



## Creativity, Flexibility and Tenacity

*What We Need to Reach Homeless Smokers*

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## Presentation Overview

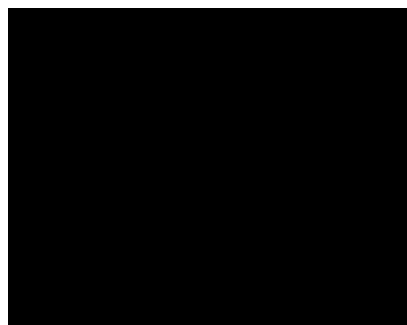
- Who we are
- Homeless smokers: How big is the problem?
- What we need: Creativity
- What we need: Flexibility
- What we need: Tenacity
- Outcomes
- Next step



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## Bureau of Tobacco Free Florida

- Funded by tobacco settlement agreement
- Activities:
  - Direct cessation – AHEC, Quit Line, and more
  - Healthcare systems change
  - Media campaigns
  - County level tobacco partnerships
  - Youth prevention – Students Working Against Tobacco (SWAT)
  - Surveillance and evaluation



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## Tobacco Free Florida Cessation Services

### QUIT YOUR WAY



#### PHONE QUIT

A Quit Coach is waiting for your call to help you on your journey to be tobacco-free.  
1-877-U-CAN-NOW



#### GROUP QUIT

Register for a session with trained facilitators along with others who want to quit like you.



#### WEB QUIT

Try Web Quit. Get access to virtual tools, tips and support that will help you quit tobacco.



#### MORE QUIT TOOLS

But wait, there's more ways to quit!



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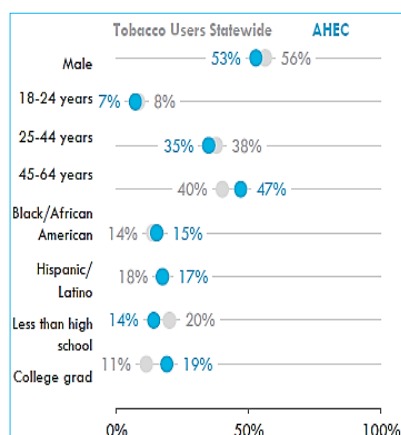
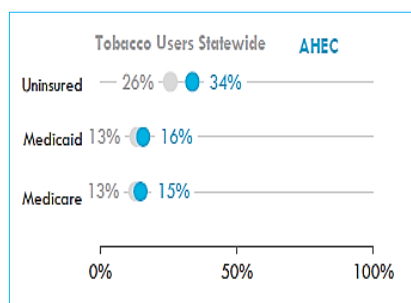
## Bureau of Tobacco Free Florida

- National AHEC serves >85% of US counties
- 5 AHEC Program Offices connected to Colleges of Medicine throughout Florida



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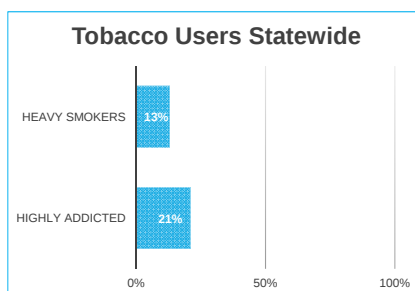
## AHEC Services



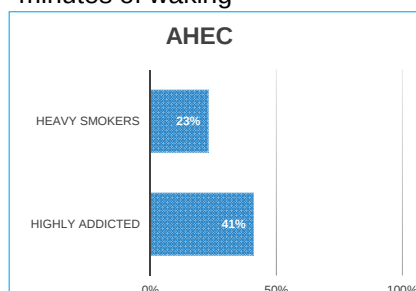
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## AHEC Services

Heavy smokers: 21+/day



Highly addicted: smoke within 5 minutes of waking



PDA (2017). FL AHEC Cessation Interventions: FY 16 Evaluation Final Report



## How Big is the Problem?

- 2.3 to 3.5 million homeless people in the US
- 34,000 homeless people in Florida
- 2x smoking-related deaths among homeless and marginally housed people



## Challenges

- o Higher smoking prevalence (3 out of 4 homeless persons smoke)
- o Higher likelihood of smoking (4x more likely to smoke)
- o Higher number of quitting attempts (10+quit attempts)
- o Higher rate of substance abuse (30-50%) and dual disorders
- o Lower confidence in ability to quit
- o Lower quitting success rate



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***“Underlying all these strategies is the need to change the culture of complacency that has enabled our acceptance of smoking as an inextricable aspect of homelessness.***

***Though the challenges of addressing tobacco use in this population are many, we believe that ignoring this issue is no longer justifiable – and that the conversation should shift away from the question of whether to address smoking among homeless people and toward the question of how.”***

***– Dr. Travis P. Baggett in New England Journal of Medicine, 2013***



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# Creativity

THINKING OUTSIDE THE BOX

## What We Need: Creativity

- Encouraging attendance and participation
- Tailoring the curriculum
- Managing classroom environment
- Enlisting support
- Addressing barriers to access



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# Flexibility

WILLINGNESS TO ADAPT

## What We Need: **Flexibility**

- Adapting your points of contact
- Adapting your schedule
- Adapting your curriculum
- Adapting to your surroundings



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# Tenacity

PERSISTENCE OF PURPOSE

PERSISTENCE +

## What We Need: Tenacity

- Fighting myths and misconceptions
- Changing attitudes toward smoking cessation
- Managing expectations
- Practicing self-care
- Committing for the long-haul



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# Outcomes

## Outcomes

- o Increase in number of homeless smokers reached:\*
- o FY1415: 349
- o FY1516: 706
- o FY1517: 306 (Q1 through first half of Q3)

*\*Based on unique participants at UM program office sites.*



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## Outcomes

- o Increased number of repeat participants:\*
- o FY1415: 43
- o FY1516: 63
- o FY1617: 67 (Q1 through first half of Q3)

*\*Based on homeless smokers who participate 2 or more times in cessation groups.*



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## Outcomes

- o Smokers who use the tools and skills provided by the program display more hopeful attitude toward quitting
- o More enthusiasm about quitting from homeless smoker participants.
- o Steady increase in the number of smokers who return.



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## Next Step

- Increase and diversify point of contact to reach homeless smokers
- Develop strategies to address homeless-specific barriers to follow-up and improve adherence to smoking cessation program/process
- Engage with homeless shelters and others who work with this population to address barriers to smoking cessation services



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# Questions?

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## Contact Us



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Thank You