



Nicotine-Free News

Alameda County Provider Network for Tobacco Dependence Treatment and Cessation

Alameda County Cessation
Provider Training and
Support Network
Newsletter

Fall 2008
Issue 29

Nicotine-Free News - New Focus

By Judy Gerard



We've slightly revised Nicotine-Free News to reflect our new focus. With continued funding from the Alameda County Public Health,

Tobacco Control Program, as well as Alameda County Behavioral Health Care Services, we are trying to build a network of skilled tobacco dependence treatment and cessation service providers who are offering more comprehensive tobacco treatment for patients and clients who want to quit smoking. Part of this new focus will be to connect cessation providers to information, training, technical assistance and resources from a variety of sources so they can offer better cessation services to high-risk, underserved populations they serve, both in primary care and mental health and substance abuse settings. We hope this information will help build your skills as a tobacco dependence / cessation provider or counselor. Nicotine-free news will connect you to other cessation providers in the county, offer tips on where to find valuable cessation information resources,

tobacco education and cessation materials, including referrals to information offered on-line.

The Network Project Staff are the same. Dr. Cathy McDonald, whom everyone knows as one of the best tobacco cessation physicians and clinical trainers in the bay area, will continue to write her popular Doctor's Page, providing current evidence-based techniques and research on tobacco dependence treatment. Judy Gerard, who manages 3 county tobacco cessation and training projects directed toward serving clients in primary care, substance abuse and mental health settings, will continue to contribute newsletter articles.

We're also going to start sending the newsletter and periodic short 'news flashes' electronically as we expand from our snail mail base to include email. We hope you will like the changes we've made and we welcome any input or ideas. If you would like to receive your newsletter and "news flashes" by email, please email Judy Gerard at atodnetjudy@aol.com or gerardj1@sutterhealth.org.

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**Upcoming Training Registration
Forms for Providers
See flyers on
Pages 4 & 7 for details!**

New State-Funded Tobacco Cessation Resource Center



it as a frequent site to visit. Here is their website announcement:

The California Tobacco Control Section has a new state-funded website focused on tobacco cessation. Be sure to check it out and "bookmark"

The Center for Tobacco Cessation (CTC) is pleased to announce the launch of its new Web site at www.CenterForCessation.org. CTC provides training and technical assistance to organizations statewide to increase their capacity in tobacco cessation, including areas such as: helping patients quit smoking, pharmacotherapy, promotion of cessation, and evaluation of cessation programs. CTC programs and services include information and materials (downloadable from

our Web site), technical assistance by toll-free phone or by email, and a variety of online and in-person trainings including: Cessation 101, Treating Tobacco Dependence Among Pregnant Women and Parents with Children 0 to 5, Tobacco Dependence Treatment and Referral, and Cessation Facilitator Training. We would also like to use the CTC Web site as a forum for exchanging strategies and ideas about increasing cessation.

THE DOCTOR'S PAGE:

Tobacco Clinical Practice Update Mandates Aggressive Tobacco Intervention

By Cathy McDonald, MD, MPH, ATOD NETWORK Project Director

Systematic recognition and intervention for all tobacco users in all health settings continues to be the theme of the **Treating Tobacco Use and Dependence Clinical Practice Update 2008** which reviewed an additional 2700 studies and serves as the evidence-based bible of tobacco treatment. Implementation of these guidelines in all health settings is the standard of care. It is particularly important in settings serving low income individuals who have much higher rates of tobacco use than the 13% overall rate in California. The Ten Key Guideline recommendations are paraphrased below with notation of aspects that are **NEW** in 2008 in bold.

1. Tobacco dependence is chronic and often requires repeat intervention/multiple quit attempts. Effective treatments significantly increase long-term abstinence.
2. Clinicians and health care delivery systems must consistently identify and document tobacco use status and treat every tobacco user.
3. Treatment works for a range of populations. Clinicians should encourage every patient willing to make a quit attempt to use the counseling and medications recommended.
4. Brief treatment is effective. Clinicians should offer every tobacco user at least evidence based brief treatment supported in the guideline.
5. Individual, group and telephone counseling are all effective and results improve with intensity. Clinicians should use the two most effective counseling components when counseling patients making a quit attempt. These are practical counseling-problems solving/skill building and intra-treatment social support.
 - a. Problem solving/skill building skills includes recognizing dangers that increase the risk of smoking and developing coping tools.
 - b. Social support delivered as part of treat-

ment includes communicating belief in the clients ability to quit expressing care and a willingness to help as many times as are needed. **NEW: counseling significantly adds to the effectiveness of medication, quit-line counseling is effective; and counseling increases abstinence among adolescent smokers.**

