

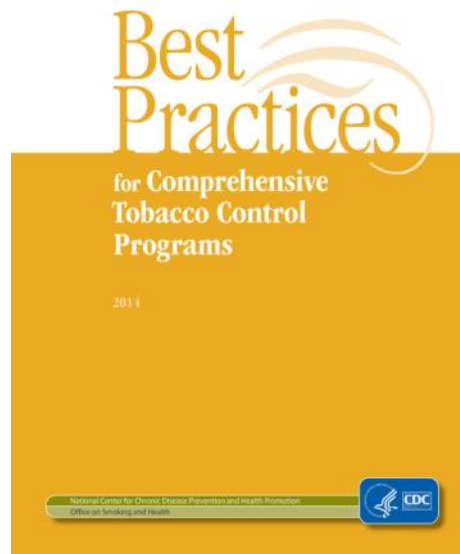
Team Up to Quit

Educating Providers About Cessation Resources

Kimberley Collins
Executive Director, Golin

Setting the Stage

2014 Call to Action



*2013 Independent
Evaluation Report of
Florida's Bureau of
Tobacco Free Florida,
Fiscal Year 2012-13*

*Recurring recommendation:
Healthcare Providers should increase cessation interventions and
referrals to proven-effective resources*

Florida

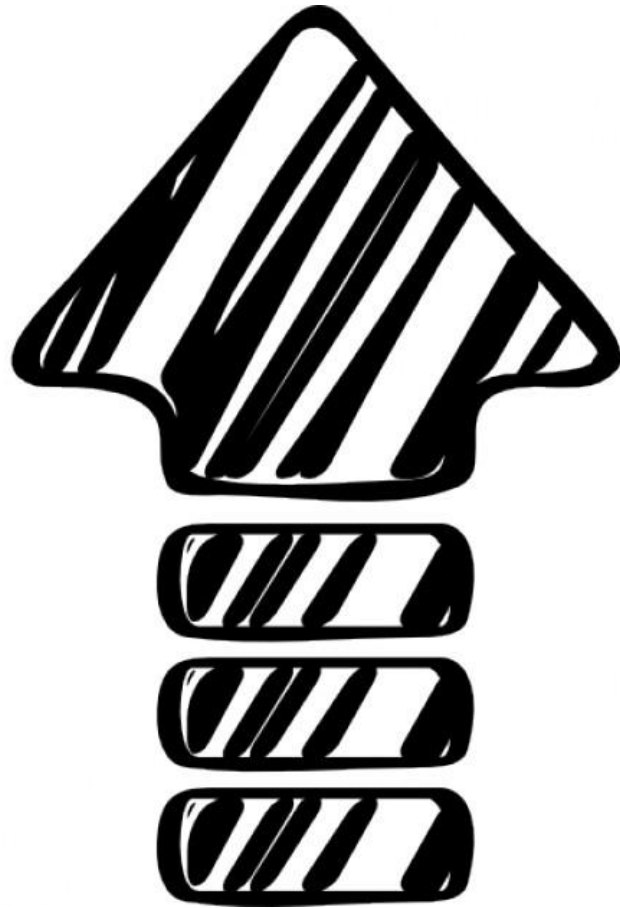
HCP Landscape in Florida

- Fewer than half of Florida smokers reported that their provider assisted them with a quit attempt.
- Half of Florida health care providers report often assessing tobacco users' readiness to quit or often assisting users with a quit attempt.
- Health care provider referrals to the Quitline dropped nearly 50 percent from 2011-2013.

50%

RTI International. 2013 Independent Evaluation Report. Fifth Annual Independent Evaluation of Florida's Bureau of Tobacco Free Florida, Fiscal Year 2012–2013. RTI Project Number 0212005.001.002.008. December 2013.

Objectives



Provider Awareness & Referrals

Initiative



Team Up to Quit



PROVIDER + PATIENT + TOBACCO FREE FLORIDA = #1 TOBACCO-FIGHTING TEAM

Providers who work with smokers can improve their quit rates by as much as 30%.

We can help too. Refer your patients to Tobacco Free Florida's 3 Free & Easy Ways to Quit.

Free nicotine replacement therapy available to patients while supplies last and if medically appropriate



Talk to a Quit Coach® who can help you quit tobacco.

1-877-U-CAN-NOW

1-877-822-6669

TTY/TDD 1-877-777-6534



Online help quitting tobacco is only a few clicks away.

