

Welcome

Please stand by. We will begin shortly.

Tobacco Kills: Intervention and Policy Solutions in Addiction Treatment

Tuesday, September 23, 2014 · 2pm ET (90 minutes)



SMOKING CESSATION
LEADERSHIP CENTER



Disclosure

Dr. Joseph Guydish, Colleen Hopkins, and Catherine Saucedo have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

Moderator



Catherine Saucedo

- Deputy Director,
Smoking Cessation Leadership
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NATIONAL BEHAVIORAL
HEALTH NETWORK
FOR TOBACCO & CANCER CONTROL

Housekeeping

- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.

Today's Speaker



Colleen Hopkins, MPH

- Senior Associate,
Tobacco Prevention

Today's Speaker



University of California
San Francisco

Joseph Guydish, PhD, MPH

- Professor of Medicine and Health Policy, Philip R. Lee Institute for Health Policy Studies at University of California, San Francisco



Community Anti-Drug Coalitions of America



CADCA Tobacco Webinar Series

Brought to you by our National Network Dissemination Community Transformation Grant in partnership with the Smoking Cessation Leadership Center awarded to amplify the policy, environmental, programmatic and infrastructure strategies around tobacco-free living strategies to our coalition affiliates and national partner network.



Tobacco Use Prevention Online Toolkit

PREVENT TOBACCO USE
A CADCA TOOLKIT

HOME PAGE ABOUT THE TOOLKIT PREVENTION STRATEGIES FACTS & TOOLS OTHER RESOURCES SUCCESS STORIES

20%
teens age 13 to 15 smoke cigarettes

50
cancer causing chemical compounds in secondhand smoke

443K
tobacco-related deaths each year

20%
deaths caused by cigarette smoking in United States

Learn More >

ABOUT THE TOOLKIT
CADCA's online tobacco use prevention toolkit provides strategies that you can use to prevent and reduce tobacco use in your communities.

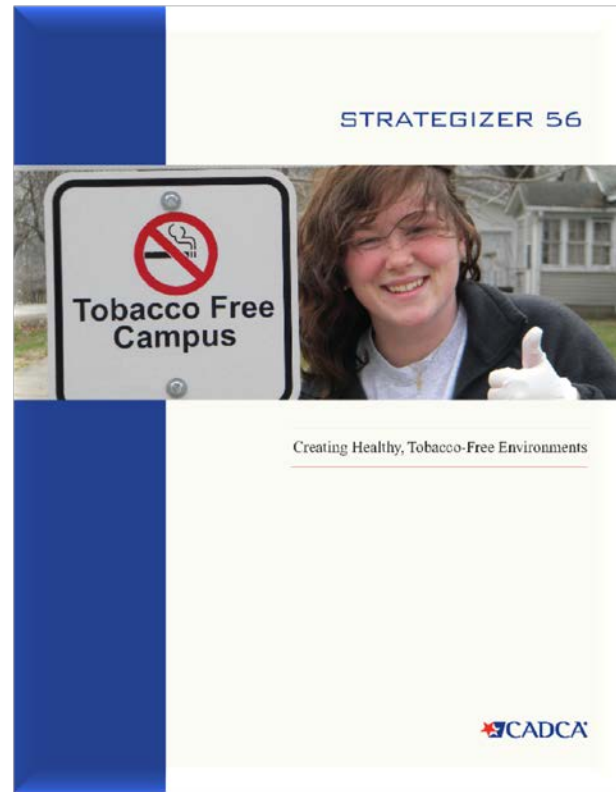
PREVENTION STRATEGIES
Read about the 7 strategies for effective community change from raising awareness to managing barriers to influencing policies.

FACTS AND TOOLS
Check out the latest tobacco use statistics and get tools and resources to prevent and combat tobacco use in your communities.

SUCCESS STORIES
Learn more about how states, municipalities, and schools are increasing efforts to combat tobacco use and improve awareness education.



STRATEGIZER 56



Creating Healthy, Tobacco-Free Environments



CADCA Operates the Geographic Health Equity Alliance, CDC National Network

- National Network Consortium to Impact Populations on Tobacco and Cancer Health Disparities CDC Grantee
 - Raise awareness about health disparities related to tobacco and cancer and to support the development, dissemination and implementation of effective public health practices

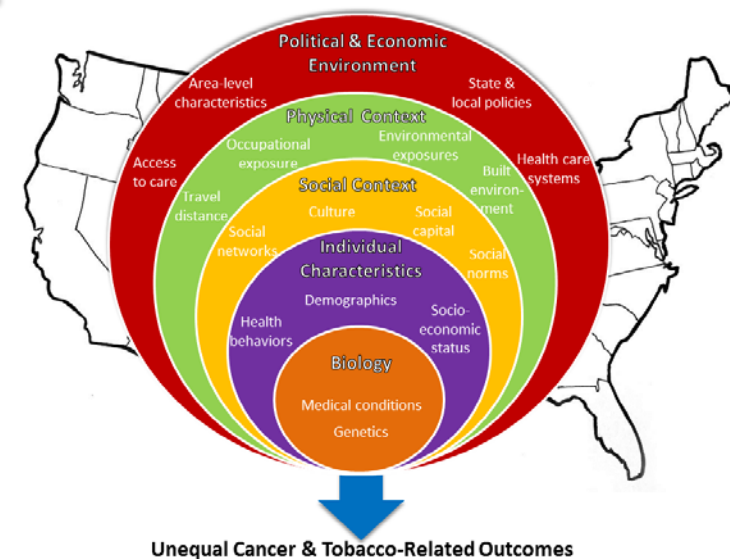


Geographic Health Equity Alliance

Geographic health disparities are the differences in health behaviors and health outcomes related to where people live.