- c. Encourage the client to talk about the quitting process: reasons to quit; successes; difficulties encountered.
6. Clinicians should encourage the use of the 7 first line treatments by ALL patients

attempting to quit except when contraindicated or lacking evidence for effectiveness (pregnant women, teens, light smokers and smokeless tobacco users.) Medications reliably increase long term abstinence.

Clinicians should consider use of combination medications identified as effective.

NEW the addition of Varenicline as a first line medication; the addition of combination therapies and the addition of odds ratios and abstinence rates after 6 months. Below 6 month abstinence rates compared to placebo.

Medication	Estimated 6 month abstinence rate (95% confidence interval)
Placebo	13.8
Varenicline (2 mg /day)	33.2 (28.9-37.8)
Nicotine nasal Spray	26.7 (21.5-32.7)
High dose patch (>25mg)	26.5 (21.3-32.5)
Nicotine gum (>14 weeks)	26.1 (19.7-33.6)
Varenicline 1 mg/day	25.4 (19.6-32.2)
Nicotine Inhaler	24.8 (19.1-31.6)
Clonidine	25.0 (15.7-37.3)
Bupropion SR	24.2 (22.2-26.4)
Nicotine patch 6-14 weeks	23.4 (21.3-25.8)
Long- Term Nicotine patch > 14 weeks	23.7 (21.0-26.6)
Nortriptyline	22.5 (16.8-29.4)
Nicotine gum (6-14 weeks)	19.0 (16.5-21.9)
Patch>14 weeks +ad lib gum or spray	36..5 (28.6-45.3)
Patch + bupropion SR	28.9 (23.5-35.1)
Patch + Nortriptyline	27.3 (17.2-40.4)
Patch + Inhaler	25.8 (17.4-36.5)
Patch + second generation antidepressants (paroxetine [paxil] venlafaxine [effexor])	24.3 (16.1-35.0)



THE DOCTOR'S PAGE:

Continued from previous page

By Cathy McDonald, MD, MPH, ATOD NETWORK Project Director

Clinicians should consider use of combination medications identified as effective.

7. Counseling and medication are both effective when used alone however the combination of counseling and medication is more effective than either alone and clinicians should encourage all tobacco users trying to quit to use BOTH.

8. Telephone quit-line counseling is effective with diverse populations and has broad reach. Clinicians and health systems should ensure patient access and promote quit-line use.

9. IF THE PATIENT IS UNWILLING TO MAKE A QUIT ATTEMPT CLINICIANS SHOULD USE MOTIVATIONAL TECHNIQUES –“Clinicians employing MI techniques focus on exploring a tobacco user’s feelings, beliefs, ideas and values regarding tobacco use in an effort to uncover any ambivalence about using tobacco. Once ambivalence is uncovered, the clinician selectively elicits, supports and strengthens the patients “change talk” (eg., reasons, ideas, needs for eliminating tobacco use) and “commitment language”. (eg., intentions to take action to change smoking be-

havior, such as not smoking in the home).

10. Tobacco dependence treatment is very effective and coverage increases quit rates. Insurers should cover both medication and counseling. **NEW: When tobacco dependence is a covered benefit the tobacco user is more likely to receive treatment and quit successfully.**

Find the entire guideline at: <http://www.ahrq.gov/path/tobacco.htm> or request copies of the guideline be sent to you by calling 800-358-9295 or emailing ahrqpubs@ahrq.hhs.gov



Need help with your patients?

Dr. Cathy McDonald provides free technical assistance on tobacco dependence treatment and cessation techniques to physicians and other medical staff.

Call her at: 510-653-5040 X 315.



