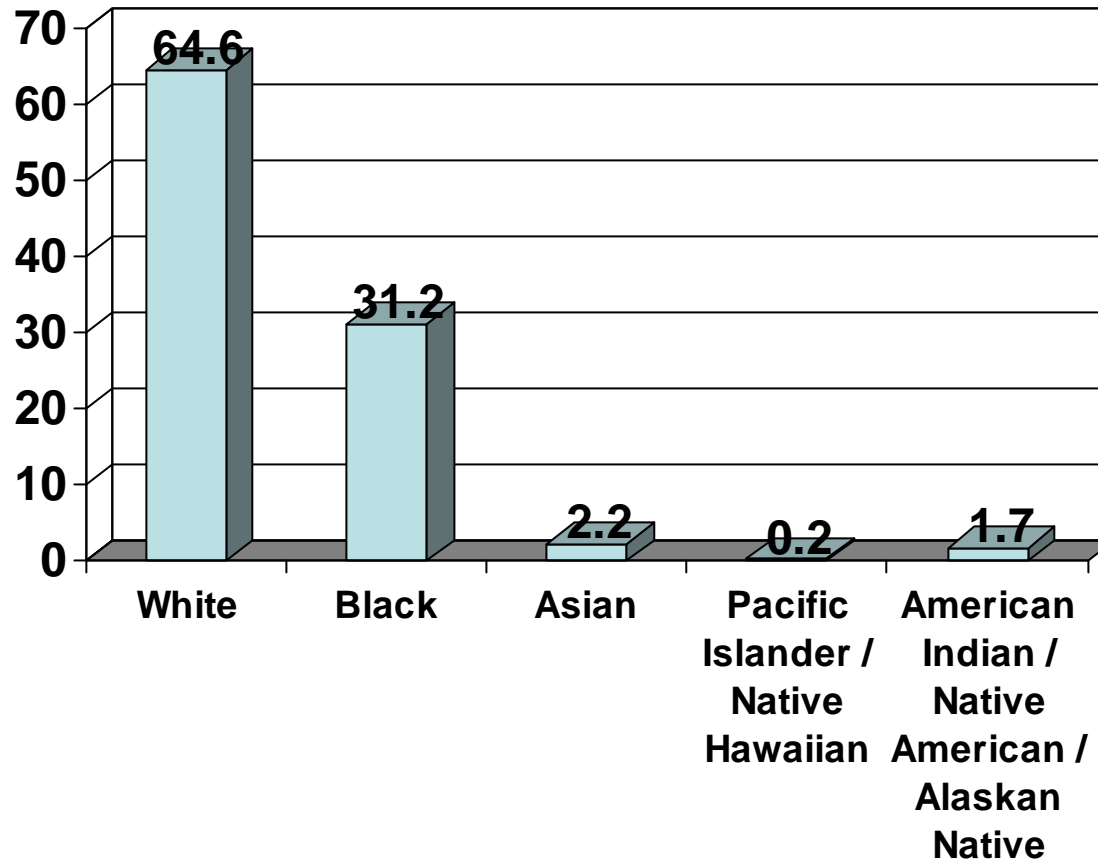


Which ethnic group has the lowest % of current smokers?

1. Caucasian / White
2. African American / Black
3. Asian
4. Native Hawaiian / Pacific Islander
5. American Indian / Native American / Alaskan Native