National Network Partners:

- Community Anti-Drug Coalitions of America
- Wake Forest School of Medicine
- Michigan State University
- GTM, Inc.





Advisory Council

- **Bettina Beech, DrPH, MPH** – University of Mississippi Medical Center
- **Tasha Moses, MPA** – C-Change
- **Michael Freiberg, J.D.** – Tobacco Control Legal Consortium
- **Electra D. Paskett, Ph.D.** – Appalachian Cancer Control Network
- **Graham Warren, M.D., Ph.D.** – Medical University of South Carolina
- **Bill Furmanski, MPC** – Legacy for Health
- **Stephen A. Matthews, Ph.D.** – Pennsylvania State University

Find us on the Web!



www.NoHealthDisparities.org



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Equity Alliance Page**



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Sign-up for weekly tobacco updates from CADCA!



To sign-up, email Colleen Hopkins:
chopkins@cadca.org.



CADCA's  National Leadership Forum & SAMHSA's 11th Prevention Day

MISSION!

POSSIBLE

AGENTS OF

CHANGE

February 2–5, 2015 • Gaylord National Hotel & Convention Center • National Harbor, MD



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TOBACCO KILLS: INTERVENTION AND POLICY SOLUTIONS IN ADDICTION TREATMENT

Joseph Goydish, PhD, MPH

Professor of Medicine and Health Policy

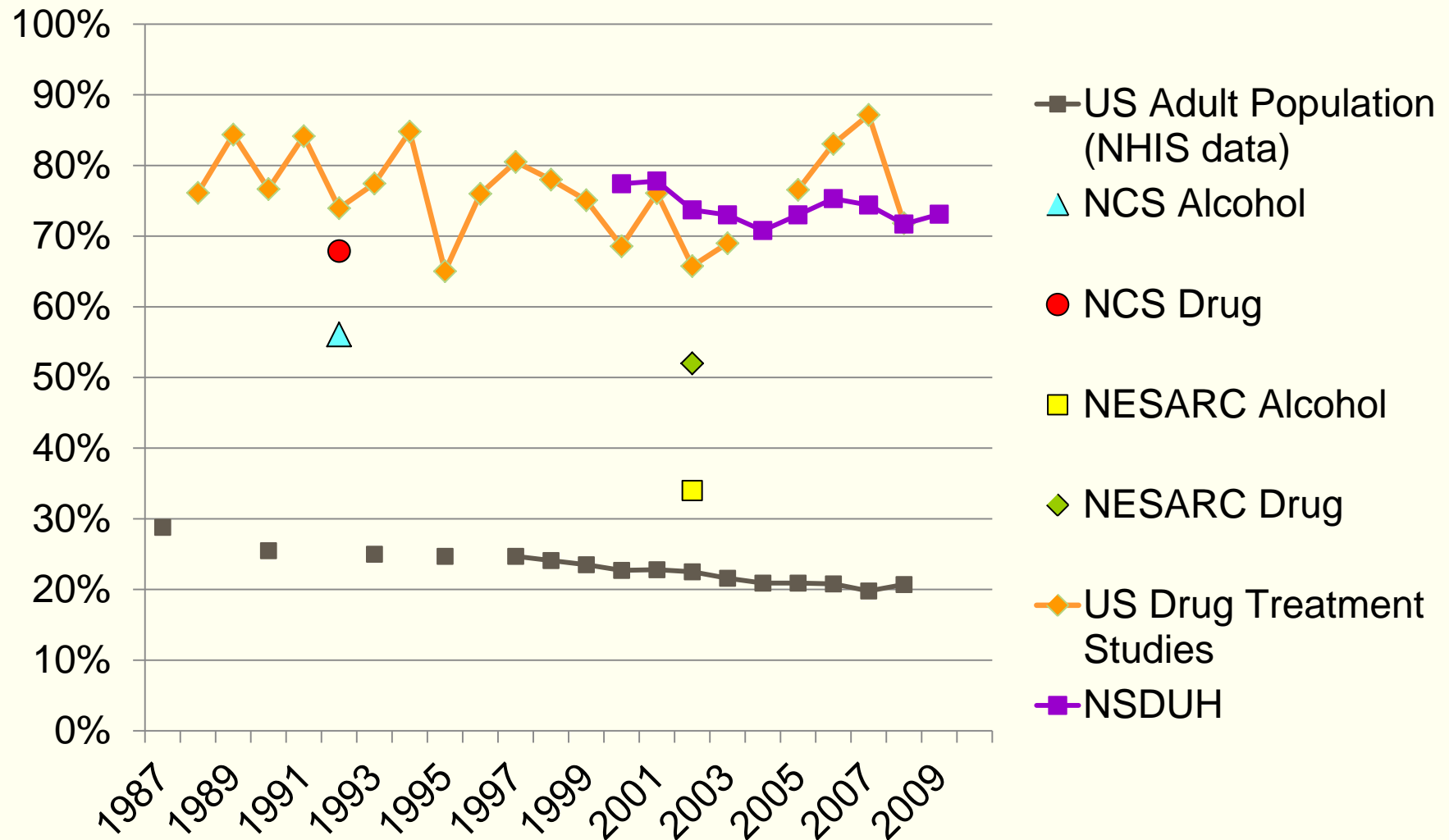
Philip R. Lee Institute for Health Policy Studies