A Great Cessation Resource for your Clients: California Smokers' Helpline 1—800—NO—BUTTS

The California Smokers' Helpline is a great cessation resource that staff at healthcare facilities and substance abuse and mental health providers should encourage appropriate clients to use. It's simple to use and it's FREE. Smokers can call the **1-800-NO-BUTTS** Helpline to set up regular appointments for free phone counseling. The Smokers' Helpline also offers counseling in many foreign languages and has a line for pregnant women. They also developed a special line for teens. Excellent printed tobacco education materials are also available if the smoker calls, such as **Butt Out!**, a

great booklet instructing teens how to quit smoking. There is also a booklet for pregnant women who are trying to quit.

We're encouraging all provider agencies to teach their clients how to use this valuable resource. ASK-ADVICE-REFER The Smokers' Helpline is an excellent way for out-patient clients to get additional cessation counseling support at home to supplement cessation services provided through their primary care or behavioral healthcare program. And the Helpline is an especially great resource for hospitalized patients or residential clients who will need

continued support after they leave the hospital or treatment program. Please take the time to help your clients set up their counseling sessions *BEFORE* they are discharged. Have them write their appointments on their calendar. Using the CA Smokers Helpline will help your clients get additional support they need to quit.

View **Tobacco Free CA** on the web at <http://www.tobaccofreeca.com>



Get **FREE On-Site TRAINING** on **Tobacco Dependence Treatment and Cessation** for your staff

Site-Based Clinical Training and Technical Assistance on Tobacco Dependence Treatment and Cessation

We Provide:

- ◆ **STAFF TRAINING and TECHNICAL ASSISTANCE:** 90 min. site-based clinical/professional staff training and/or technical assistance on how to integrate tobacco dependence treatment interventions into existing treatment modalities, and increase opportunities to provide on-site tobacco cessation services.
- ◆ **MEDI-CAL TECHNICAL ASSISTANCE** on how to prescribe and secure tobacco treatment medications using standard Medi-Cal procedures and through Medi-Cal Treatment Authorization Request (TAR) formats. Current best practices for tobacco dependence recommend a combination of one-on-one cessation counseling and/or groups combined with appropriate medications such as nicotine patch, gum, lozenge, spray or inhaler, and Zyban or Chantix.
- ◆ **TECHNICAL ASSISTANCE** - linking tobacco-use interventions with chronic disease management programs. Help to develop, augment, or improve on-site tobacco interventions and treatment services.



- ◆ **SYSTEMS CHANGES** - work with clinic staff to change, modify and streamline systems and documents to increase tobacco-use interventions and delivery of cessation support services, including increasing visibility of tobacco cessation messages through displays of posters and tobacco education materials, CA Smokers Helpline cards, county cessation referral brochures and availability of on-site clinic cessation services.



- ◆ **TOBACCO EDUCATION MATERIALS** such as: posters and videos, and resources on how to obtain tobacco education materials and CA Smokers Helpline cards.

***** Dr. Cathy McDonald** is a pediatrician and a Mayo Clinic certified tobacco dependence treatment specialist who provides training and technical assistance to clinicians on how to provide and fine-tune tobacco-use interventions and treatment in healthcare systems. She can be reached at: **510-653-5040 x315**

To schedule a training contact: Project Manager, Judy Gerard, at 510-653-5040, x349, email: atodnetjudy@aol.com OR complete the form below and FAX to Judy Gerard at 510-653-6475

Please contact me to set up a FREE staff training and/or technical assistance session at our site

Clinic Name: _____

Contact Person: _____ Position: _____ Email: _____

Agency Address: _____

City: _____ ZIP Code: _____ Phone: _____



ONLINE CESSATION CLASSES JUST A CLICK AWAY

For people who can't get to cessation classes or don't like groups, but want to quit smoking, there are numerous online cessation programs to help. Most of these listed below are free, but require registration. We suggest you copy this list and hand it out to your staff and clients.



opportunity for Lesbian, Gay, Bisexual and Transgender (LGBT) individuals to receive culturally relevant cessation support to quit smoking.
www.gaysmokeout.net

Tobacco and Cancer

American Cancer Society provides information to help kick the habit by providing facts to double the chances of quitting, connecting smokers to smoke-free communities, and more. <http://www.cancer.org/docroot>

[/PED/ped_10_3.asp?sitearea=PED](http://www.cancer.org/docroot/PED/ped_10_3.asp?sitearea=PED)

UCSF Stop Smoking

University of California San Francisco is seeking participants in their free Internet smoking cessation program study.

