

MDQuit 4th Annual Best Practices Conference

Summary of Maximizing What You Can Do with Fewer Resources

Businesses have been doing this using innovative, creative plans. We conducted a brainstorming session to identify creative cost-effective ways to continue providing prevention and cessation services in the state of Maryland.

Group Discussion: What Services Have Most Cuts

- ✓ Youth Prevention and Cessation
- ✓ School-Based Programming
- ✓ Enforcement
- ✓ Community Programming
- ✓ Staff Reductions
- ✓ Medications. For example, some counties are concerned they will be unable to continue providing Chantix™
- ✓ Facilities. For example, when buildings are closed at night to cut down on costs of heating, electricity, this limits availability for evening classes, groups, etc.

Creative Ideas

- ✓ Go to where the people are. For example, holding cessation classes at community centers, libraries, hospitals, senior centers, and other free venues (e.g., agencies opened 24 hrs. with meeting space)
 - ✓ Calvert & Howard mentioned using this strategy
- ✓ Contact Drug companies (e.g., Pfizer for Chantix™) to see if they will supply samples, etc.
- ✓ Work with your local Prevention Coordinator at county level. Each county has a coordinator – listed on alcohol and drug website (http://www.maryland-adaa.org/content_documents/PrevCoordinators.pdf). This person may be able to link you to available facilities and community coalitions.
- ✓ Create synergy between alcohol and tobacco. It may be possible to piggyback tobacco messages onto the work being done by alcohol use prevention programs.
- ✓ Train multiple people if possible. When only one person is the “champion” of the cessation classes, it becomes difficult to maintain those classes if the “champion” leaves.
- ✓ Hospitals can be a key resource
 - ✓ Many have tobacco specialists on staff who conduct cessation classes
 - ✓ Community Outreach and Wellness Programs with day & evening classes
 - ✓ Anne Arundel has been able to order Chantix™ through the pharmacy for a reduced price
 - ✓ Montgomery’s Holy Cross Hospital (Silver Spring) has a Nicotine Dependence Center that provides education, training for providers, spirometry, CT scans
- ✓ Reach out to School Nurses
 - ✓ Need to re-invent reaching schools since mini-grants have been cut
 - ✓ Nurses in schools may be key personnel to reach to gain access to schools

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- ✓ Reach out to your local school nurse who works with the health department
- ✓ Ask for nursing coordinator in county health departments to identify / reach school nurses
- ✓ Contact Information for everyone in room has been collected and will be distributed so people can contact each other for networking.
- ✓ MDQuit Advisory Member, Dr. Georgia Stevens, provided materials and suggested using National Organizations. For example, UCSF provides a **FREE** National Toolkit <http://smokingcessationleadership.ucsf.edu/>. Also, reaching out to organizations such as the American Psychiatric Nurse's Association may be helpful.
- ✓ Primary Adult Care: Managed Care Organizations (MCOs), such as Amerigroup, may provide coverage for over-the-counter NRT (e.g., Chantix with pre-authorization). However, individuals may need emergent medical condition (e.g., COPD) to obtain coverage.
- ✓ Quitnet.com has free as well as fee-based services
- ✓ Remember the Quitline now has a web-based component (Web Coach™) as well as calls
- ✓ Partner with dental organizations, dentists, dental hygienists, dental assistants. They can promote and publicize cause
- ✓ Partner with pharmacies to support sales of NRT and linking with counseling & support systems
- ✓ CPT codes for Dr's offices to do smoking cessation counseling
 - ✓ Cessation counseling is billable. CPT codes are 99401 for brief (15-minute) counseling and 99402 for intensive (30-minute) counseling.

Earned Media

- ✓ PSAs: Can you access free media?
 - ✓ SmokingStopsHere has benefitted greatly from WJZ's sponsorship of New Year's Eve coverage
 - ✓ Anne Arundel has obtained free advertisement in Bus systems/Bus shelters
 - ✓ Nicotine Anonymous has received free advertising from City Paper/Patuxent Publishing

How do you get people to classes?

- ✓ Emphasize NRT is temporary, an "aid" not a substitute
- ✓ Emphasize behavioral skills
- ✓ Acupuncture offered
- ✓ Place Ads on Hospital Hold-line. One county hosted a contest for kids to do a free PSA that played on the hold-line, informing callers about available tobacco services.

Resources

- ✓ National Tobacco Cessation Collaborative (NTCC)
- ✓ Legacy's Become an Ex
- ✓ Free Media sources

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Increasing Consumer Demand

- ✓ Identify your smokers by subgroups and link services to them
 - ✓ Mentally ill
 - ✓ Past substance abusers
 - ✓ Low SES with health problems
 - ✓ Smoking-related health problems
 - ✓ Pre-treatment for surgery
 - ✓ Discharge planning – abstinent in hospital
 - ✓ Discharge from prisons / jails
 - ✓ Pregnant women
 - ✓ Remember Stopping Smoking Does Not Mean Quitting (e.g., stop for 3 day hospital stay, jail time, etc.)
 - ✓ How to help make stopping turn into a successful quit