University of California, San Francisco

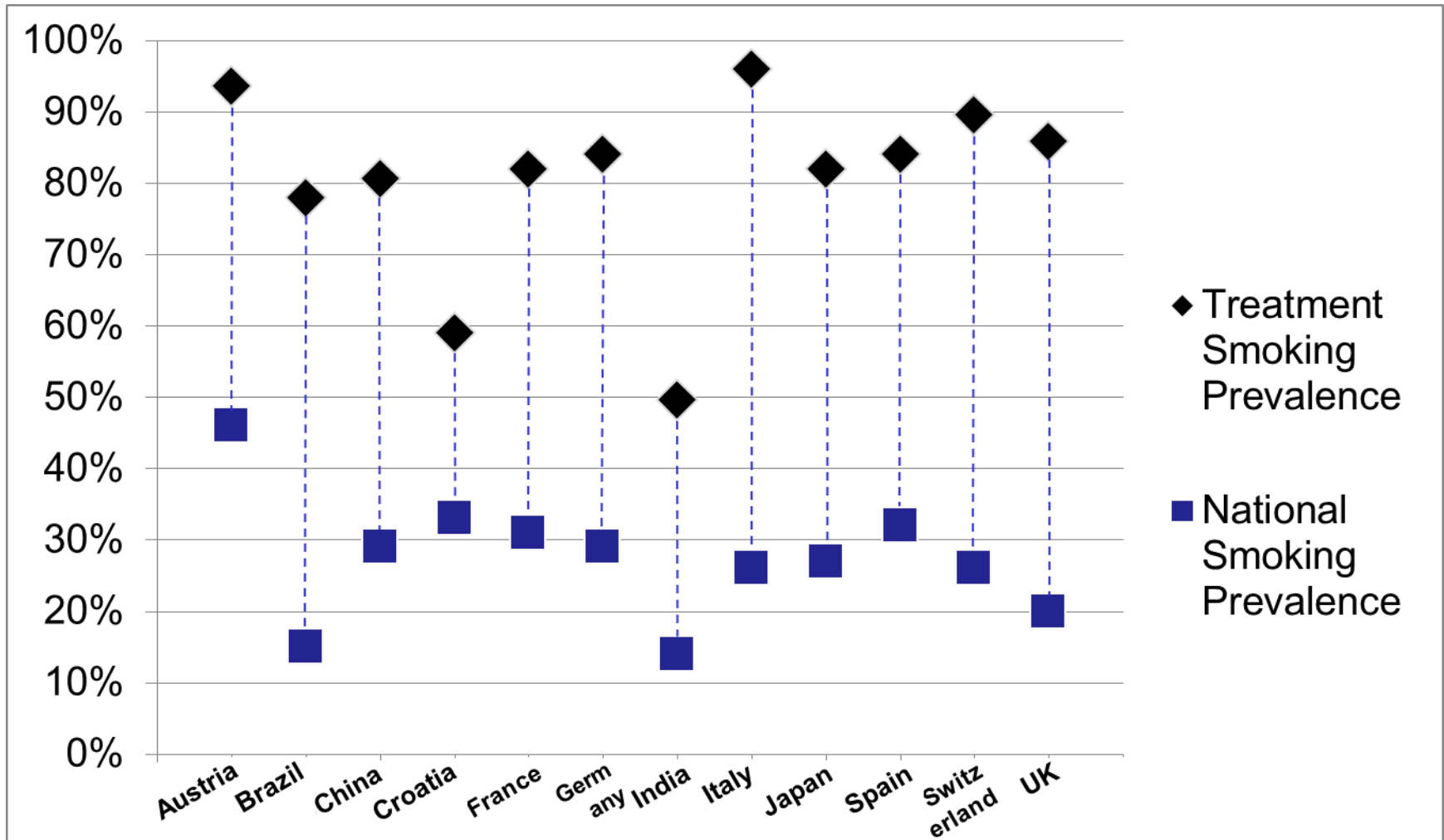
Smoking Cessation Leadership Center & Community Anti-Drug Coalitions
of America Webinar