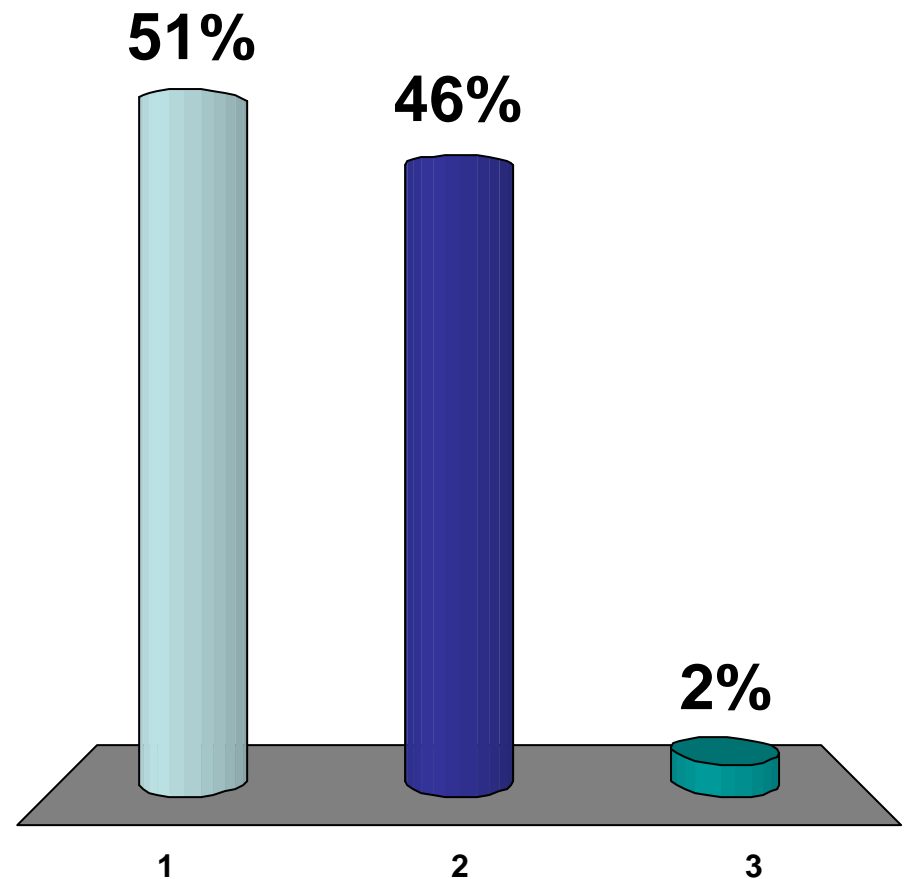
Current Smoking x Ethnicity



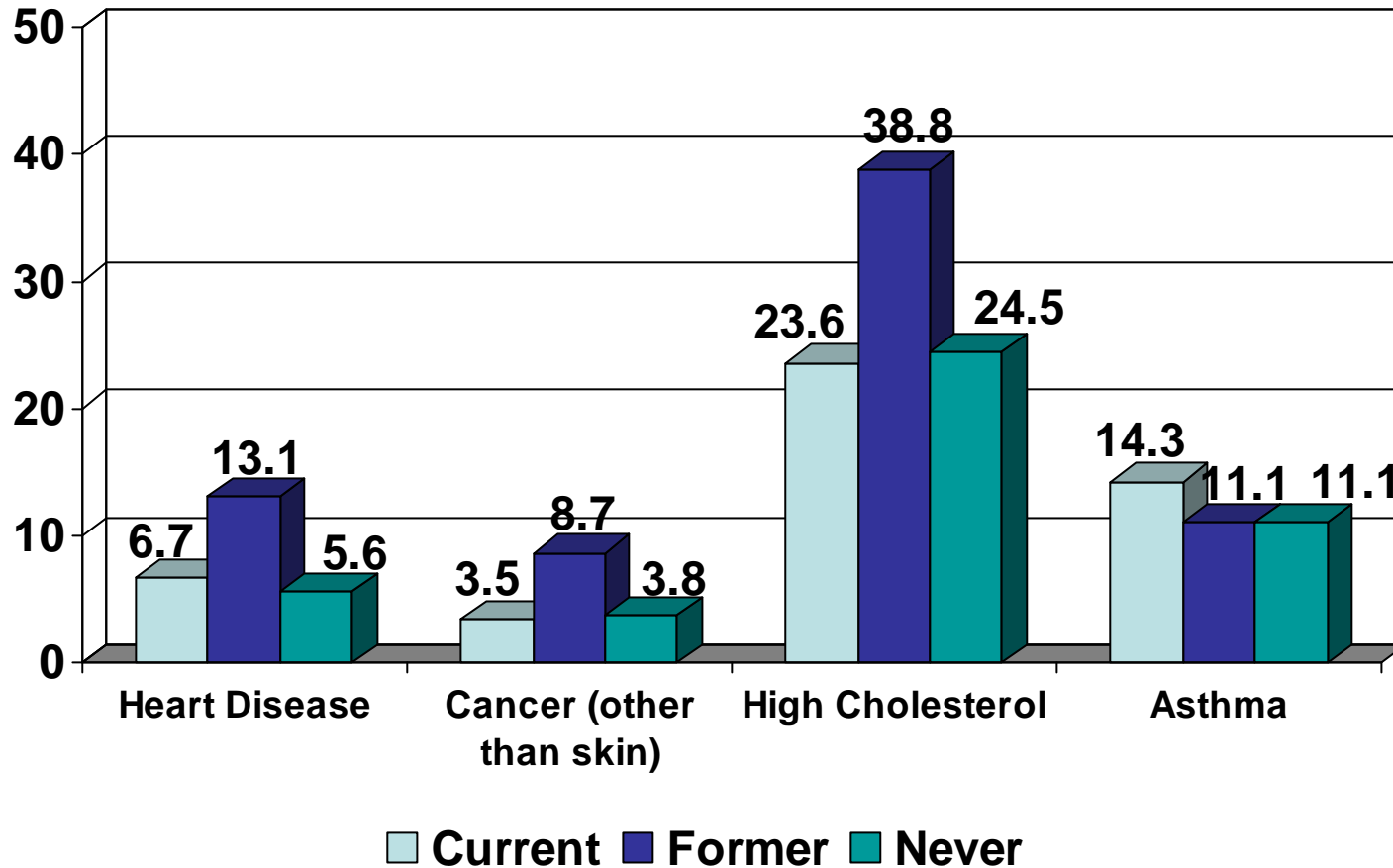
Which group more likely to have ever been told they have a chronic lung disease?

1. Current Smokers
2. Former Smokers
3. Never Smokers

Chronic lung disease = emphysema, chronic bronchitis, or chronic obstructive pulmonary disease, aka c-o-p-d




Smoking Status x Chronic Diseases (ever been told)




Stages of Change for Smoking Cessation




Precontemplation: Current smokers who are not planning on quitting smoking in the next 6 months




Contemplation: Current smokers who are planning on quitting smoking in the next 6 months but have not made a quit attempt in the past year



Preparation: Current smokers who are definitely planning to quit within next 30 days and have made a quit attempt in the past year

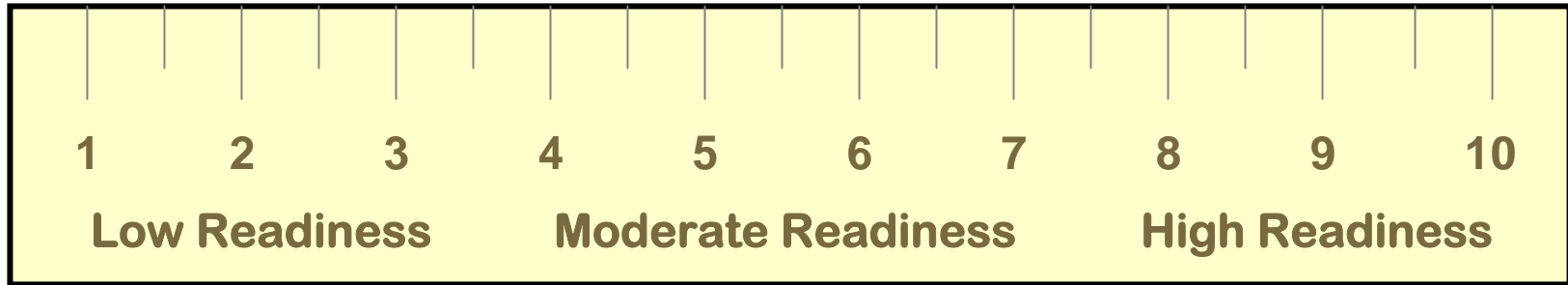


Action: Individuals who are not currently smoking and have stopped smoking within the past 6 months

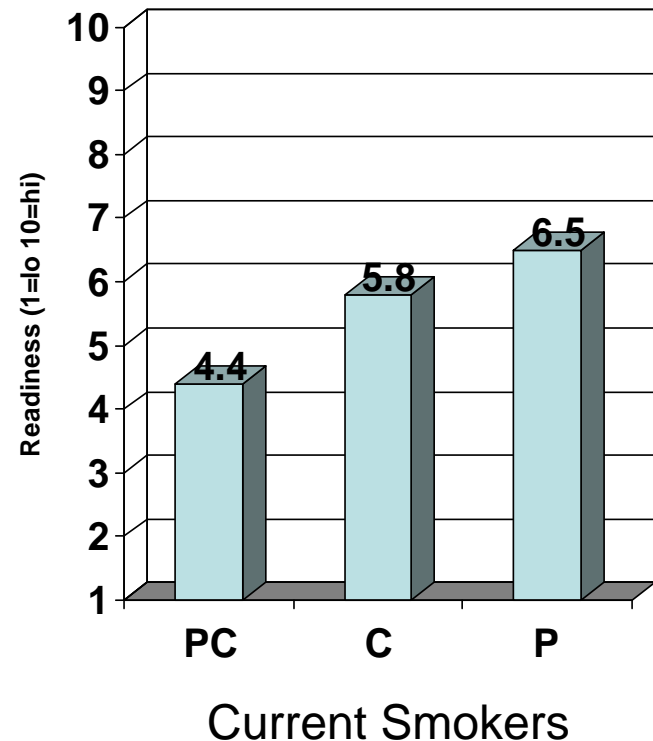


Maintenance: Individuals who are not currently smoking and have stopped smoking for longer than 6 months but less than 5 years

