

Helpline Wire

The Newsletter of the California Smokers' Helpline



California Smokers' Helpline
1-800-NO-BUTTS

New Faces, New Partners *A New Face in Outreach*

Please join us in welcoming Zaneta Encarnacion to our Outreach Team. Zaneta has filled the position of Laura Muesse, who has moved on to share her expertise closer to home at the Orange County Community Alliance Network. Zaneta has worked in health education at UCSD for more than 11 years, most recently addressing domestic violence within the Asian-American community. She will initially focus on outreach to Chinese, Korean, and Vietnamese language communities in California. She can be reached at (858) 300-1015 or zsalde@ucsd.edu.

Collaboration to Raise Awareness, Increase Referrals In partnership with the UCSF Smoking Cessation Leadership Center, smokingcessation.leadership.ucsf.edu, the Helpline seeks to increase health care providers' awareness of our services and to assist providers in referring smokers to the Helpline. As a result of this partnership, we are now collaborating with the California Dental Hygienist Association (CDHA), the California Pharmacists Association (CPhA), the California Thoracic Society Medical Section of the American Lung Association (CTS), and Pfizer Consumer Healthcare (PCH).

At a May 25th press conference, the CPhA kicked off its *California Pharmacists Take Charge* campaign. Pharmacists throughout California received kits consisting of a "Ready to Quit Smoking?" counter stand and 100 "Take Charge" gold cards for customers who

smoke, referring them to Helpline services.

On June 5th, the CDHA launched the *Gold Rush Smoking Cessation Initiative* Campaign, part of the National American Dental Hygienists Association's *Ask. Advise. Refer. Smoking Cessation Initiative*. Goals include having every hygienist refer at least one smoker to the Helpline by using a gold card, providing tobacco cessation continuing education courses statewide in 2005, and increasing by 50% the tobacco cessation efforts by hygienists in 2006. According to CDHA President Michelle Hurlbutt, "California dental hygienists have and will continue to make a difference in the lives of their patients. We look forward to being part of a coordinated effort to decrease the devastating health effects of smoking in California." PCH, also a partner in this exciting campaign, will distribute gold cards and information about the campaign to dental offices in California.

In June, the CTS and the Helpline jointly mailed packets of smoking cessation resources to all CTS members. Packets reminded members to advise patients to stop smoking and encouraged members to order Helpline and ALA materials.

For more information on partnering with the Helpline to encourage members of your organization to take action for tobacco cessation, please contact Judi Mills at (858) 300-1012 or jamills@ucsd.edu.

New papers: a sample of recent findings from the Helpline Helpline Project Director Chris Anderson authored the *Tobacco Quitlines* segment of the World Bank "Public Health at a Glance" series, available at worldbank.org/hnp.

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CURRENT PERSPECTIVES

How Can Health Care Providers Help Patients Quit?

by Christopher Anderson

Not surprisingly, a large percentage of patients seen by health care providers are tobacco users suffering from tobacco-related illnesses. This fact represents both a challenge and an opportunity. The challenge is to provide adequate treatment for their presenting complaints; the opportunity is to help these patients make healthy choices to prevent such illnesses in the future.

Recognizing this opportunity, the U.S. Public Health Services Guideline recommends that providers follow the "5 A's": (1) *ask* patients whether they use tobacco, (2) *advise* them to quit if they do, (3) *assess* their readiness to quit, (4) *assist* them to get counseling or other effective treatment, and (5) *arrange* for follow-up. With the 5 A's, providers can have a real impact on patients' future health.

What barriers do providers face in implementing the 5 A's? According to Dr. Steven Schroeder, past president of the Robert Wood Johnson Foundation and current director of the Smoking Cessation Leadership Center at UCSF, three common barriers are lack of time, lack of expertise, and the belief that most smokers can't or won't quit. In answer, he points out that addressing tobacco use takes as little as 30 seconds per patient, that providers can quickly learn to

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HELPLINE STATS

What is the main referral source for calls to the Helpline for your county? On this page you will find statistics detailing calls to the California Smokers' Helpline for the year of 2003. A breakdown of calls by county and how the caller heard about the Helpline is provided. If you have questions or would like more information regarding these statistics, please contact Judi Mills at (858) 300-1012 or jamills@ucsd.edu.