www.stopsmoking.ucsf.edu

Smoking Control Program

Interactive online smoking control program using seminars and workbooks. Based on reducing use before quitting. Services are NOT free. www.smokingcontrolsystems.com

Freedom From Smoking

American Lung Association's popular Freedom From Smoking cessation program is available online. A free program offered through 7 module sessions. www.lungusa.org and search "Freedom from Smoking"

Stop Smoking Center

Features of this site include a customized quit program, an online support group, promotions of a toll-free helpline, interactive assessment tools, quitting tips, access to "quitting buddies," motivational emails and help for friends or family members who are smokers. Visitors can use the site free of charge. www.stopsmokingcenter.net

4-Week Online Program

Catherine Salvesson's 4-week online smoking cessation program is developed by a Registered Nurse. Information and access is available from WebMD. <http://boards.webmd.com/webx?14@@.59ac9102>

Quitnet.com

Free on-line cessation program. Learn from their science-based tobacco cessation resources. Get quitting tips and advice from expert counselors. Get support from the QuitNet community. Create your own quit tobacco plan. Get help when you need it and have fun! Available in Spanish. www.quitnet.com

The Gay American Smoke Out

Created by UCSF to coincide with the American Cancer Society's "Great American Smoke out," the Gay American Smoke Out is an

LOCAL CESSATION SUPPORT

American Lung Association of the East Bay Cessation Resource Helpline

This is a helpline and message center to request a copy of the Alameda County Cessation Resource Directory, or local cessation referrals. Many cessation services listed in the Resource Directory are free. Call: 510-893-5474 x375.

Kaiser Permanente

Kaiser's Health Education Department has a free smoking cessation support line. It also offers a 10-minute cessation support tape in English and Spanish that callers can listen to. Call: 1-800-33-ASK-ME (332-7563) and press #ext. 237 to listen to the support tape.

CA Smokers Helpline and Website

Call: 1-800-NO-BUTTS (662-8887) or go online.

The CA Smokers Helpline now has on-line cessation support and you can download directories of local cessation services. www.californiasmokershelpline.org

Check out these Tobacco Cessation resources today!!

ALAMEDA COUNTY TOBACCO CESSATION RESOURCE DIRECTORY

The American Lung Association of the Greater Bay Area has recently updated the Alameda County Cessation Resource Directory.

To receive a copy call Susan Miranda at 510-893-5474 x314.

The American Lung Association also has a local cessation helpline to refer callers to local cessation classes and services. call: 510-893-5474 x375.





Cessation Provider Training Opportunities and Other Resources

Freedom From Smoking Facilitator Training. On Jan. 22 and 23. The American Lung Assoc. will offer a 2-day training on how to become a cessation group leader using their popular, effective 6 session group curriculum. Participants will learn and practice how to lead effective cessation groups. There is a fee for the training of \$350 (includes breakfast and lunch for two days). For information on how to register call: Susan Miranda or email her at smiranda@alac.org.

ATTUD – the Association for the Treatment of Tobacco-Use and Dependence is an organization dedicated to the promotion of increased access to evidence-based tobacco treatment for the tobacco-user. ATTUD, among other services has an excellent Listserv where members can access information from respected tobacco dependence treatment specialists from all over the country, ask questions and receive answers, and learn how others are approaching tobacco dependence treatment issues. This is an excellent source of information for any tobacco-cessation counselor or treatment provider. Membership is \$75 per year that among other privileges offers access to the listserv, an e-newsletter, conference opportunities and much more. You can check out their website at: <http://www.attud.org/>.

Advocacy and Policy

If you have questions about tobacco control policies, or need help solving tobacco control issues, such as smoke drifting into your apartment in multi-unit buildings, here are a few places you can turn to.

Technical Assistance Legal Center - TALC provides assistance to California cities and counties developing local laws to restrict tobacco advertising and youth access to tobacco products. They also provide assistance and information about smoke-free housing ordinances. On-line at www.talc.phii.org

County and State Tobacco Policy Issues contact: Serena Chen at the American Lung Assoc. of California: phone: 510-893-8475 or email SChen@alac.org.

For local tobacco control problems contact: Alameda County Tobacco Control Program at: 510-628-STOP (7867)

For information or to join the Alameda County Tobacco Control Coalition, contact: Susan Miranda at the American Lung Assoc. phone: 510-893-8475, email smiranda@alac.org, or check the website: tobaccofreealamedacounty.org.