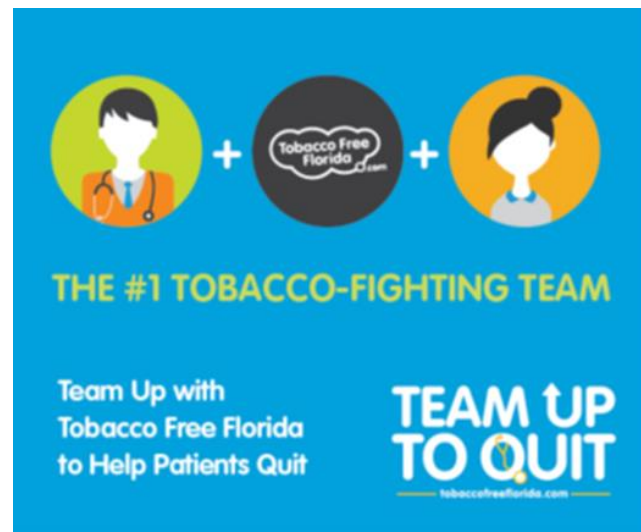
tobaccofreeflorida.com/webcoach



Looking for local face-to-face help? Find classes near you.

tobaccofreeflorida.com/ahec

1-877-848-6696



Visit tobaccofreeflorida.com/providermaterials to order brochures and information for your patients.



Insights



Florida Formative Study:

Health Care Provider Quit Assistance and Referrals, December 2014

Florida Formative Study:

Focus Groups to Inform Health Care Provider Media, June 2015

The Setting



- Tobacco cessation intervention is part of their role
- Confident in their ability to counsel patients, yet they lack familiarity with external resources
- Low awareness of the PHS Clinical Practice Guideline OR 5A's/2A's+R models
- More and more screening via EHR and other intake measures

The Barriers



The Opportunity



- ✓ Trust Tobacco Free Florida/DOH for information
- ✓ Want to refer more
- ✓ Want more information about TFF resources
- ✓ Would use the materials if provided

Best Practices to Reach Providers

The Plan

Communications Plan

Focus Group
Testing



Provider
Conferences

Direct Mail
and Patient
Collateral

Targeted
Media

Support and
Align with
AHEC

Key Messages

**Cost of
Smoking**

**Benefits
of
Quitting**

**Consequences
of NOT
Quitting**

**FREE
Resources**



Materials

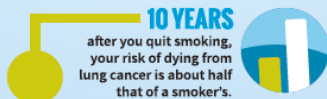
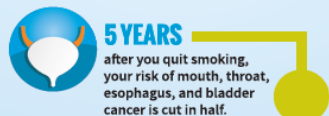
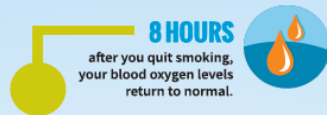
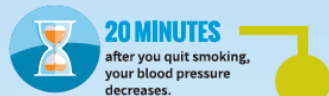


Materials Must:

- ✓ Be patient-facing and patient-focused
- ✓ Describe resources
- ✓ Explain how to access
- ✓ Make it easy (for the provider to hand over)

Posters

BENEFITS OF QUITTING



Call Tobacco Free Florida at 1-877-U-CAN-NOW



3 FREE & EASY WAYS TO QUIT

3 FREE & EASY WAYS TO QUIT



Talk to a Quit Coach® who
can help you quit tobacco.

1-877-U-CAN-NOW

1-877-822-6669

TTY/TDD 1-877-777-6534



Online help quitting tobacco
is only a few clicks away.

tobaccofreeflorida.com/webcoach



Looking for local face-to-face
help? Find classes near you.

tobaccofreeflorida.com/ahec

1-877-848-6696



Brochures



Brochures

QUIT
KIT

QUIT
KIT
En Español



Referrals



Health Care Provider Referral Form to Tobacco Free Florida

I. Provider Information (Required) *Provider fills out*

Facility (i.e. Hospital, Department of Health, Practice Name): _____
Unit (i.e. Hospital Department, Program, Branch): _____
Provider Name (i.e. Clinician, Health Professional): _____
Main Contact Person: _____ Email: _____
Phone: _____ Fax: _____
Address: _____ City: _____ State: _____ Zip Code: _____

The Florida Quitline is an entity that is compliant with the Health Insurance Portability and Accountability Act (HIPAA). The Florida Quitline will only be able to share service outcome information with you if you verify that your organization is a HIPAA-covered entity and that the use of information is for treatment purposes as permitted by HIPAA. Please select one option below:

I am a HIPAA Covered Entity: ☐ Yes ☐ No

II. Patient Information (Required) *Patient fills out*

Patient First Name: _____ Patient Last Name: _____ Date of Birth: _____
Address: _____ City: _____
State: _____ Zip Code: _____ County: _____
Best Telephone Number: _____ Alternate Telephone Number: _____

The best time to call you: (check one)
☐ Morning: 8am – Noon ☐ Afternoon: Noon – 5pm ☐ Evening: 5 – 9pm

Can we leave a voicemail? (check one)
☐ Yes ☐ No

My signature gives permission for my provider to send this form to a Tobacco Free Florida representative.
I understand that I will be contacted within the next week.

