
Smoking Cessation
Leadership Center



University of California
San Francisco

Empowering Change: Using Brief Motivational Interviewing for Tobacco Cessation in Oral Cancer Prevention, co-hosted by the American Dental Hygienists' Association

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Rebecca M., Participant in the 2016 Tips From Former Smokers® campaign

April 17, 2024

Moderator

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University of California, San Francisco

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Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

All speakers, planning committee members and reviewers have disclosed they have no relevant financial relationships to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Michelle Arnett, MS, RDH, Catherine Bonniot, Christine Cheng, Brian Clark, JoAnn Gurenlian, RDH, MS, PhD, AAFAAOM, FADHA, Rebecca M., Jennifer Matekuare, Ma Krisanta Pamatmat, MPH, CHES, Jessica Safier, MA, and Maya Vijayaraghavan, MD, MAS.

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- Please **make sure your computer speakers are on** and adjust the volume accordingly.
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- **This webinar is being recorded** and will be available on SCLC's website, along with a PDF of the slide presentation.
- Use the **'Q & A' box** to send questions at any time to the presenters.

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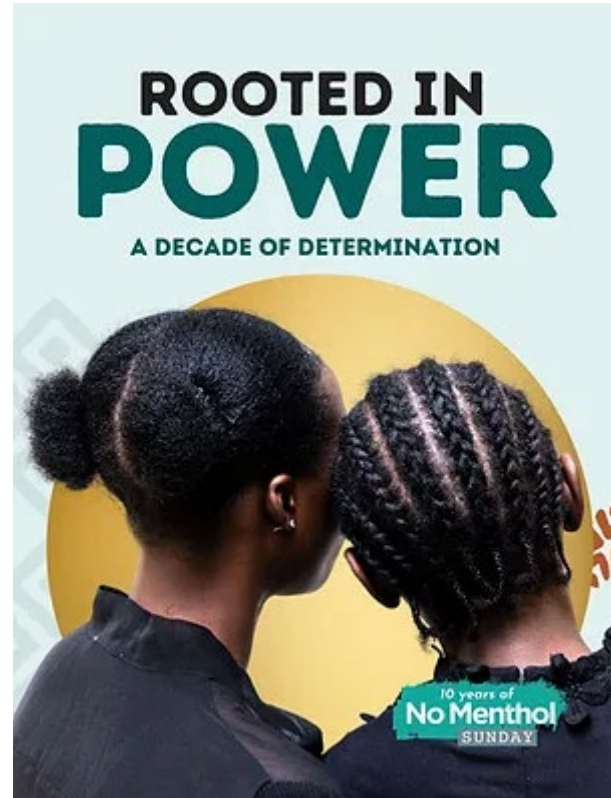
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- New CDC *Tips*® Campaign 2024
- *Tips From Former Smokers*® Motivational Cards:
<https://www.cdc.gov/tobacco/campaign/tips/resources/motivational-cards/index.html>
- Find resources at: <https://www.cdc.gov/tobacco/campaign/tips/index.html>

No Menthol Sunday



Every year, on the third Sunday of May, The Center for Black Health & Equity is joined by faith and community leaders across America to host the largest faith-based event to address smoking in Black communities.

Click here for resources: https://www.nomentholsunday.org/?mc_cid=0d6650d479&mc_eid=11361633f1

Today's Presenter

Michelle Arnett, MS, RDH

Assistant Professor

Department of Primary Dental Care,
Division of Dental Hygiene, University of
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Today's Presenter

**JoAnn Gurenlian, RDH, MS, PhD,
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Director, Education, Research &
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American Dental Hygienists' Association



Today's Presenter

Rebecca M.

Participant in the 2016 *Tips From Former Smokers*[®] campaign



Empowering Change: Using Brief Motivational Interviewing for Tobacco Cessation in Oral Cancer Prevention

JoAnn Gurenlian, RDH, MS, PhD, AAFAAOM, FADHA
Rebecca M.
Michelle Arnett, RDH, BS, MS



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Speakers



JoAnn Gurenlian



Rebecca M.



Michelle Arnett



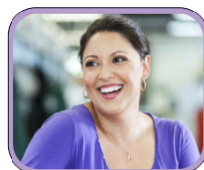
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Overview of ADHA

ADHA's mission is to unite and empower dental hygienists.

ADHA's vision is healthy people through the power of dental hygienists.

The ADHA community is made up of more than 226,000 registered dental hygienists (RDHs) from across the country.