September 23, 2014

Smoking prevalence in 42 US drug treatment studies and the US population



Treatment and National Smoking Prevalence 2009 - 2013



Smoking and mortality in substance abuse

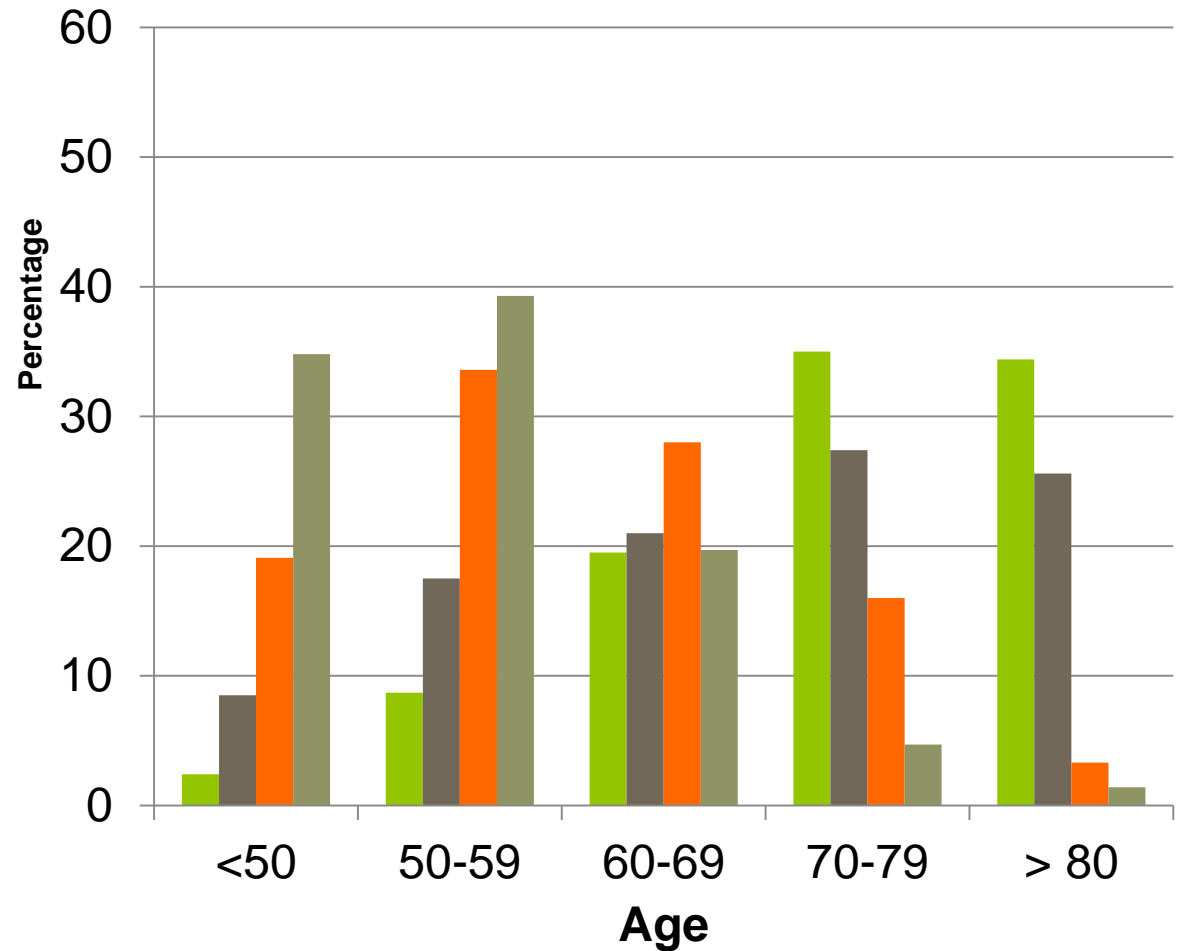
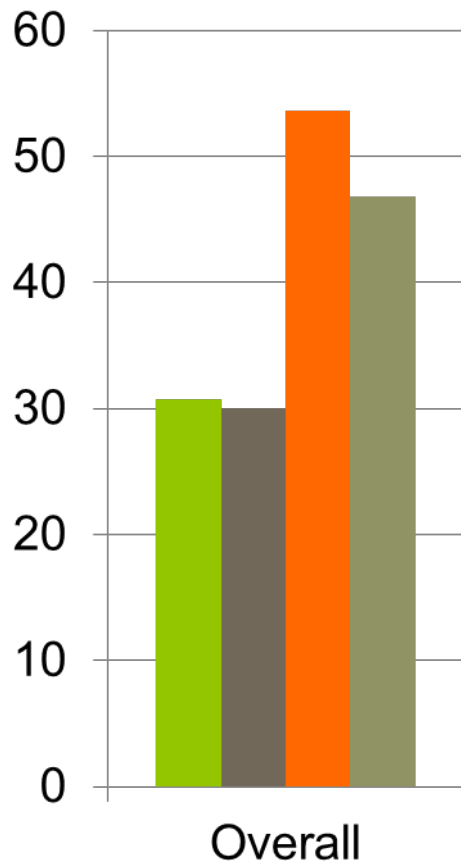
- **Hurt et al., JAMA 1996**

- 845 patients receiving IP alcohol tx 1972-83
- Tracked death certificates to 1994
- For 214 deaths
- 50% tobacco-related, 34% alcohol-related deaths

- **Hser et al., Prev. Med. 1994**

- 405 patients receiving narcotics tx 1962-64
- Tracked death certificates to 1986
- For 77 deaths
- Death rates for smokers 4x non-smokers

Oregon death rates due to tobacco use



- General population
- Mental health only
- Substance abuse only
- Dual diagnosis

New York System Intervention

- 4 year planning period
- Statewide conference calls
- Online counselor training linked to CEU
- NY Dept of Health
 - \$4 mil for training
 - \$4 mil for nicotine replacement therapy
- Compliance included in program licensing reviews

New York System Intervention

to improve tobacco treatment (2008)