Patient Signature: _____ Date: _____

Program choice: Check **ONE** box below. The provider will then submit this form via fax or email to the program listed below.

☐ Attend a local in-person group class	Fax: 1-888-975-1534 Email: ahectobacco@health.usf.edu
☐ Talk to a Quit Coach over the phone	Fax: 1-866-688-7577 Email: supportservices@alere.com
☐ Use an online program	Fax: 1-866-688-7577 Email: supportservices@alere.com



QUIT YOUR WAY

YOUR PRESCRIPTION TO QUIT TOBACCO

- ☐ **PHONE QUIT**
Talk to a Quit Coach® to help you get started.
1-877-U-CAN-NOW | TTY/TDD 1-877-777-6534
- ☐ **GROUP QUIT**
Get the support you need at one of our group quit sessions.
tobaccofreeflorida.com/quityourway
- ☐ **WEB QUIT**
Get access to online tools to help you quit.
tobaccofreeflorida.com/quityourway
- ☐ **MORE QUIT TOOLS**
But wait, there are more ways to quit! Choose what you need or use them in addition to our Phone, Group and Web services.
tobaccofreeflorida.com/quityourway

We offer free nicotine replacement therapy like the patch.*

*While supplies last. If medically appropriate and 18 years of age or older.

**TEAM UP
TO QUIT**



Small Format

tobaccofreeflorida.com

DAY
WEEK
MONTH
1 YEAR
5 YEARS
10 YEARS
20 YEARS
30 YEARS

TEAM UP TO QUIT

tobaccofreeflorida.com

**QUITTING TOBACCO
BENEFITS YOUR HEALTH
AND YOUR SAVINGS.**

NUMBER OF PACKS A DAY

$\frac{1}{2}$ 1 $1\frac{1}{2}$ 2 $2\frac{1}{2}$ 3

Tobacco Free Florida .com

Florida HEALTH

TOBACCO FREE FLORIDA

— offers a number of —

FREE RESOURCES

to help tobacco users quit.

- These services are available at no cost to tobacco users who are ready to make a quit attempt.
- However you decide to seek help, you will receive proactive coaching sessions, self-help materials and free nicotine replacement therapy (available to eligible callers while supplies last.)
- Counseling and materials in English, Spanish and Haitian Creole; translation services for all other languages and TDD service for the hearing-impaired.

For more information visit
www.TobaccoFreeFlorida.com



3 FREE & EASY WAYS TO QUIT



Talk to a Quit Coach® who can help you quit tobacco.

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1-877-822-6669

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Online help quitting tobacco is only a few clicks away.

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1-877-848-6696



Channels

Conferences

Direct Mail

In-Office
Visits

Targeted
Advertising



Conferences

NEFITS OF QUITTING



TEAM UP TO QUIT

tobaccofreeflorida.com

TEAM UP TO QUIT

TEAM UP TO QUIT

3 FREE & EASY WAYS TO QUIT



Phone-based counseling
to help patients quit tobacco.
1-877-U-CAN-NOW



An online program to help patients
quit tobacco is a click away.
tobaccofreeflorida.com/webcoach



Local face-to-face classes
can be found at:
tobaccofreeflorida.com/ahc

Direct Mail



In-Person



Trade Media



You have the power to assist every tobacco user with a quit attempt. Patients working with health care providers are **proven** to be more successful. **Refer** your patients to Tobacco Free Florida's 3 Free & Easy Ways to Quit.

Visit tobaccofreeflorida.com/healthcare to find evidence-based resources for every Floridian.



To learn more visit the Department of Health

Facebook Twitter YouTube

To learn more visit the
Board of Nursing

Facebook Twitter YouTube



Change of Address for
Appointee/Licensee
The new address you can provide your self via online
tobaccofreeflorida.com
or by mail to the Department of Health, 1111 North
Florida Avenue, Tallahassee, FL 32304

DEPARTMENTS

4 Board Members

4 Message from the Board Chair
As a licensed professional nurse, it is my honor and privilege to serve as the Board Chair. I am proud to lead the Board of Nursing, which is the regulatory body for the nursing profession in Florida.