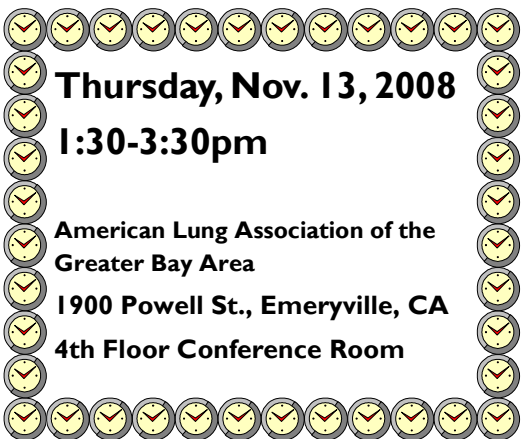
For information on Tobacco Coalition Community Grant Funding Opportunities targeted toward community-based tobacco prevention/education projects contact: Mosun Onipede at the American Lung Assoc. phone: 510-893-8475 or email monipede@alac.org.

Carbon Monoxide (CO) monitoring



Carbon Monoxide (CO) monitoring has been found to be an effective tool for motivating tobacco-users to quit smoking. Carbon monoxide is a deadly poisonous gas and a by-product of cigarette smoking that builds up in the smoker's blood stream and robs the body of adequate oxygen for healthy functioning. Ask your client to blow into the CO monitor and it will measure the current level of CO in the body. High levels of CO provides an opportunity to discuss quitting smoking with your client. You can purchase a small hand-held CO monitor through Bedfont Scientific, USA in Medford, NJ Phone: 609-654-5561 or on-line at www.bedfontusa.com. Other companies also produce carbon monoxide monitors

CESSATION PROVIDER ROUNDTABLE DISCUSSION



Thursday, Nov. 13, 2008

1:30-3:30pm

American Lung Association of the Greater Bay Area

1900 Powell St., Emeryville, CA

4th Floor Conference Room

The Roundtable Discussion will include:

- Time to talk about issues that are important to YOU
- **Special Topic Discussion: Changing Systems to Enhance and Promote Cessation Services in Your Agency or Clinic—** Dr. Cathy McDonald and Judy Gerard will lead the discussion
- Information and Resource Sharing: Bring your brochures and educational materials for the Resource Table
- Meet and Learn from your Peers

This is a special session of the Alameda County Tobacco Control Program, Cessation Task Force Committee.

Light refreshments will be served.

Space is limited. Please RSVP by Nov 11, 2008

Call Judy Gerard, Cessation Task Force Facilitator at 510-653-5040 ext 349

or email Rosalyn at moyar@sutterhealth.org.





BRIEF TOBACCO CESSATION INTERVENTIONS

This is a skill building workshop on how to perform one-on-one tobacco cessation interventions.

Trainers:

Cathy McDonald, M.D., MPH, ATOD Project Director

Description:

Participants will learn the basics of Tobacco 101 and how to apply one-on-one cessation counseling techniques to motivate and support tobacco cessation among high-risk populations.

Who Should Attend:

Clinical Staff of substance abuse, mental health and primary care providers, Health Educators, Community Cessation Facilitators, Case Managers, Home Health Care Workers, Nurses, Physicians and other healthcare providers.

Learning Objectives:

- At the end of the training, participants will be able to:
- Understand the health risks associated with tobacco use.
- Feel comfortable discussing tobacco cessation with clients/patients.
- Help clients develop a quit plan over the course of a 15-20 minute one-on-one counseling session.

Wednesday, Nov 12, 2008

8:30 a.m. - 12:30 p.m.

Training is **FREE** of charge.

Behavioral Health Care Services
2000 Embarcadero Cove, Suite 400
Oakland, CA 94606
Alameda Room—4th Floor

For more information, please call
Judy Gerard at 510-653-5040 x 349.
Please register using the form below.

Sponsored by Alameda County Behavioral Health Care Services (BHCS) Department and the Alameda County Alcohol, Tobacco and Other Drug Network (ATOD). The Alameda County Behavioral Health Care Services (ACBHCS) is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. The ACBHCS takes responsibility for the content, quality and scientific integrity of this CME activity.

ACBHCS designates this educational activity for a maximum of 3.5 *AMA PRA Category 1 Credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.