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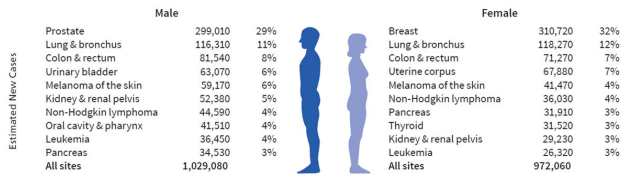
Cancer Statistics

- Cancer is the second leading cause of death in the US~
- ~2 million new cases of cancer in 2024
- 611,720 deaths estimated for 2024
- Survival rate is 69%

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Siegel RL, Giaquinto AN, Jemal A. Cancer statistics, 2024. *CA Cancer J Clin.* 2024; 1-38.

Cancer Statistics 2024

Estimated number of new cancer cases in the US in 2024



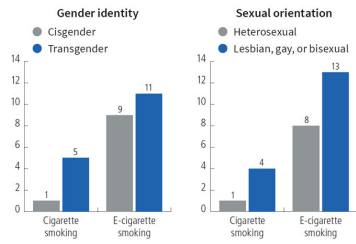
Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.
Source: American Cancer Society, 2024.
©2024, American Cancer Society, Inc., Surveillance and Health Equity Science

Oral Cancer

Site	Estimated New Cases			Estimated Deaths		
	Both Sexes	Male	Female	Both Sexes	Male	Female
Oral Cavity & Pharynx	58,450	41,510	16,940	12,230	8700	353
Tongue	19,360	13,870	5490	3320	2270	1050
Mouth	15,490	8730	6760	3060	1820	1240
Pharynx	21,830	17,710	4120	4300	3410	890
Other Oral Cavity	1770	1200	570	1500	1200	350

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Special Section 2024: Cancer in people who identify as lesbian, gay, bisexual, transsexual, queer, or gender non-conforming
Current cigarette and e-cigarette use (%), middle and high school students, US, 2022



Source: National Youth Tobacco Survey, 2022.
 ©2024, American Cancer Society, Inc., Surveillance and Health Equity Science

Warning Signs

A lip or mouth with ulcer/sore that doesn't heal or lasts more than 3 weeks	A white or red patch on the inside of your mouth	Loose teeth	A growth or lump inside your mouth
Mouth pain	Ear pain	Difficult or painful swallowing	Chronic sore throat
A lump in your neck or throat	Losing weight without trying	Difficulty speaking	



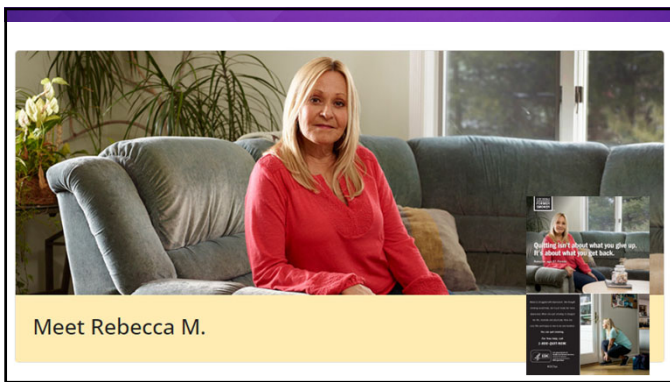
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Risk Factors

- Any form of tobacco use
- Alcohol consumption
- 30-fold increased risk for individuals who both smoke and drink heavily
- HPV infection of the mouth and throat, believed to be transmitted through sexual contact

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Meet Rebecca M.

Tips From Former Smokers Campaign Resources for Dental Hygienists

Content to Educate and Inspire Patients

Smoking, Gum Disease, and Tooth Loss

[Smoking](#) [Tooth Loss](#)

What is Gum Disease?

Gum (periodontal) disease is an infection of the gums and can affect the bone structure that supports your teeth. In severe cases, it can make your teeth fall out. Smoking is an important cause of severe gum disease in the United States.

Gum disease starts with bacteria (germs) on your teeth that get under your gums. If the germs stay on your teeth for too long, layers of plaque (film) build up. Bacteria feed on the plaque, and this leads to early gum disease called gingivitis.

When gum disease gets worse, your gums can pull away from your teeth, forming spaces that get infected. This is severe gum disease, also called periodontitis. The bone and tissue that hold your teeth in place can break down, and your teeth may loosen and need to be pulled out.