7 Introduction to the New Vice-Chair - Kathryn Whitworth, MEd
Kathryn Whitworth, MEd, is the Vice-Chair of the Board of Nursing. She is a former nurse and has been in the nursing profession for over 20 years. She is currently the Vice-Chair of the Board of Nursing.

8 From the Desk of Jan Hahn, Jr.
The 2015 legislative session ended on April 1st, 2015. It was a busy session for the Board of Nursing and the Department of Health.

23 Calendar of Events

FEATURES

12 Spotlight on Education
Education is the key to success in nursing. With Florida's Quality Assurance Program, the Board of Nursing is committed to ensuring that all nurses receive the highest quality education.

14 Employee Spotlight Q&A
The Board of Nursing is proud to announce a new feature in the quarterly magazine. Board Chair Kathryn Whitworth, MEd, will be answering questions from employees about the Board of Nursing and the Department of Health.

16 The Disciplinary Process
The Board of Nursing is committed to ensuring that all nurses receive the highest quality education. The disciplinary process is a key part of this commitment.

18 Are You Renewal Ready?
The Board of Nursing is committed to ensuring that all nurses receive the highest quality education. The renewal process is a key part of this commitment.

22 SUBSTANCE ABUSE DISORDERS IN NURSING
Helping, Don't Make... The Board of Nursing is committed to ensuring that all nurses receive the highest quality education. The substance abuse disorders in nursing is a key part of this commitment.

24 E-POWER! Are You Available To Be Clinical?
The Board of Nursing is committed to ensuring that all nurses receive the highest quality education. The e-power! is a key part of this commitment.

28 FAQs
The Board of Nursing is committed to ensuring that all nurses receive the highest quality education. The FAQs are a key part of this commitment.

FLORIDA BOARD OF NURSING 3 SUMMER 2015

Digital Media



**THE #1
TOBACCO-FIGHTING
TEAM**

Team up with Tobacco Free Florida to help your patients quit. For free resources

[CLICK HERE](#)



Quitting smoking
can add up to

**10
YEARS**

to life expectancy

Talk to your patients about quitting

[CLICK HERE](#)

to order brochures and information
for your patients



The **FMA NEWS**

[JOIN THE FMA PAC](#) [MEMBER BENEFITS](#) [FOLLOW LIKE CONNECT](#)

August 20, 2015

Veterans Choice Program

Register for Aug. 26 webinar on the Veterans Choice Program

On Aug. 26 from 7 p.m. to 8 p.m. EDT, the AMA is hosting a webinar featuring leading Veterans Administration officials who will speak about new community-based care options, collectively referred to as the Veterans Choice Program, for VA beneficiaries. The AMA successfully advocated for these options to be included in the Veterans Choice and Accountability Act of 2014 to help address staffing shortages at the VA.

This webinar will explain how the VA is relying on private practitioners as a short-term solution to delivery problems and workforce shortages, as well as how non-VA providers can sign up to deliver care through the Veterans Choice Program. You'll learn about the conditions of participation and how to troubleshoot claims processing issues and payment delays. The webinar will also dispel common misconceptions about the program, and the presenters will provide an assessment of ongoing policy challenges. [Click here to register](#)