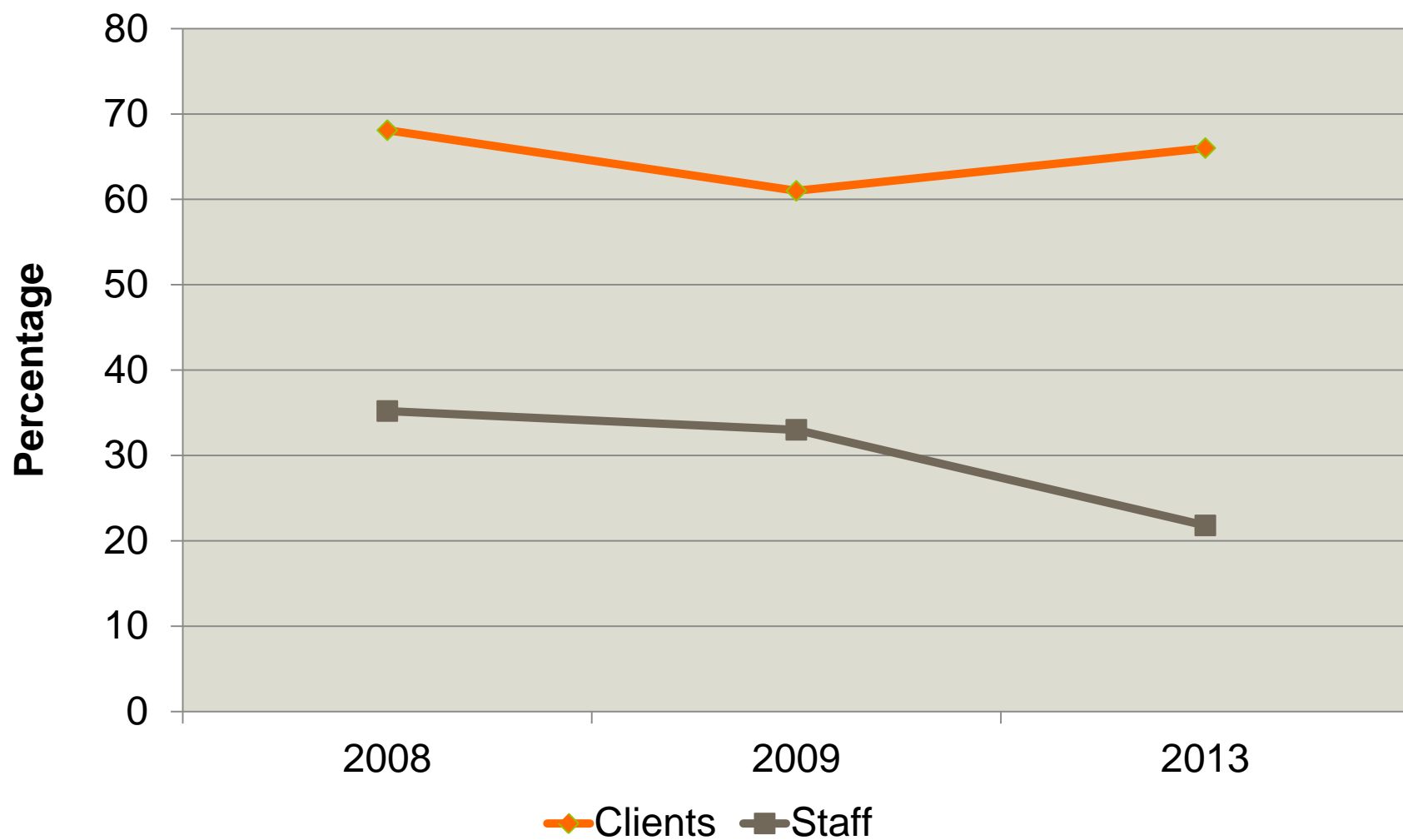
- (a) Tobacco-free grounds: prohibiting the use of all tobacco products in facilities, on grounds and in vehicles...
- (b) No evidence of staff smoking
- (c) All patients receive cessation intervention if wanted

New York System Intervention: Study Methods

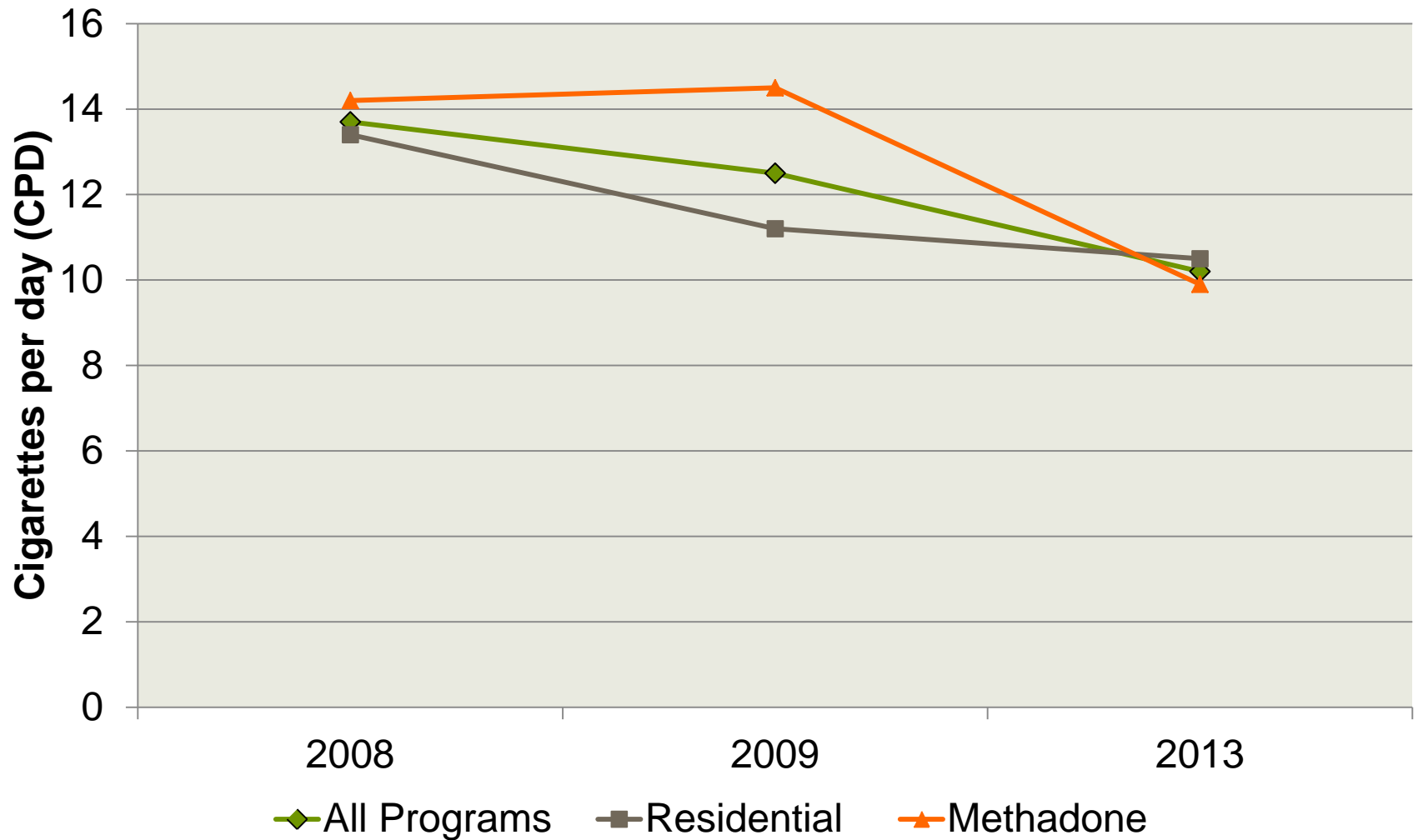
Data Collection (2008, 2009, 2013)