Readiness to Quit



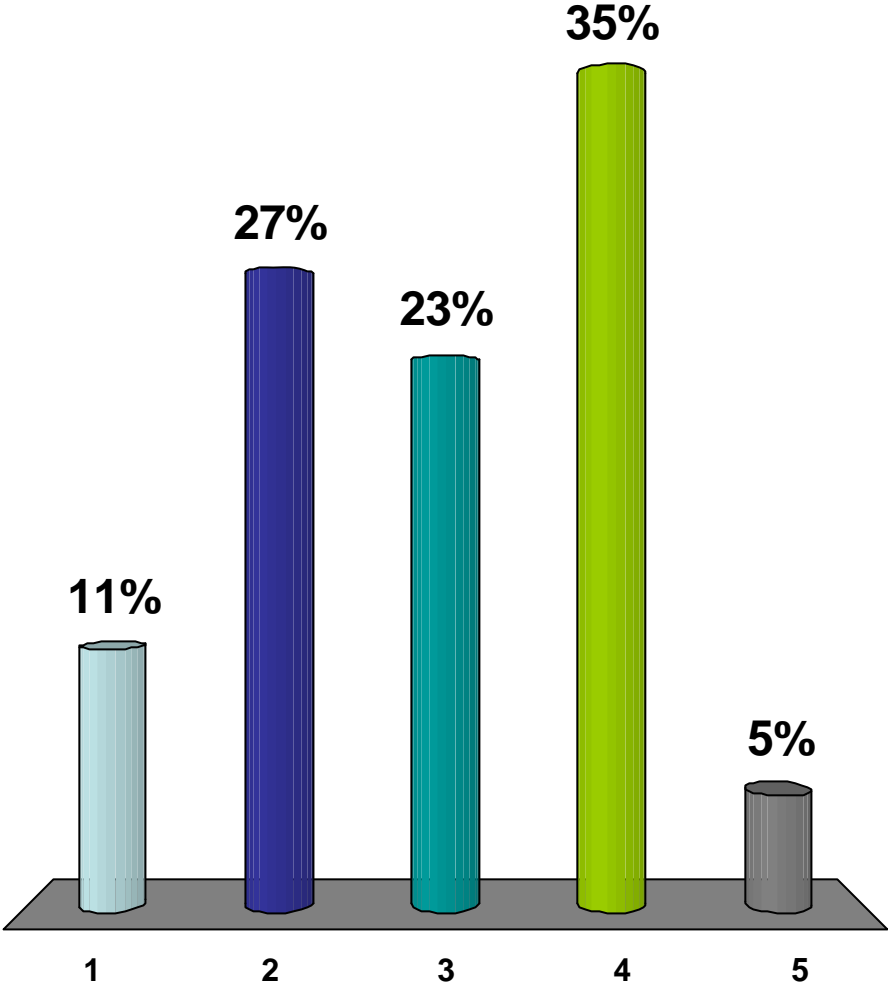
- Readiness to Quit differentiated by Stage Status
- This pattern has been consistently found across all surveys



2008 MATS Data & Environmental Smoking

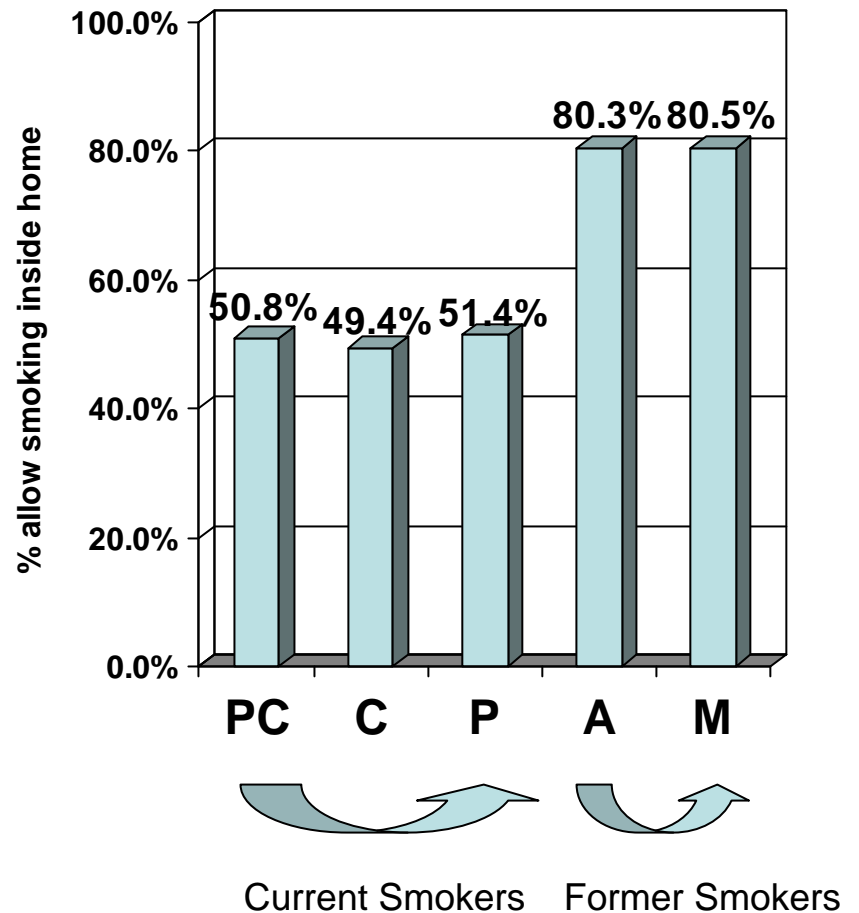
What % of households surveyed did **NOT** allow smoking anywhere inside their homes?

- 1. ~48%
- 2. ~68%
- 3. ~78%
- 4. ~88%
- 5. ~98%



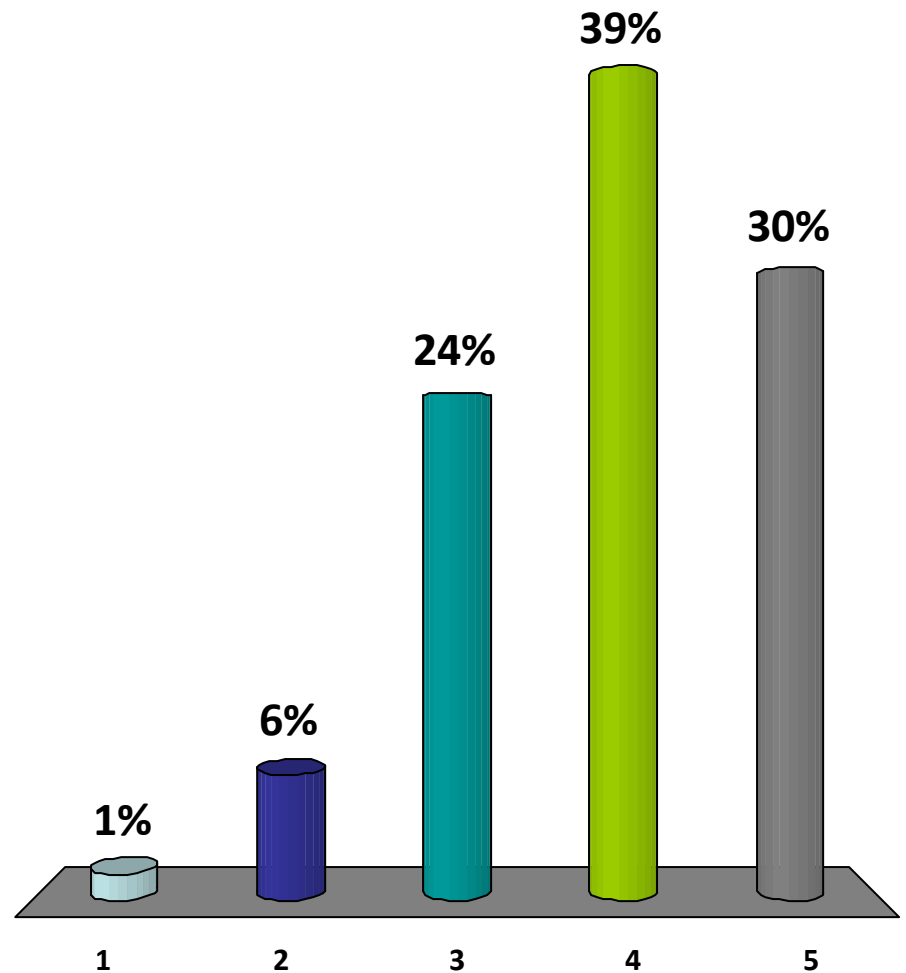
Smoking Inside Homes

- For all surveyed (non-smokers & smokers), about 88% do not allow smoking inside their homes
- As expected, differs by SOC, with about half of the current smokers (PC, C & P) allowing smoking inside their homes