THE #1 TOBACCO-FIGHTING TEAM

Team Up with Tobacco Free Florida to Help Patients Quit

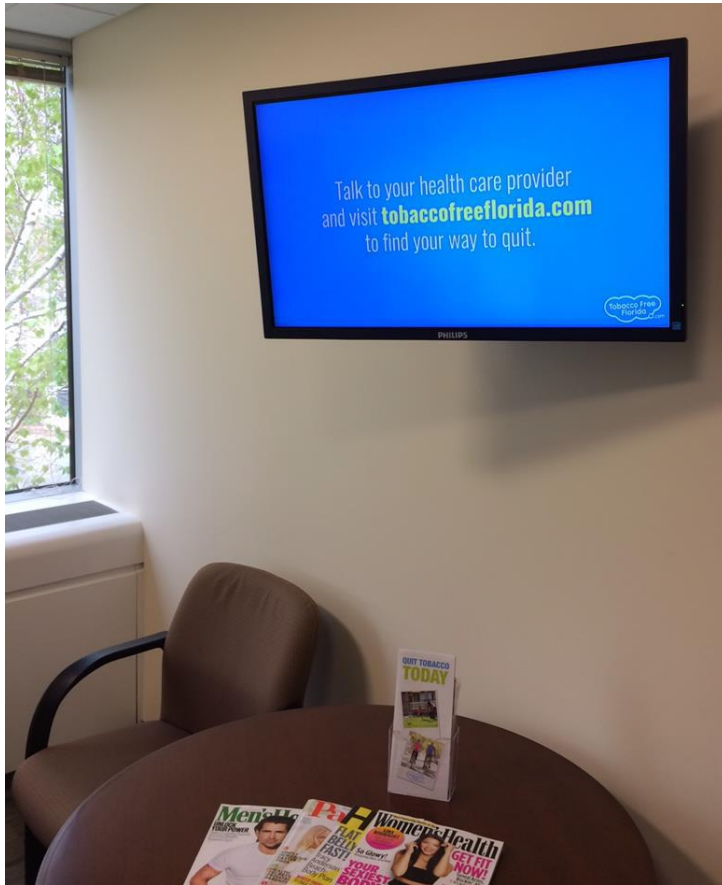
TEAM UP TO QUIT

In-Office Media



“The waiting and exam rooms are considered great places to display simple information to prompt conversations.” – Focus Group participant

In-Office Video



An in-office ad explaining the benefits of quitting smoking.

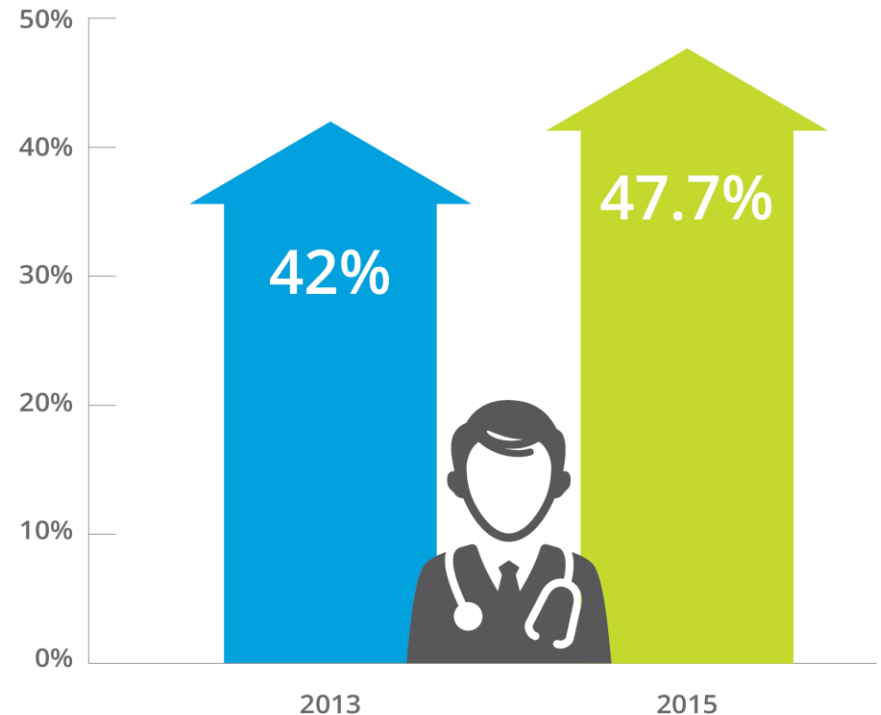
Ad also used on social media.

Results

Increased Assistance

The percentage of smokers who reported that their health care provider assisted them with a quit attempt

increased from 42 percent in 2013, to 47.7 percent in 2015



Increased Asking



Smokers reporting that their provider **ASKED** if they smoked was at the

highest ever reported, at
97.4%

Provider Feedback

RTI's Health Care Provider Media Evaluation Brief Report

- Nearly 9 in 10 providers surveyed were aware of at least one of TFF's cessation services
- 7 in 10 providers surveyed reported assisting their patients with a quit attempt, including referrals to TFF
- Half of providers surveyed recalled TUTQ materials



Provider Awareness & Referrals

Key Takeaways

Key Takeaways

- Create easy-to-understand patient-facing materials
- Don't put too much emphasis on telling or reminding providers that they need to ask, advise and assist (they know this)
- Make it easy for providers to receive and use your materials
- Meet them where they are (conferences, in-office, select media)
- When possible, provide 360° communications
- Keep it simple!

Thank You

Kimberley Collins
Executive Director, Golin
kcollins@golin.com