Content to Educate

ADA American Dental Association®

Tobacco & Vaping Cessation

Implementing & Funding Quitline Services: A Guide for Oral Health Professionals

Brief-Motivational Interviewing for Tobacco Cessation

Objectives

- Define motivational interviewing and the "Spirit of MI"
- Discuss MI Research in Tobacco Cessation
- Discover brief motivational interviewing to raise awareness, assess motivates and elicit change conversations
- Apply motivational interviewing guiding strategies to ASK- ADVISE ~ REFER

Advice Giving

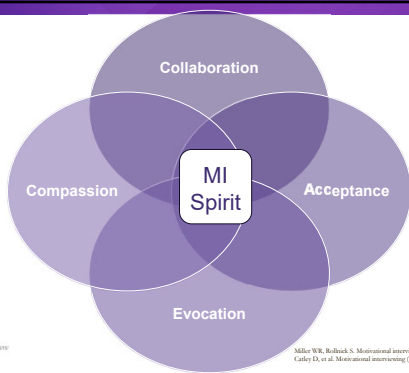
- Does not motivate a patient
- Impairs a patient's ability to change a behavior
- Fails to encourage lifelong positive behavior change



Motivational Interviewing (MI)

- Patient-centered, collaborative approach to elicit a positive health behavior change





Motivational Interviewing (MI)

- MI is adaptable in a variety of health practices
- MI research began in 1983

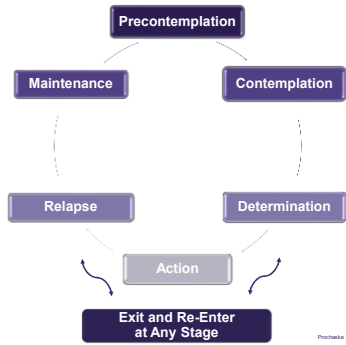
Successful in:

- Type 2 Diabetes management
- Addiction therapy
- Tobacco cessation

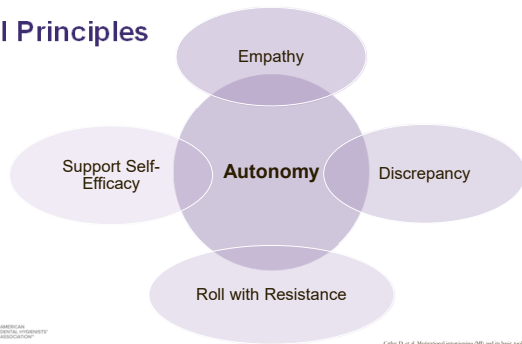
Brief-Motivational Interviewing

- Assess Motivates
- Raise Awareness
- Support Behavior Change






MI Principles

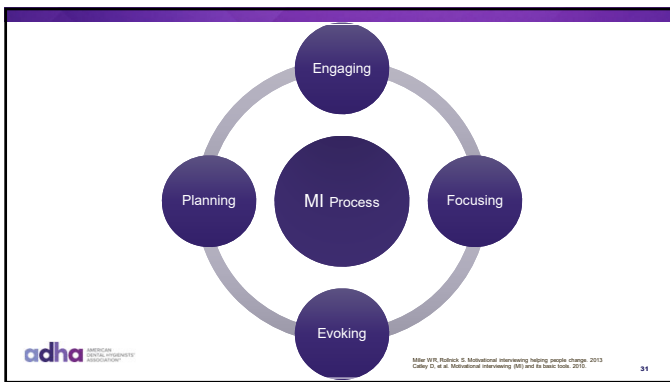


Open-ended question	Questions that cannot be answered with a yes or no statement.
Affirmations	Giving encouragement or acknowledgment to the patient's strengths.
Reflective listening	A form of listening that displays an understanding of the patient's perceptions, ambivalence, and efforts.
Summarizing	Utilized by the clinician to close the MI session and/or check for accuracy of the information presented by the patient.
Elicit Change Talk	Self-reported argument of change
Importance or confidence ruler (readiness ruler)	Assessment of a patient's readiness to change.
Ask for elaboration ("What else?")	Evoke change talk.
Enhance self-efficacy	Build patient's confidence.