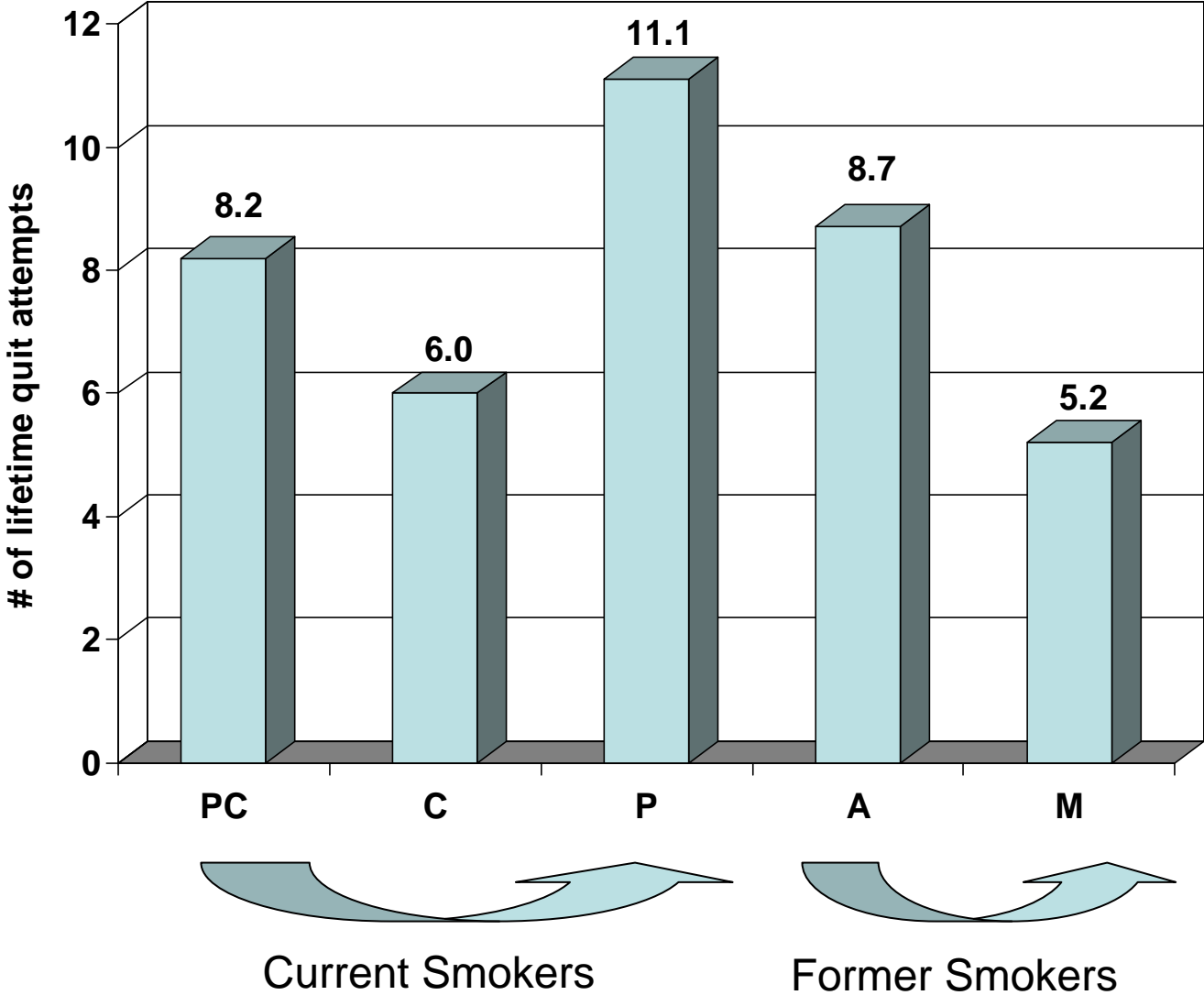


In 2008, on average, how many lifetime quit attempts were made by current and former smokers?

- 1. 1
- 2. 3
- 3. 5
- 4. 8
- 5. 12



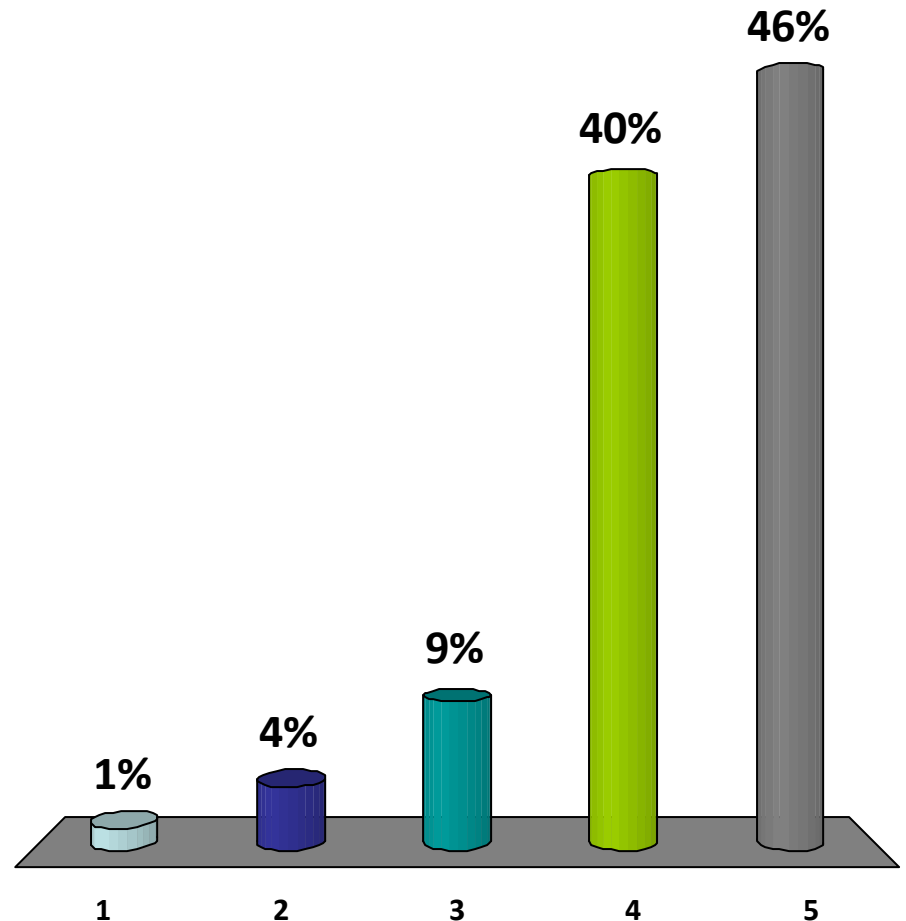
On average, smokers made 8 lifetime quit attempts



Smoking among Persons with Serious Mental Illness

What range best describes the % of individuals with schizophrenia who smoke?

