

Dynamics of Interaction with Diverse Populations for Tobacco Cessation: Lessons Learned

Tobacco Free Florida AHEC Cessation Program

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Presentation Overview

- Bureau of Tobacco Free Florida Cessation Services
- Florida AHEC Group Cessation
- Lessons Learned: Challenges
- Lessons Learned: Strategies
- Program Essentials

Bureau of Tobacco Free Florida (BTFF)

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



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.

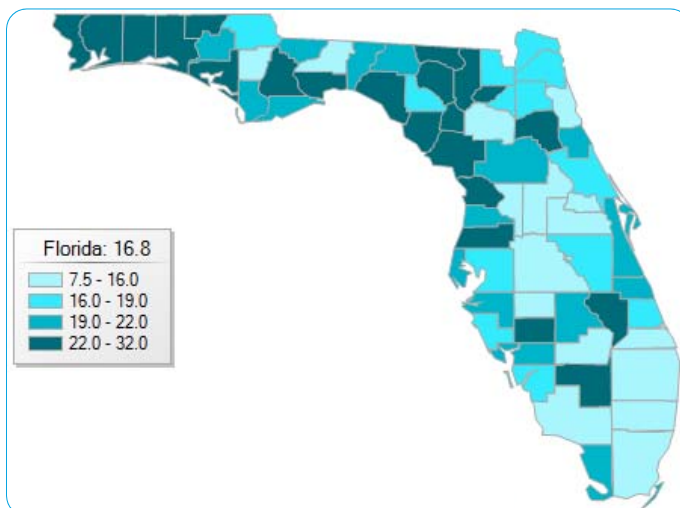


MORE QUIT TOOLS

But wait, there's more ways to quit!

Area Health Education Centers (AHEC) in Florida

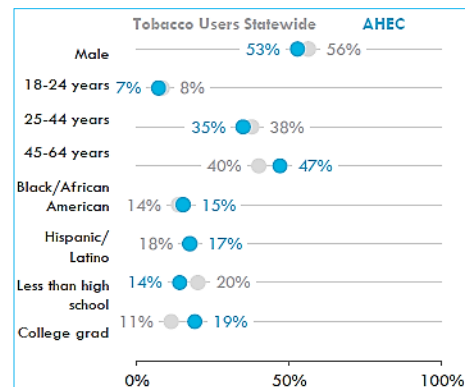
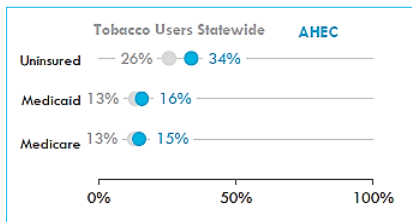
- National AHEC serves >85% of US counties
- 5 AHEC Program Offices connected to Colleges of Medicine throughout Florida



<http://www.flhealthcharts.com/charts/Brfss/DataViewer.aspx?bid=8>

Florida Adult Smoking (2013)

AHEC Serves



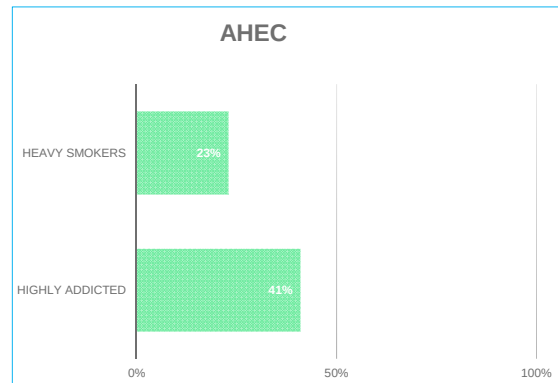
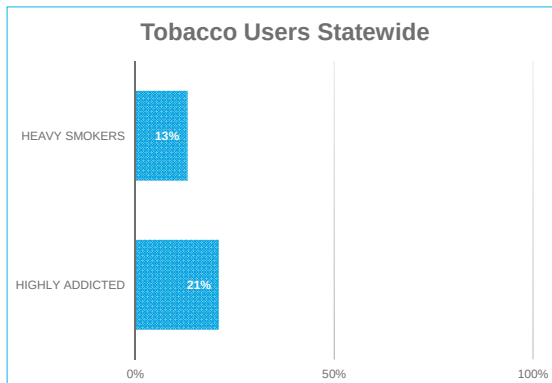
Group Quit with AHEC