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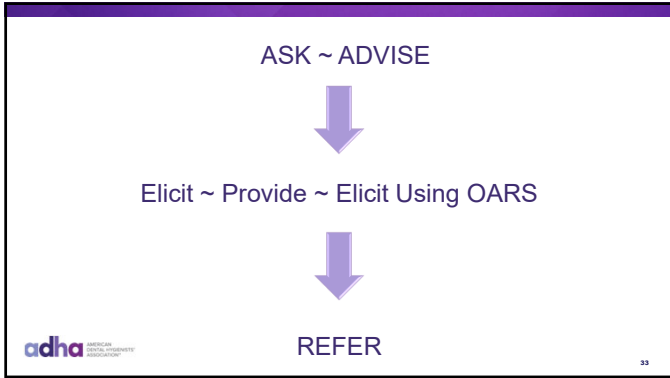
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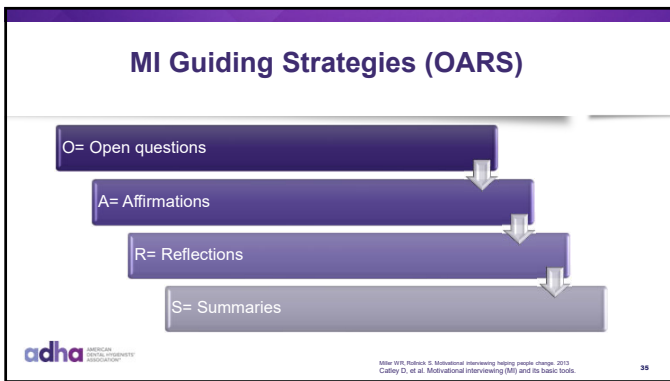
ASK ~ ADVISE ~ REFER


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- ### Elicit-Provide-Elicit (E-P-E)
- **Elicit**
 - Find out what the patient knows
 - **Provide**
 - Ask permission to provide information
 - Neutral tone, non-judgmental
 - **Elicit**
 - The patient's interpretation of the information
 - Ask an open-ended question
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Open Question Examples

- What is your level of interest to quit smoking on a scale 1-10, with 1 being NOT interested at all and 10 being VERY interested?
- How do you think quitting smoking will impact your daily life and overall health?
- How does smoking impact your life?
- How do you envision your life being different as a non-smoker?
- What are the factors in your life that you believe may make it easier or more difficult to quit smoking?
- What will work for you?
- What has worked in the past?
- How can I(assist you, help you, support you, be there for you)?

Open Question Examples

- How would you benefit from not smoking?
- What triggers your urge to smoke?
- What else could you do to manage those urges?
- How do you manage those urges when smoking is not an option?
- What are your goals?
- What motivates you?
- What sounds interesting to assist you in quitting?

Affirmations to Demonstrate Reflective Listening and Evoke Change

Accepting	Comfortable	Dedicated	Focused	Open	Reasonable	Thought
Adaptable	Committed	Determined	Forward-looking	Optimistic	Receptive	Trusting
Alive	Competent	Diligent	Free	Patient	Relieved	Understanding
Appreciate	Concerned	Eager	Healthy	Perceptive	Responsible	Value
Bold	Confident	Earnest	Hopeful	Positive	Sensible	Valuable
Brave	Considerate	Effective	Inspired	Powerful	Thankful	Whole
Capable	Content	Empowered	Interested	Quick	Thorough	Willing
Careful	Courageous	Experienced	Intelligent	Ready	Thought	Wise
Clear	Decisive	Flexible	Knowledgeable	Resourceful	Thinking	Worthy

COMMUNICATION SKILLS:
EMPATHETIC LISTENING

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R	• <u>R</u> esist the righting reflex
U	• <u>U</u> nderstand the patient's motivations
L	• <u>L</u> isten with empathy
E	• <u>E</u> mpower the patient

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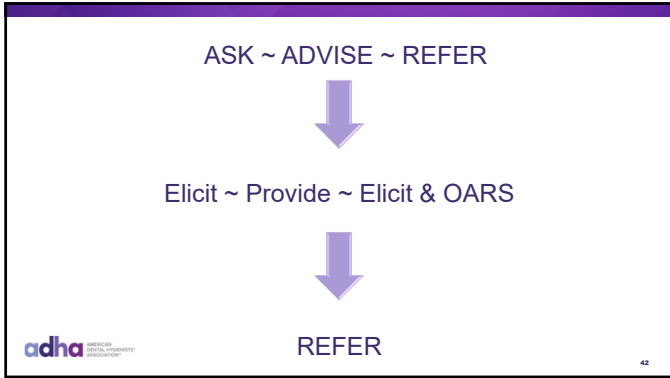
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Submit questions via the 'Q & A' box



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 - ✓ Information on certificates of attendance
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- **Friday, April 26, 2024**
- **8:00 am – 12:30 pm PDT**
- **In-person and virtual**
- **Registration is open on our website at:**
<https://smokingcessationleadership.ucsf.edu/webinar/its-about-billion-lives-symposium-2024>

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