1. 15-24%
2. 25-44%
3. 45-64%
4. 65-85%
5. 86-100%



65% to 85% of persons with Schizophrenia smoke

Smoking Prevalence among People with Mental Illnesses

Major depression	50 to 60 %
Anxiety disorder	45 to 60 %
Bipolar disorder	55 to 70 %
Schizophrenia*	65 to 85 %

*20 % of those with schizophrenia started smoking at college age and many began smoking in mental health settings, receiving cigarettes for good behavior.

Source: http://www.nasmhpd.org/general_files/publications/NASMHPD.toolkit.final.pdf

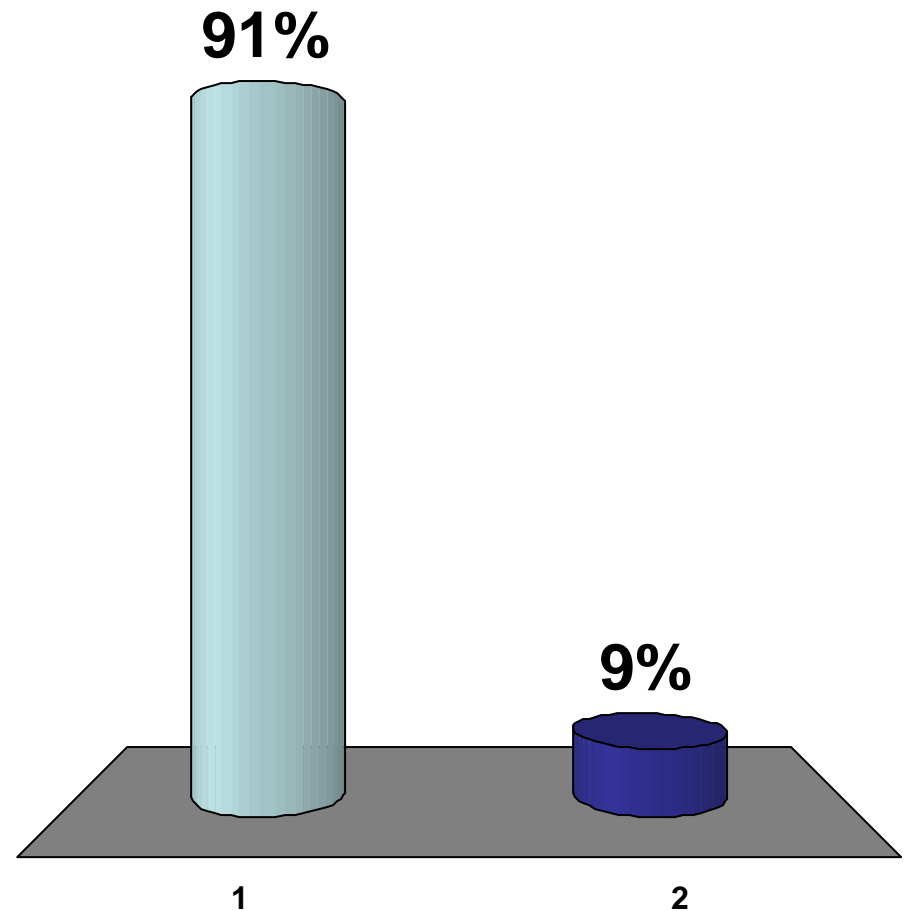
Serious Mental Illness & Smoking

- “Persons with mental illness smoke half of all cigarettes produced- and are only half as likely to quit as smokers without mental illness”
- Individuals with SMI are more than
 - **twice** as likely to develop cardiovascular disease,
 - over **three** times as likely to develop respiratory disease and cancer, and
 - have a life expectancy that is **twenty-five years** shorter than the general population

Source: Smoking Cessation Leadership Center, a national program office of the Robert Wood Johnson Foundation

Cigarette smoking can affect antipsychotic medication.

1. True
2. False



Nicotine can interact with the effects of antipsychotic medications

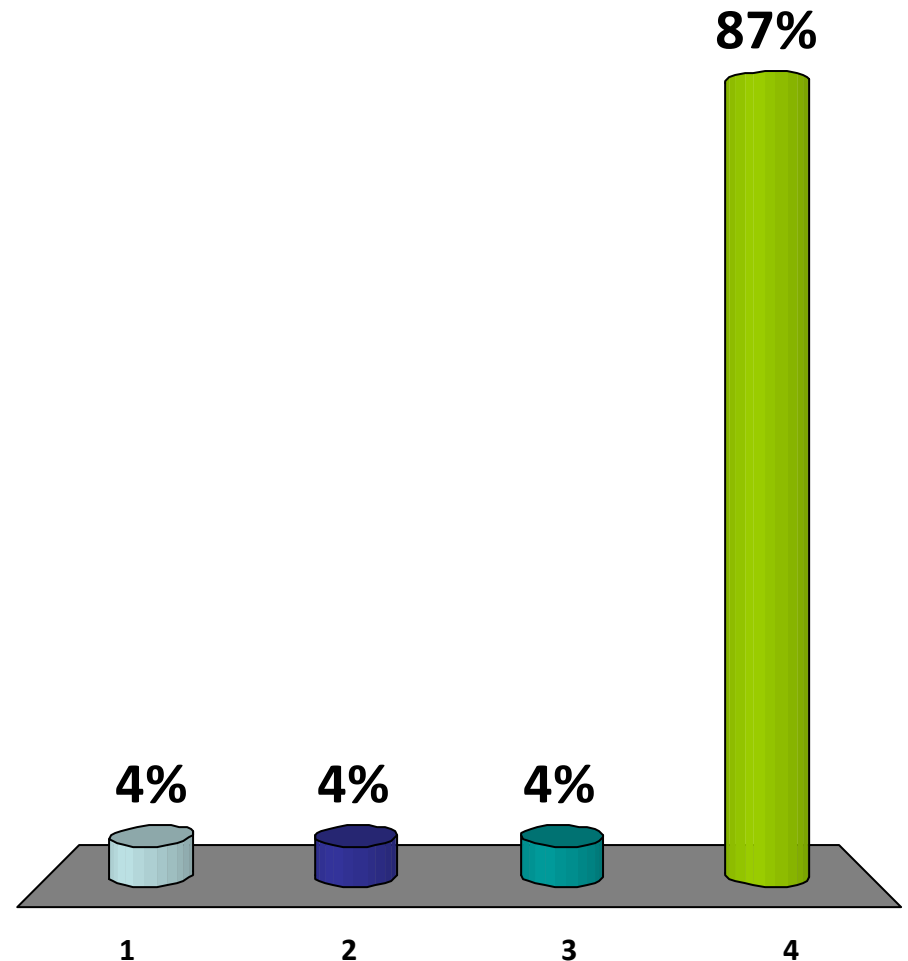
- Therefore, changes in smoking status may necessitate the adjustment of antipsychotic medications.
- Increased cigarette smoking can reduce adverse reactions to neuroleptics, supposedly because of increased medication metabolism.
- Smokers needed, on average, 590 mg in chlorpromazine equivalents compared with 375 mg for non-smokers.

Source: Ziedonis, D. M. & George, T. P. (1997). Schizophrenia and Nicotine Use: Report of a Pilot Smoking Cessation Program and Review of Neurobiological and Clinical Issues, *Schizophrenia Bulletin*, 23(2), 247-254.

