CURRENT STATEWIDE AND MDQUIT INITIATIVES: OUTREACH TO VULNERABLE POPULATIONS

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Director of MDQUIT
MDQuit was awarded funding for two Independent Grants for Learning and Change (IGLC) focusing on

**Category 1.** support existing smoking cessation training initiatives

**Category 3.** statewide projects that include healthcare provider training component related to smoking cessation
Pfizer Grant: Category 1

SBIRT for Tobacco Cessation in Healthcare Settings: Targeted Multidisciplinary Training for Medicaid Providers

– Comprehensive training aimed at enhancing providers’ skills at reaching and intervening with current tobacco using Medicaid recipients

– Components:
  • On-site MCO trainings
  • Online Training (*In development*)
  • MCO Newsletter Messages
Pfizer Grant: Category 1

• Targets providers working with eight MCOs:
  – UnitedHealthCare
  – Maryland Physicians Care
  – Priority Partners
  – AMERIGROUP Community Care
  – Diamond Plan
  – Jai Medical Systems
  – MedStar Family Choice
  – Riverside Health of Maryland
“Medicaid recipients are disproportionately affected by tobacco-related disease because their smoking prevalence is approximately 53% greater than that of the overall US adult population.”

~ Armour, Finklestein, & Fiebelkorn (2009)
Estimated Savings

$1.00 on Treatment $1.34 Saved

If 20% of all current smokers covered by Medicaid programs quit, after 5 years... annual savings to Medicaid would be approximately $1.9 billion.

(Fiore et al., 2008)
Provider Options for Brief Intervention

- Have a few minutes?
  - Ask, Advise, Assess, Assist, & Arrange (5 A’s)
  - % of Medicaid providers who report doing all 5 As = 9%
    (Chase et al., 2007)

- Have a minute?
  - Ask, Advise, Assess, & Connect (A³C)
Behavior Change Brief Intervention: Ask, Advise, Assess, & Connect ($A^3C$)

- **Ask:**
  - Ask about tobacco use

- **Advise:**
  - Provide brief advice to quit

- **Assess:**
  - Assess patient’s readiness to quit smoking

- **Connect:**
  - Connect patients directly to smoking cessation services (i.e., MD QL)
  - Shown to significantly increase enrollment in QL services (13-fold!) in comparison to simple referral to QL (i.e., providing QL card)

(Vidrine et al., 2013)
Provider Newsletter Messages
Having the right advice-giver is often as important as having the right advice!

As a healthcare provider, your words matter. Your patients trust you. Advise tobacco-using patients to quit with respect & caring. They’ll listen.

Connect tobacco-using patients directly to the Maryland Quitline using MDQuit’s Fax Referral program. It’s free. It’s effective. It’s simple.

Visit [http://mdquit.org/fax-to-assist](http://mdquit.org/fax-to-assist) to get started!
Connect to Quit Corner


Delivering a brief tobacco intervention to your patients is as easy as A-3-C!

1. Ask every patient about their tobacco use at every visit.
2. Advise current tobacco users to quit in a clear, strong, and supportive manner.
3. Assess the patient’s readiness to quit.
4. Connect consenting patients directly to the Maryland Quitline using MDQuit’s Fax Referral program. It’s free. It’s effective. It’s simple.

Visit [http://mdquit.org/fax-to-assist](http://mdquit.org/fax-to-assist) to get started!
Connect to Quit Corner

“The way in which you talk with patients about their health can substantially influence their personal motivation for behavior change.”
(Rollnick, Miller & Butler, 2008)

Motivational enhancement techniques include:
1. Non-judgmental, reflective listening
2. Expressing genuine empathy
3. Exploring ambivalence about both the pros & cons of quitting tobacco
4. Avoiding arguing with or confronting the patient
5. Supporting self-efficacy or confidence to quit

Learning motivational enhancement techniques requires time and practice.
To learn more, visit http://www.motivationalinterview.org/

MDQuit.org
Maryland’s Tobacco Resource Center - Linking Professionals to Best Practices
Having a hard time motivating your tobacco-using patients to quit?

Promoting “change talk” from your patients is easier if you ask them & listen to them talk about their:

- Desire to quit using tobacco
- Ability to quit
- Reasons for considering quitting
- Need to stop using tobacco

Once motivated, connect your patients to the Maryland Quitline using MDQuit’s Fax Referral program. It’s free. It’s effective. It’s simple.