- Supportive group setting to facilitate quitting process by providing the information and tools needed to become tobacco free
- Free nicotine replacement therapy (NRT) provided – patches, gum or lozenges
- Two options:
 - Tools To Quit (TTQ): 2-hour session
 - Quit Smoking Now (QSN): 6 week group

AHEC Serves

Heavy smokers: 21+/day

Highly addicted: smoke within 5 minutes of waking

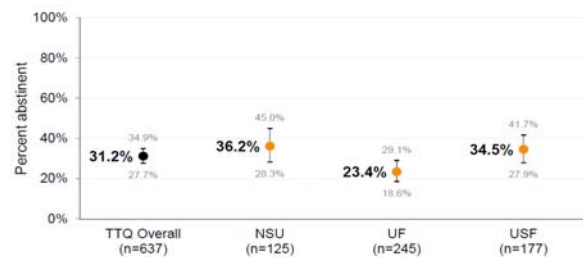


PDA (2017). FL AHEC Cessation Interventions: FY 16 Evaluation Final Report

QSN 30-day Point Prevalence Abstinence at 7-months



TTQ 30-day Point Prevalence Abstinence at 7-months



AHEC Quit Rates

AHEC Serves

- Centers for Independent Living (CIL)
- Federally Qualified Health Centers (FQHC)
- Mental health facilities
- LGBTQ community centers
- Rehabilitation facilities (inpatient and outpatient)
- Homeless clinics and shelters
- Work release centers
- Prenatal clinics
- Refugee centers

Lessons Learned: Challenges

- Trust
- Safe spaces
- Staff and patient turnover
- Inability to contact participants before or after program
- Healthcare provider misconceptions and apathy – “tobacco users don’t want to quit”

Lessons Learned: Challenges

- Staff tobacco use at facility
- Environment supports tobacco use
- Transient population
- Transportation issues
- Competing priorities of facility – tobacco dependence treatment often not a priority

Lessons Learned: Strategies

- Administration support is necessary
 - Find a champion
 - On-going communication with facility staff
- Staff education dispels myths
- Offering recurring groups
- Consistent presence increases trust and encourages culture change

Lessons Learned: Strategies

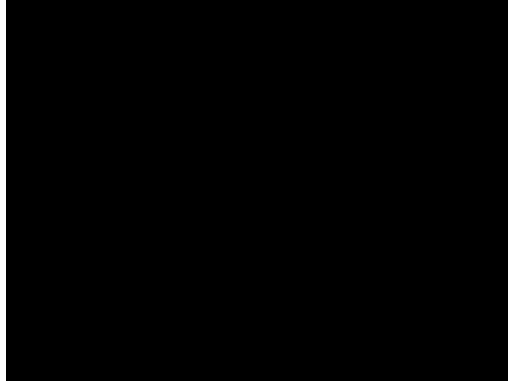
- Convenience/flexibility
 - Not 8 – 5 only
 - Offer groups during high traffic times
 - Schedule second distribution in person
- Allocate extra time on-site
- Accommodate inability to pre-register

Lessons Learned: Strategies

- Train facility staff to do groups
 - Include as part of position description and annual evaluations
- Utilize community partnerships/collaborations
 - Can provide services not offered by TFF/AHEC, e.g. transportation
- Highlight program benefits to facilities

Impressions from Participants

My name is Rolando Giron. I came because I was interested and many people have spoken to me about this course. I feel bad/sick and truly believe I need this treatment. I have received excellent attention and very good explanations, and I do believe this will work for me. We'll wait and see how I feel once I receive the medication (NRT).
How many cigarettes do you smoke?
I am smoking approximately a pack a day, maybe more if I grab a drink.



Impressions from Facilitators



Program Essentials

- Persistence
- Education
- Roll with resistance
- Adapt to meet needs/restrictions
- **Understand your population and the unique challenges/barriers they experience**

Acknowledgements

- Florida AHECs/Tobacco Treatment Specialists
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- Community Partners

Questions

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**THANK
YOU!**