CEU Credits: This course meets the qualifications for 3.5 hours of continuing education credit for MFTS and/or LCSWS as required by the California Board of Behavioral Sciences, Provider Approval Number PCE 307, the California Board of Registered Nurses, BRN Provider Number 12040, and California Association of Alcoholism and Drug Abuse Counselors (CAADAC), Provider Number 4C-04-0606. Certificates of Attendance can be issued for counselors registered with the ten State Certifying organizations.

REGISTRATION FORM

Please fax registration to Rosalyn Moya at 510-653-6475 or Email the following information to moyar@sutterhealth.org
IMPORTANT: Registration deadline is Nov 6, 2008. Please register early.

NAME: _____ AGENCY: _____

MAILING ADDRESS: _____

EMAIL: _____

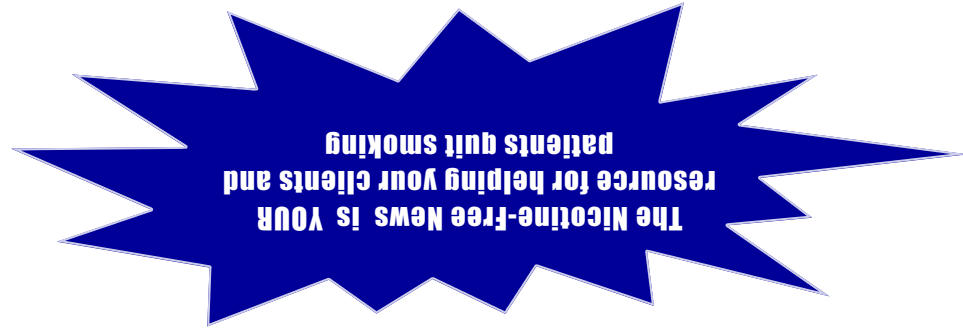
DAY PHONE: _____ FAX: _____

DISCIPLINE: _____ LICENSE #: _____

Because of budgetary constraints in Alameda County, we will be unable to provide food. Please bring your own snacks and beverages.

Here's your Fall 2008 Issue of the:
NICOTINE-FREE NEWS

Alameda County Cessation Provider Training and Support Network Newsletter.
Nicotine-Free Newsletter is published by the Alameda County ATOD NETWORK with funds received from the Alameda County Health Care Services Agency, Public Health Department Tobacco Master Settlement Funds through the Alameda County Tobacco Control Coalition.



Alameda County Provider Network for Tobacco Dependence Treatment and

Project Director: Cathy McDonald, MD, MPH
Project Manager: Judy Gerard
Project Assistant: Rosalyn Moya

Thunder Road Adolescent Treatment Center
390 - 40th Street
Oakland, California 94609.
(510) 653-5040 phone
(510) 653-6475 fax
Web: <http://www.thunder-road.org>



ATOD NETWORK UPCOMING TOBACCO TRAININGS

Nov. 12, 2008 - Brief Tobacco Cessation Interventions

- ◆ Held at the Behavioral Health Care Services headquarters at 2000 Embarcadero, Oakland, CA
- ◆ 8:30 am to 12:30 pm

Nov. 13, 2008 - Cessation Provider Roundtable Discussion

- ◆ Held at American Lung Association, 1900 Powell Street, Emeryville, CA
- ◆ 1:30 to 3:30 pm

For more information on these trainings, see flyers enclosed in this newsletter or contact Judy Gerard.

****ON-SITE STAFF TRAININGS AVAILABLE**
Alameda County AOD, Mental Health, and Primary Care Providers can schedule an on-site staff tobacco training at your agency by calling Judy Gerard at (510) 653-5040 X 349.

Free Cessation Services

- **California Smoker's Helpline**
For one-on-one cessation counseling call **1-800-NO-BUTTS**
- **Free cessation classes:**
 - East & West Oakland Health Center - Joyce Riley, 510-835-9610
 - Berkeley Tobacco Prevention Program - Quit Smoking Classes. For more information and/or class schedule, call 510-981-5330 or email quitnow@ci.berkeley.ca.us.
 - Check other free cessation classes listed in the Alameda County Cessation Resource Directory. Call (510) 893-5474 ext 375 to receive a copy.

The Nicotine-Free News is available by email.
Contact moyar@sutterhealth.org