Visit [http://mdquit.org/fax-to-assist](http://mdquit.org/fax-to-assist) to get started today!
Consumer Newsletter Messages
Did you know?

The Maryland Tobacco Quitline:

- Offers **4 FREE** telephone-based quit counseling sessions to tobacco users ready to quit
- Offers **FREE** Nicotine Replacement Therapy (NRT) (a 4 week supply) to assist adult tobacco users with their quit attempt
- Offers web-based and text-based services
- Operates **24 hours a day, 7 days a week**

Connect directly to the Maryland Quitline by calling 1-800-QUIT NOW (1-800-784-8669) or by visiting [http://smokingstopshere.com](http://smokingstopshere.com).
Have you heard?

The Maryland Quitline now offers specialized services for adolescents aged 13 to 17!

That’s right. Youth tobacco-users who are ready to quit can receive 5 FREE telephone-based quit counseling sessions delivered by Youth Quit Coaches!

Connect directly to the Maryland Quitline by calling 1-800-QUIT NOW (1-800-784-8669) or by visiting http://smokingstopshere.com.
Connect to Quit Corner

Have you heard?

The Maryland Quitline now offers specialized services for pregnant women!

That’s right. Pregnant tobacco-users who are ready to quit can receive **10 FREE** telephone-based quit counseling sessions—both before & after childbirth—to help prevent postnatal relapse to tobacco use.

Connect directly to the Maryland Quitline by calling 1-800-QUIT NOW (1-800-784-8669) or by visiting [http://smokingstopshere.com](http://smokingstopshere.com).
Pfizer Grant: Category 3

Incorporating Smoking Cessation into Behavioral Health Treatment Protocols

• Creating flexible and tailored manuals and materials for behavioral health providers

• Providing training and consultation to behavioral health providers to aid them in integrating smoking cessation interventions into their treatment protocol
Development of Single- & Multi-Session Cessation Programs

• MDQuit will provide extensive trainings, group manuals, and group materials to BH providers throughout the state

• Manuals include information about:
  – Barriers to implementing cessation services
  – Theoretical underpinnings of the interventions
  – Epidemiologic information about behavioral health populations, &
  – Integrating pharmacotherapy into cessation services
Development of Single- & Multi-Session Cessation Programs

Single Session
- Single 90 minute session aimed at preparing BH clients to quit using tobacco. Content consists of discussion points, activities, & handouts.

Multiple Sessions
Four Session:
- 1: Thinking About Quitting
- 2: Preparing to Quit
- 3: Quit Week
- 4: Strengthening the Quit Attempt

- 6 to 8 session expands upon the topics covered in each of these 4 sessions, as needed
Training Opportunities

• Administrator and Staff Training
• Training in Group Treatment for Smoking Cessation
• Brief Intervention Training
• Smoking Cessation Program for Staff who Smoke
• Implementation Technical Assistance
Development of Training Videos

• Dr. Marc Fishman created 2 videos addressing NRT / Medications for smoking cessation
  1. Provider-focused
  2. Patient / Client-focused

• MI-consistent & MI-inconsistent group therapy examples

• Assertive Communication Style
  • 3 different scenarios of an interaction between a woman who is in recovery for substance use and has recently quit smoking and her sponsor who is inviting her to have a cigarette before their group. Models three types of communication
Additional Support
BH Implementation MOU

Training, Implementation and Evaluation of a Multi-Session Behavioral Health Smoking Cessation Initiative for Maryland Behavioral Health Programs

• Extends the work of Pfizer 3, with focus on reaching Statewide BH clinics & agencies with the highest prevalence of tobacco users

• Grant Term: 10/1/13 – 6/30/16
  – Phase 1: Recruitment of BH sites
  – Phase 2: Training
  – Phase 3: Implementation & Booster Sessions
  – Phase 4: Technical Assistance (TA)
  – Phase 5: Evaluation of Training & Outcomes
Signing Up Your Agency for Training

• For additional information, please see *Smoking Cessation for Behavioral Health Populations* Handout

• If you are interested in training, please see a Center Specialist at the MDQuit table