- Survey staff (S-KAS)
- Survey clients
 - convenience sample n=25-50 per program
- Interview program director

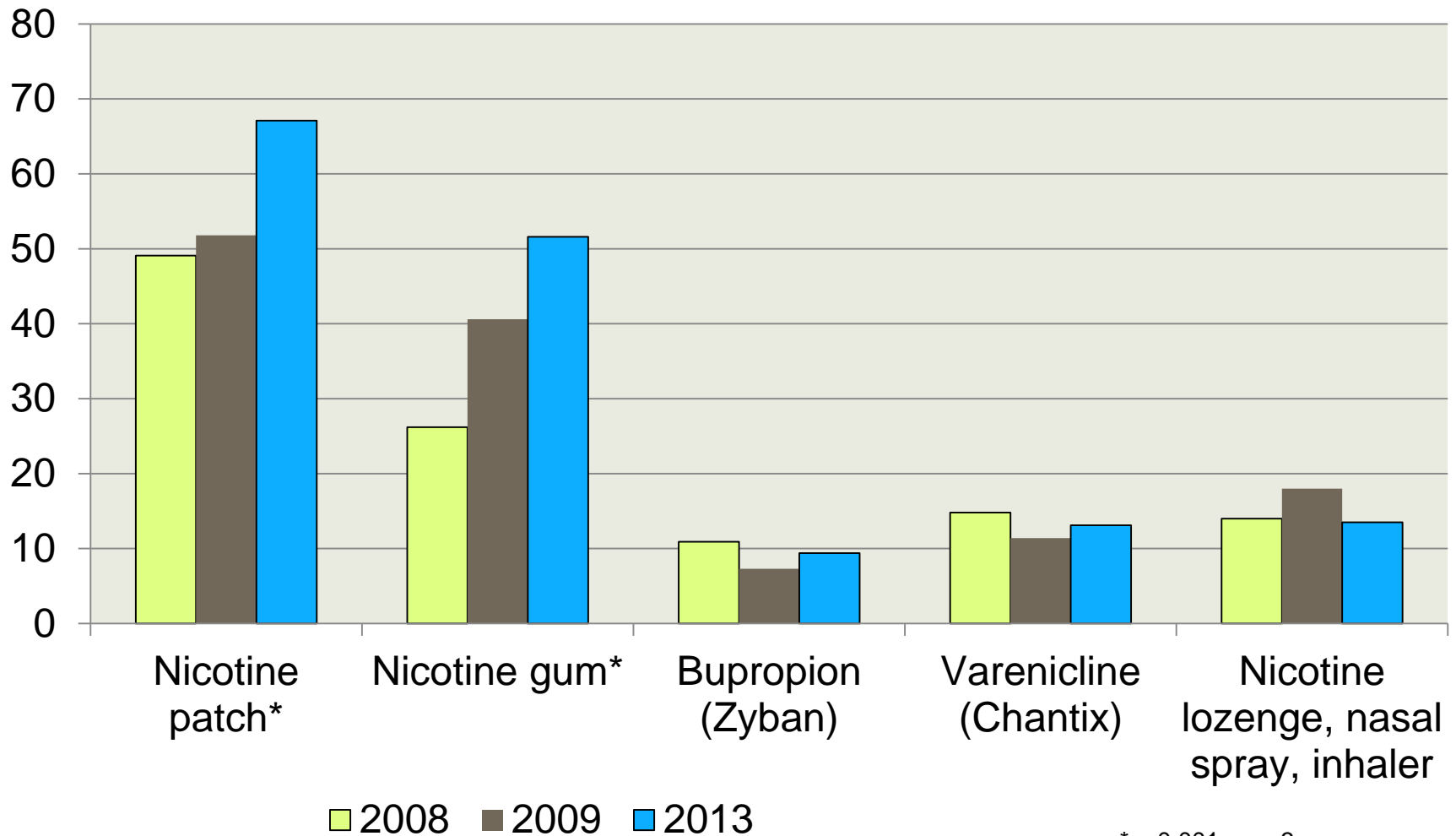
Client and Staff smoking prevalence



Client CPD



Ever use NRT/Medications: 2008-2013



*p<0.001 over 3 years

Modified Risk Tobacco Products



Smokeless tobacco



Little filtered cigars & cigars

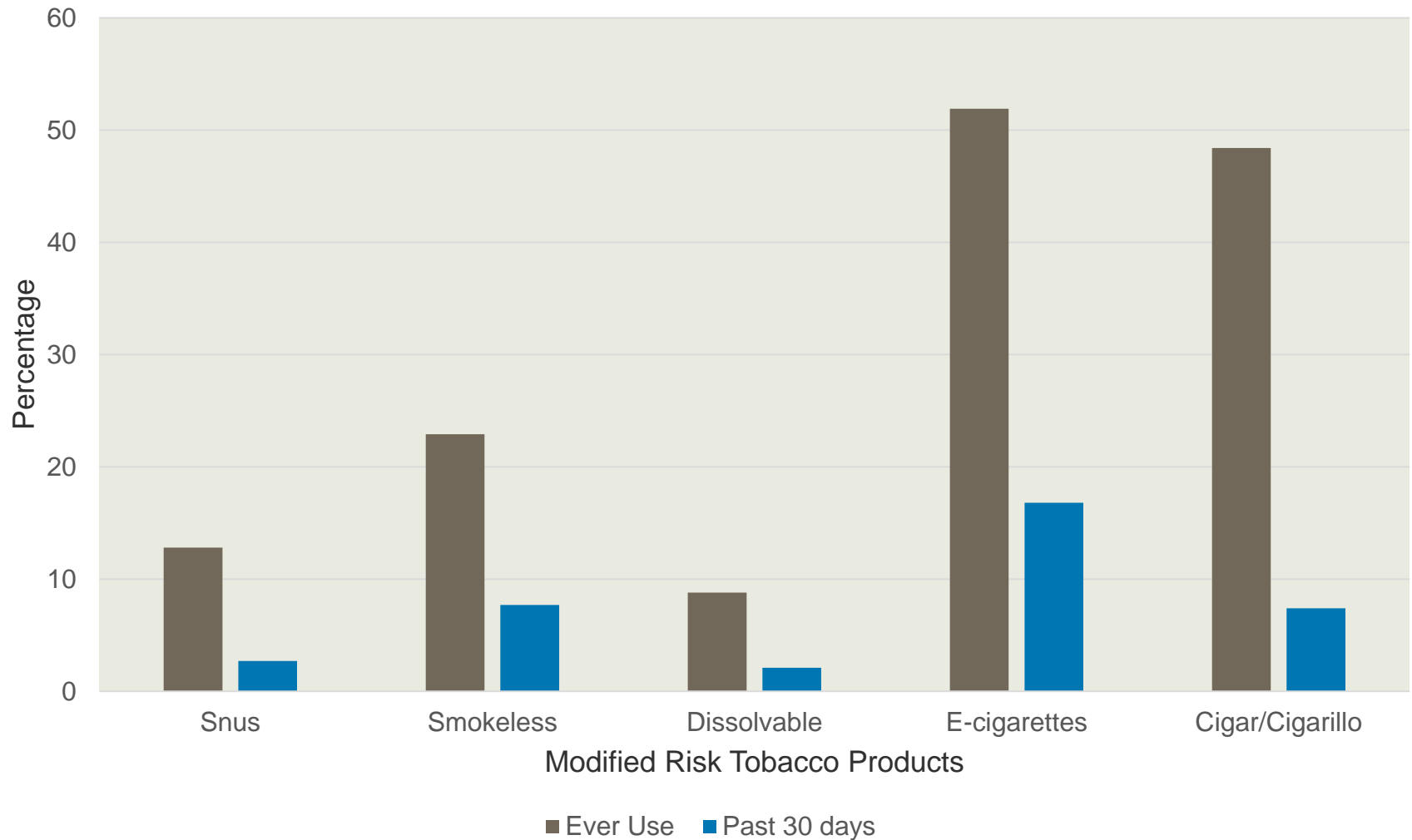


E-cigarettes/Vape pen



Snus

New York study 2013: MRTTP



Factors associated with past year quit attempts

Among 485 smokers, 221 (45.6%) had made a past year quit attempt

	Odds Ratio Estimates		P-value
	OR	95%CI	
Stages of change			<0.001
Pre-contemplation	1		
Preparation	2.68	1.51 – 4.77	
Contemplation	2.96	1.61 – 5.42	
Attitudes	1.49	1.11 - 1.99	0.034
Clinician services	1.21	1.01 - 1.46	0.006

IQ (I Quit) Study

Aim:

- Test a readiness intervention for smokers
- Increase participation in tobacco dependence treatment

Eligibility:

- Smoker
 - It is not required that participants want to quit
- Be resident at one of the HR360 women's SA treatment programs

Baseline and 30 day assessment

- S-KAS survey
- Expert Systems
- CO level

IQ Study: Readiness Groups

3 week Readiness Group (ES activities)

Group 1:

- ES report discussion
- PAC Activities selection
- Review Medication/ NRT facts

Group 2:

- Prep for 24 hour quit (dealing with withdrawal/cravings)
- PAC Resources
- Medication/NRT instructions