Quitline Questions

How much do Callers to the Maryland Quitline have to pay for Nicotine Replacement Therapy?

1. \$30.00 for 1 month supply
2. \$3.00 per patch or piece of gum
3. \$1.00 per patch or piece of gum
4. **\$0.00**

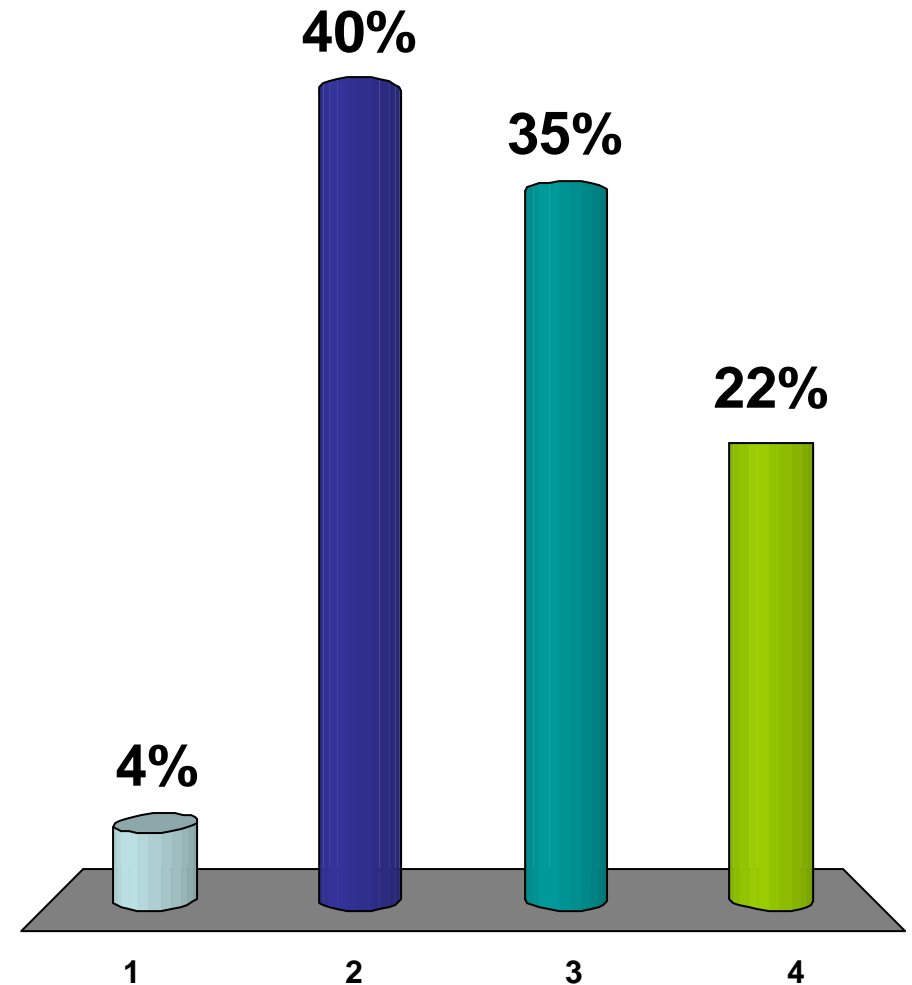


Quitline is FREE!

- Qualified callers to the Quitline can receive **FREE** nicotine replacement therapy (patches or gum)
- Callers can receive up to 4 calls with Quit Coaches™
- This **FREE** service is available to non-smokers as well who are looking for information for a family member, a loved one, or even a patient or client (for all health care providers, such as nurses, doctors, pharmacists, etc.)

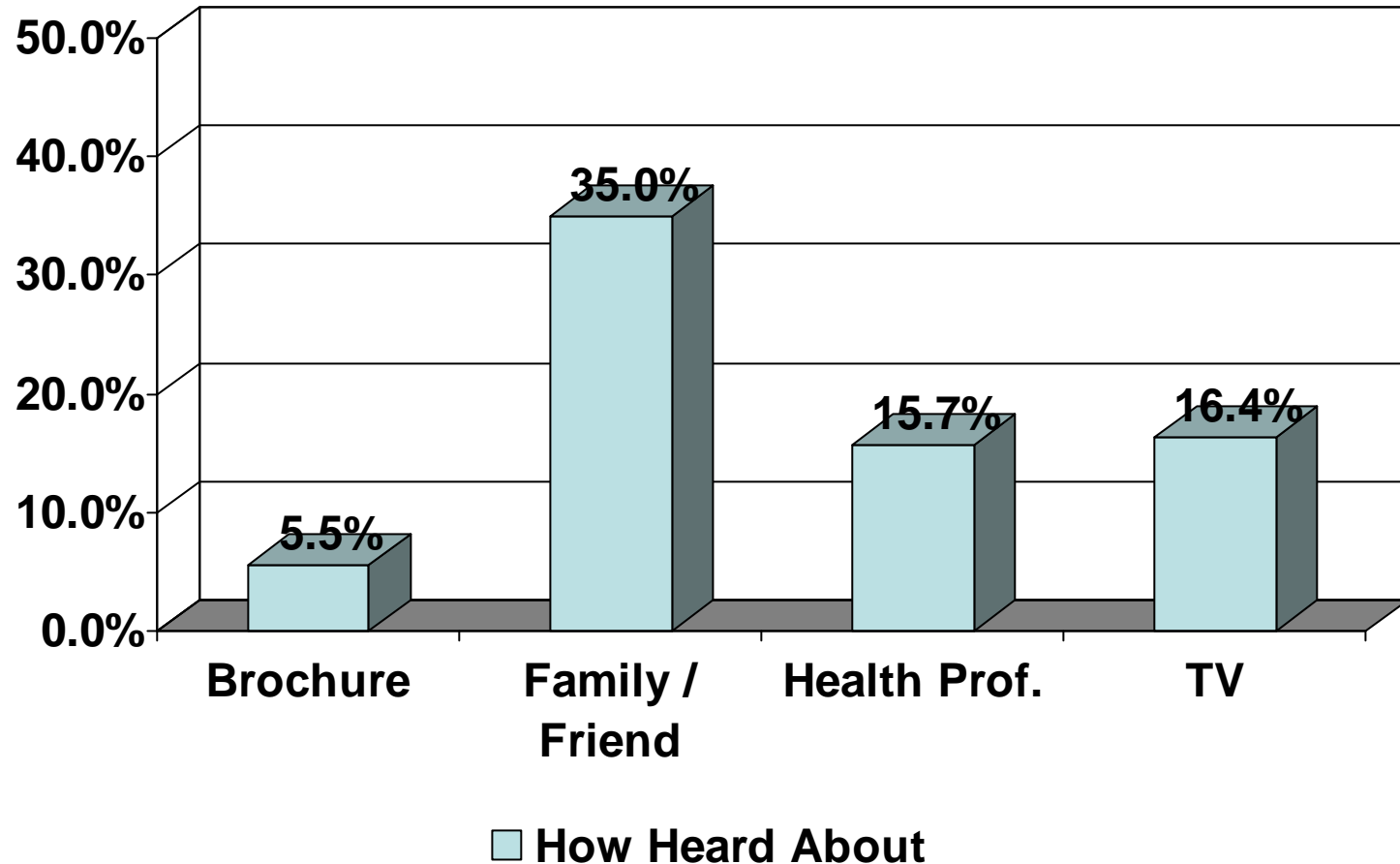
What was the most popular answer for 'How Heard About Quitline'...

1. Brochure
2. Family / Friend
3. Health Professional
4. TV Commercial



(Represents 1,521 calls from Tobacco Users to the QL from 7/1/09 – 9/30/09)

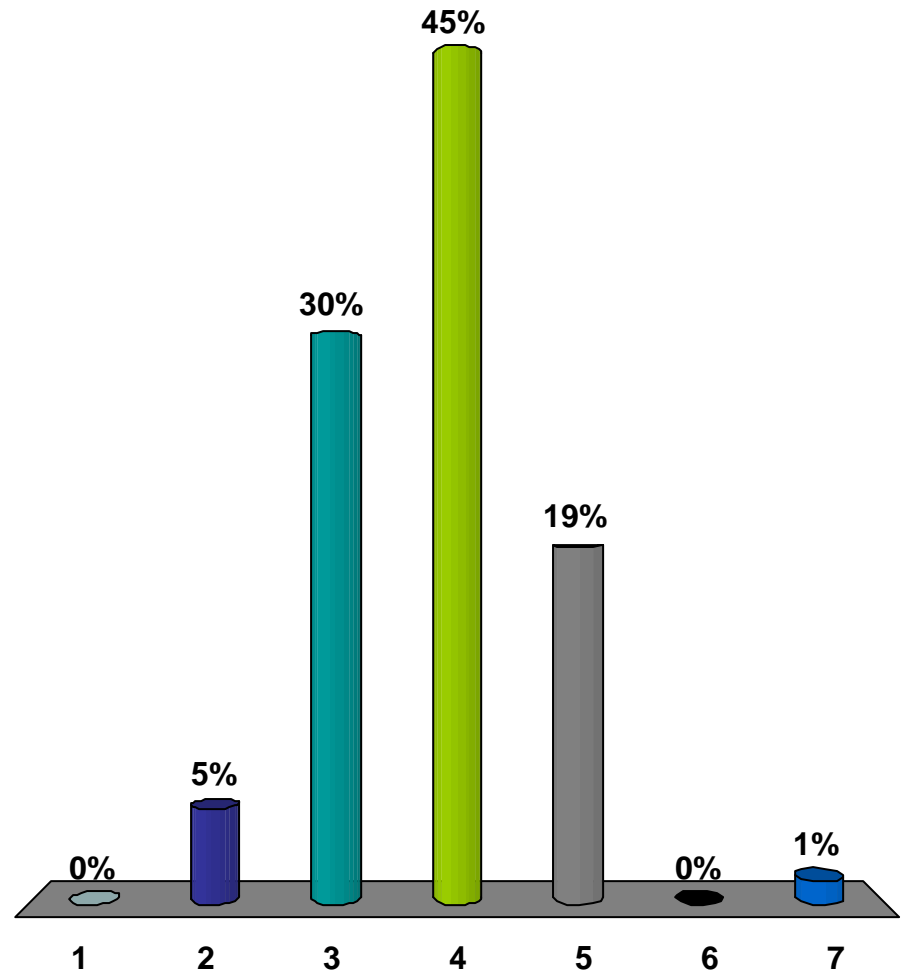
How Heard About ...



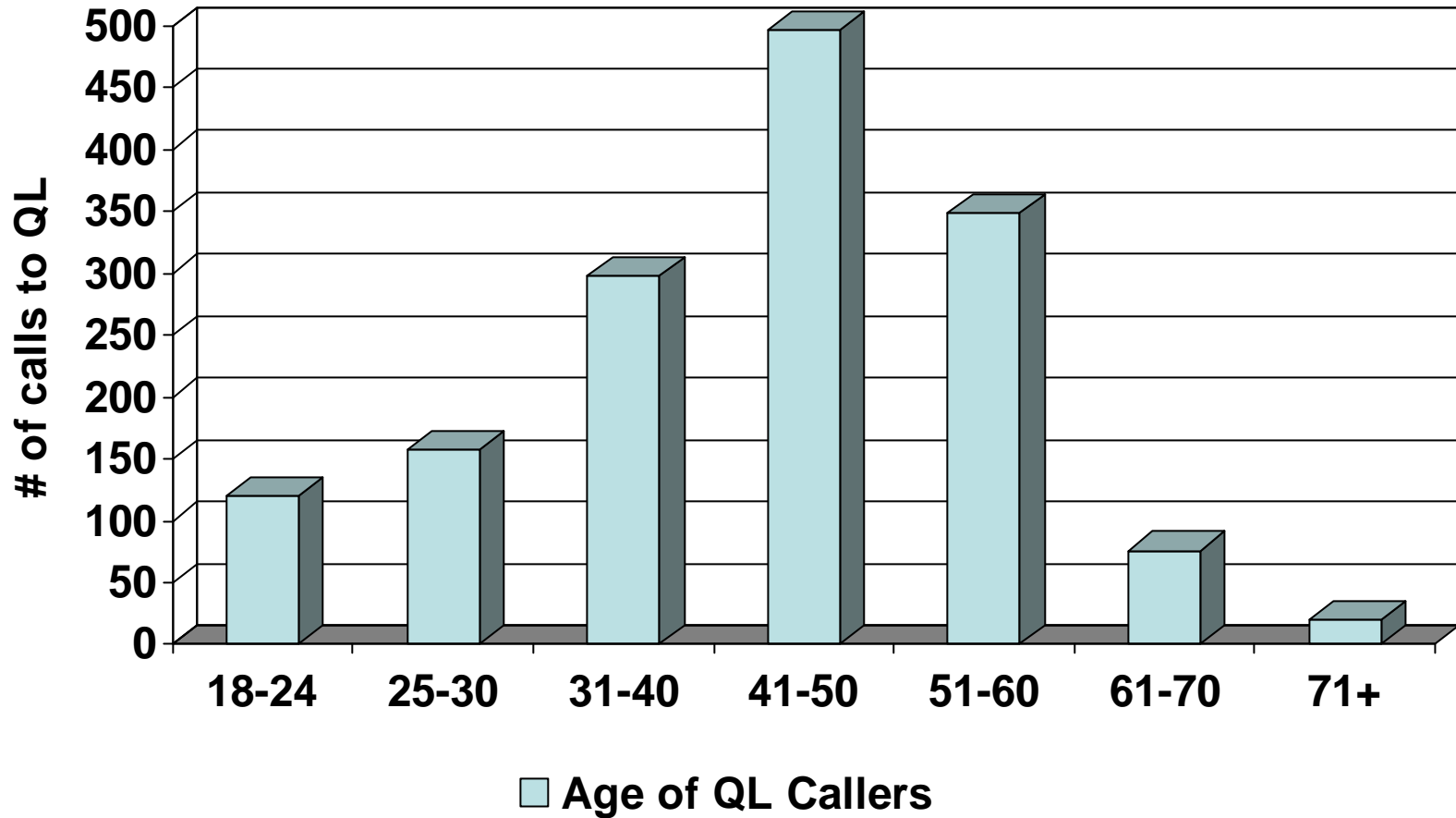
(Represents 1,521 calls from Tobacco Users to the QL from 7/1/09 – 9/30/09)

Which age group made the most calls the QL (last quarter)?