Group 3:

- 24 hour quit discussion
- Continuing change process after group ends
- Review PAC resources/1-800-NO-BUTTS Quitline

IQ Study: Cessation Groups

4 week Cessation Group:

Group 1:

- Motives for quitting
- Develop a smoking cessation plan

Group 2

- Personal environment
- Coping w withdrawal
- Other resources/plans
- Revision of smoking cessation plan

Group 3

- Health risks/costs of smoking
- Benefits of quitting/nonsmoking
- Stress/tension test

Group 4

- Nutrition/exercise
- Tapering medications
- Relaxation ideas
- Stress/tension test

IQ Study: NRT offered

Nicotine Patch

- 21 mg, 14mg, 7 mg patches
- Dosed dependent upon CO level and CPD

Nicotine Gum

- 4mg, 2mg gum

Nicotine Lozenge

- 4mg, 2mg lozenge

IQ Study

12 cohorts

- 80 assessed at baseline
- 67 attended at least one Readiness Group
- 30 attended at least one Cessation Group

Smoking Status (n=65)

	Baseline	Follow-up
Smoking Status		
- Current smoker	65 (100%)	52 (80%)
- Quitter		13 (20%)
CO (ppm)		
- All	17.9 (9.32)	16.0 (10.27)
- Quitter		5.8 (6.69)
CPD	11.5 (5.53)	7.4 (4.08)*

*current smokers only n=52, 11 CO level <10ppm

Smoking behaviors (n=65)

	Baseline	Follow-up
Thinking of quitting:		
Precontemplation		3 (4.6%)
Contemplation	15 (23.8%)	11 (16.9%)
Preparation	48 (76.2%)	37 (56.9%)
Action		13 (20.0%)
Quit attempts:		
No prior quit attempts*	27	9
Ever used NRT (lifetime)	30 (46.2%)	55 (84.6%)