1. 18-24
2. 25-30
3. 31-40
4. 41-50
5. 51-60
6. 61-70
7. 71+

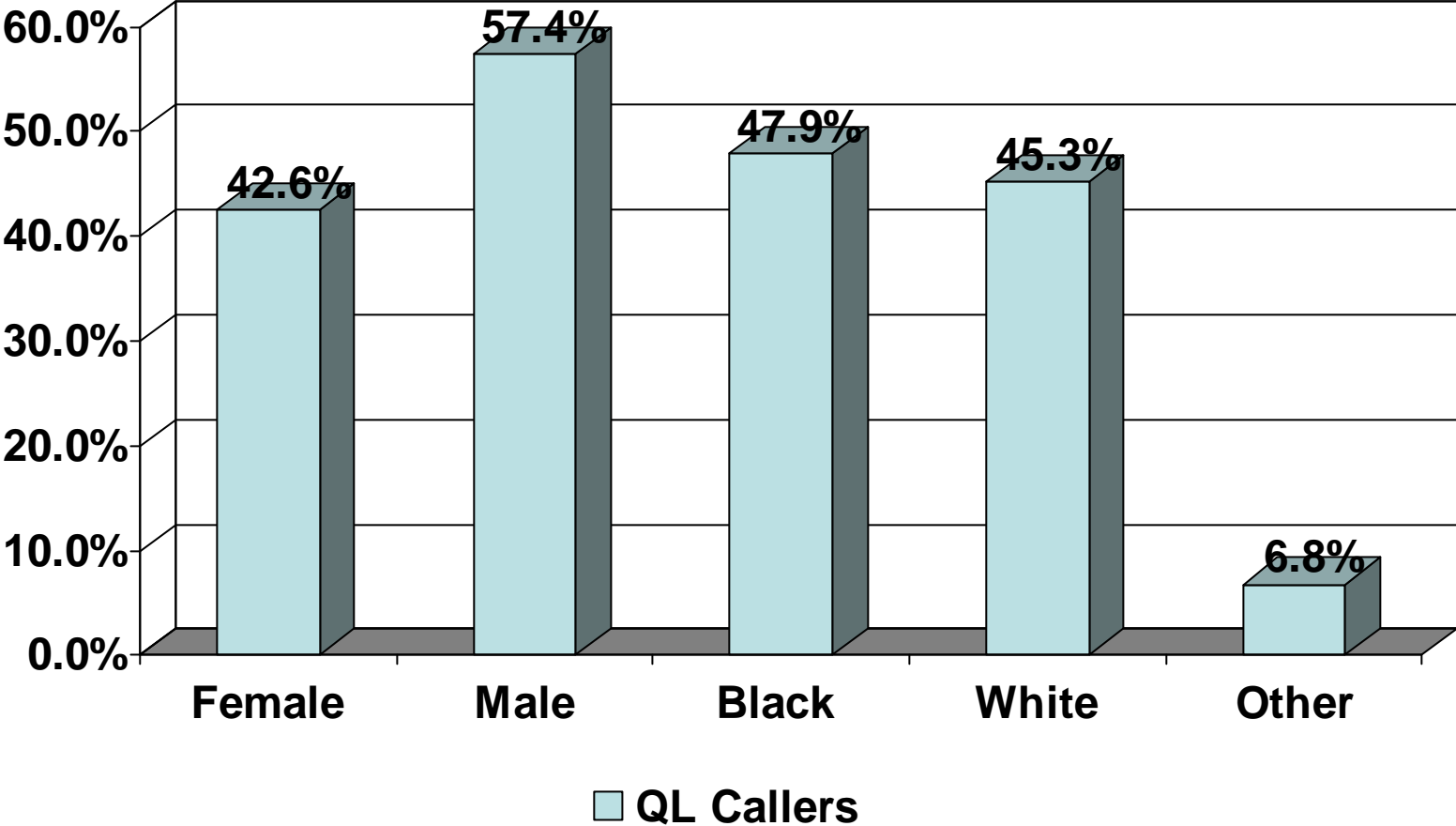


Age of Quitline Callers



(Represents 1,518 calls from Tobacco Users to the QL from 7/1/09 – 9/30/09)

Socio-demographics of Quitline Callers

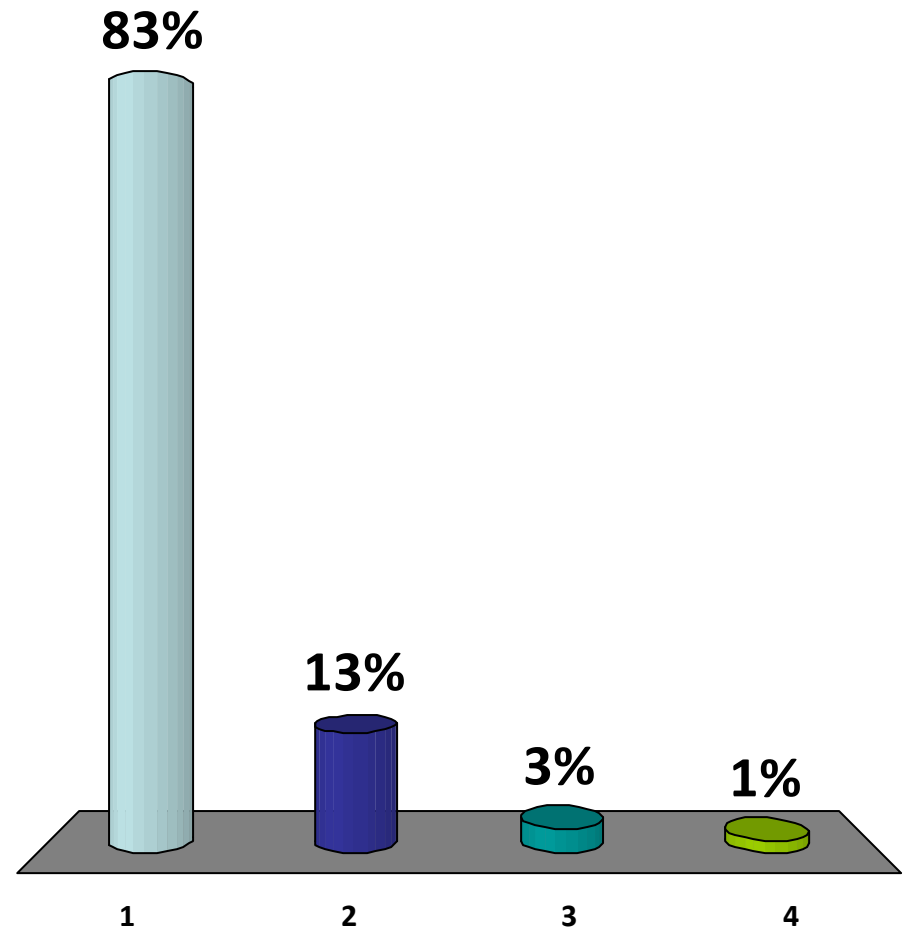


(Represents 1,520 calls for Gender & 1,489 calls for Ethnicity from Tobacco Users to the QL from 7/1/09 – 9/30/09)

One final question ...

Did you enjoy using Clicker Technology as a part of this presentation?

1. Very much
2. A lot
3. It was okay
4. Not so much



Questions?

MARYLAND RESOURCE CENTER
FOR QUITTING USE & INITIATION OF TOBACCO



Maryland's

1-800



QUIT NOW

SmokingStopsHere.com