*past 12 months

Graphic warning labels

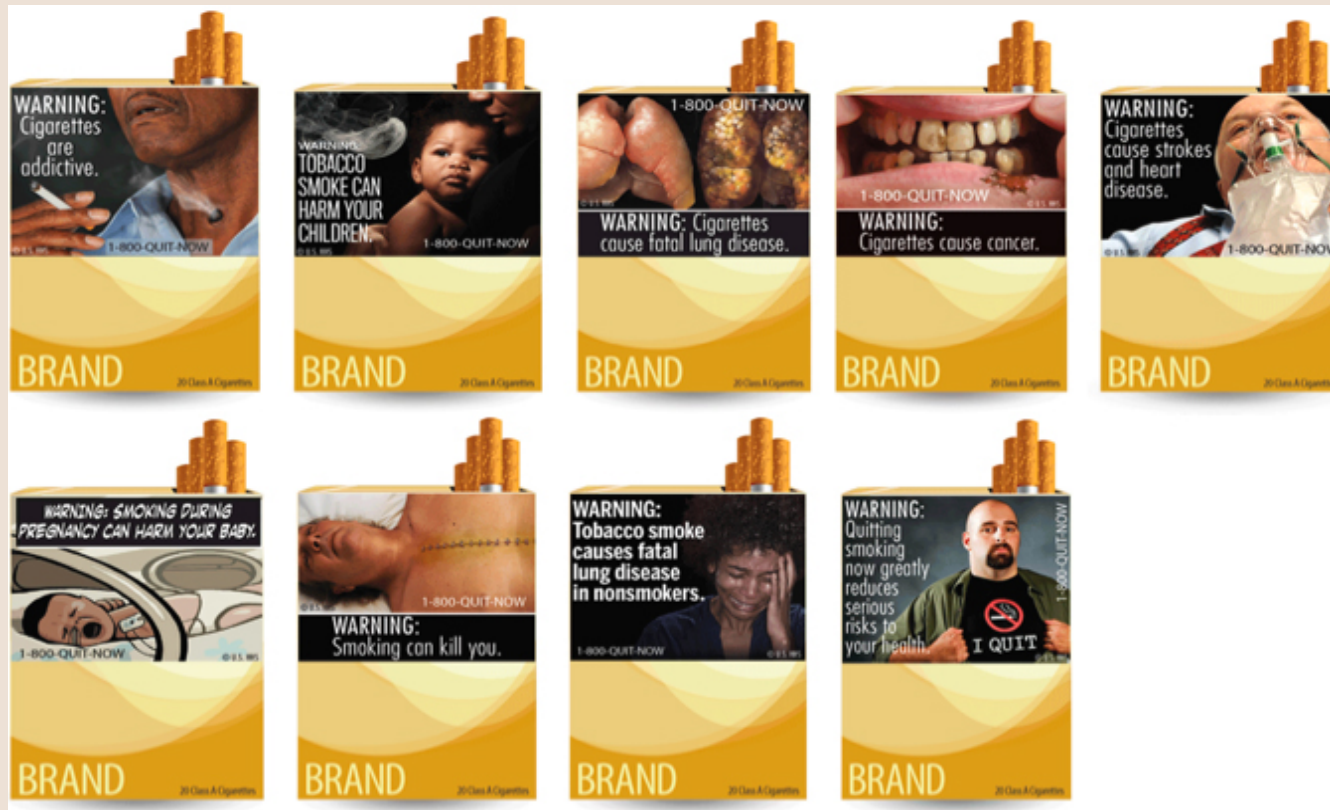
Tobacco Control Act (TCA) 2009

- FDA given regulatory authority over tobacco products
 - Mandated warning labels

R.J. Reynolds vs. FDA (August 2012)

- Graphic Warning Labels
 - WL were just attempts to evoke emotion
 - No evidence of WL would reduce smoking

FDA 2012 Graphic Warning Labels



Warning Label Studies

Design

- ABAB design
 - 'Attention Control' or 'Graphic Warnings'

Labeling

- 3x a week for 30 days
 - Bring in cigarette/tobacco packages

Cessation Group

- 4 week cessation group optional
 - NRT available



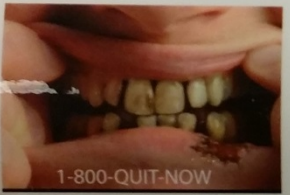
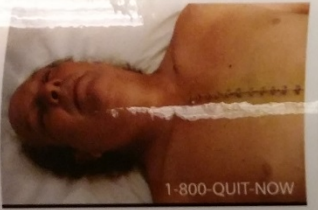


WARNING:
Smoking can kill you.

WARNING:
Cigarettes cause cancer.

WARNING:
Cigarettes are addictive.

WARNING: Cigarettes cause fatal lung disease.

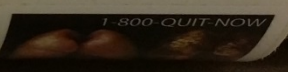
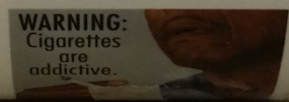


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Conclusion

- Smoking is prevalent and recalcitrant to change
- Tobacco-related illness and death are disproportionate
- Many smokers want to quit or reduce smoking
- Tobacco control policies can influence smoking
- Program level intervention can affect quit attempts
- Most smokers quit 5-7 times before stopping
- Expect new products/dual use

Questions and Answers



- Submit questions via the **chat box**

Contact SCLC for technical assistance



CME/CEUs of up to 1.5 credits are available to all attendees of this LIVE session for FREE. Instructions will be emailed after the webinar.

Visit us online

- <http://smokingcessationleadership.ucsf.edu>

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Closing remarks

- Please help us by completing the post-webinar survey.
- Thank you for your continued efforts to combat tobacco.
- Register for SCLC's next webinar, "Where's the Justice? Tobacco Use and the Incarcerated" at **2pm ET on Wednesday, October 8th**

CME/CEU Statement

Accreditation:

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