COUNTY	Billboard/ Bus Sign	Newspr/ Magazine	Radio	TV	Hlth Care Provider	Non-Profit Org.	School	Friend/ Family	Brochure	Gold Card	Phone Bk/ Library	Other	TOTAL
ALAMEDA	22	27	317	499	390	44	9	169	174	147	12	84	1894
ALPINE	0	0	0	0	0	0	0	0	0	0	0	0	0
AMADOR	0	0	5	11	10	3	0	3	0	2	0	3	37
BUTTE	3	7	18	83	245	9	11	123	62	82	2	30	675
CALAVERAS	1	2	6	13	12	4	1	6	6	5	0	8	64
COLUSA	0	0	0	2	1	0	0	3	0	3	0	0	9
CONTRA COSTA	7	9	129	247	198	19	8	94	53	80	13	36	893
DEL NORTE	0	1	1	8	44	5	0	11	8	18	0	1	97
EL DORADO	2	3	18	51	60	1	0	16	22	12	4	9	198
FRESNO	9	5	47	281	179	13	7	81	54	50	8	33	767
GLENN	0	1	0	10	27	2	2	9	7	17	2	4	81
HUMBOLDT	6	6	7	29	137	4	4	49	29	33	11	9	324
IMPERIAL	4	2	14	21	14	3	3	10	5	9	2	3	90
INYO	1	1	3	3	16	2	0	3	3	2	0	1	35
KERN	8	11	45	347	457	32	10	145	125	117	8	46	1351
KINGS	0	0	4	52	33	1	0	19	6	5	0	3	123
LAKE	1	3	5	61	114	6	2	58	20	33	2	18	323
LASSEN	1	0	1	9	3	0	0	5	1	6	0	0	26
LOS ANGELES	194	156	2079	3502	975	155	61	766	362	239	69	321	8879
MADERA	0	1	10	44	65	2	0	14	17	10	0	9	172
MARIN	2	1	29	50	48	6	1	29	20	25	7	15	233
MARIPOSA	0	0	1	9	12	0	1	6	9	3	0	0	41
MENDOCINO	3	1	2	42	84	7	1	23	16	18	1	5	203
MERCED	1	1	15	75	132	8	1	61	24	43	2	12	375
MODOC	0	1	0	3	6	0	0	4	1	4	0	0	19
MONO	0	0	1	0	3	1	0	1	1	2	0	0	9
MONTEREY	4	0	33	68	128	12	0	23	27	8	6	21	330
NAPA	1	1	16	37	19	5	0	18	9	12	0	4	122
NEVADA	1	0	8	32	20	2	7	6	10	16	2	4	108
ORANGE	30	39	647	77	128	31	10	169	96	70	34	74	2105
PLACER	5	2	39	85	41	5	3	26	15	18	5	9	253
PLUMAS	0	0	4	5	25	1	0	12	7	3	0	2	59
RIVERSIDE	12	20	205	628	314	35	14	195	79	154	8	83	1747
SACRAMENTO	26	18	242	548	506	39	14	258	162	162	6	102	2083
SAN BENITO	0	2	4	11	13	1	1	7	5	4	1	0	49
SAN BERNARDINO	16	19	219	776	409	32	15	223	96	102	13	103	2023
SAN DIEGO	50	41	659	949	787	75	20	393	175	162	33	141	3485
SAN FRANCISCO	26	22	160	249	146	16	3	81	47	39	7	47	843
SAN JOAQUIN	6	5	70	230	237	18	1	83	53	34	8	43	788
SAN LUIS OBISPO	4	8	21	40	38	7	0	24	20	5	5	8	180
SAN MATEO	2	7	121	135	69	6	3	40	27	13	6	18	447
SANTA BARBARA	4	1	38	59	121	11	1	44	17	34	3	13	346
SANTA CLARA	25	21	383	335	174	25	9	112	108	58	4	62	1316
SANTA CRUZ	4	2	30	46	104	7	0	46	33	19	5	26	322
SHASTA	2	1	19	55	326	6	7	140	69	89	2	35	751
SIERRA	0	2	0	0	4	0	1	1	0	3	0	0	11
SISKIYOU	0	3	2	28	73	2	2	20	13	18	0	4	165
SOLANO	3	5	48	115	74	13	4	51	36	40	4	18	411
SONOMA	2	1	45	148	156	22	2	102	50	46	12	32	618
STANISLAUS	6	6	76	186	470	21	2	155	62	120	8	51	1163
SUTTER	0	1	5	24	34	3	0	20	9	9	1	3	109
TEHAMA	0	0	3	19	58	1	0	18	21	30	2	5	157
TRINITY	0	0	0	4	13	1	1	8	3	4	0	1	35
TULARE	2	4	23	169	98	4	1	38	27	28	3	10	407
TUOLUMNE	2	4	7	27	33	2	0	15	12	7	0	6	115
VENTURA	11	14	146	255	138	16	12	80	42	59	4	23	800
YOLO	0	4	20	69	64	2	2	35	24	30	3	31	284
YUBA	1	0	9	45	50	1	1	28	13	12	0	4	164
NOT AVAILABLE	3	2	18	16	6	2	1	7	5	3	0	8	71
GRAND TOTAL	513	494	6077	11,622	8141	751	259	4186	2397	2376	328	1641	38,785
	1%	1%	16%	30%	21%	2%	1%	11%	6%	6%	1%	4%	100%

CURIOUS QUERIES

Learning to Teach Others

Q: I would like to become certified as a tobacco cessation group facilitator, and run classes or support groups to help people quit tobacco. Where do I go for information?

A: The American Lung Association of California (ALA) conducts *Freedom From Smoking* facilitator trainings through the local area offices. Scheduled yearly, the trainings are usually two full days and a registration fee is required. For more information, contact your local ALA office by calling 1-800-LUNG-USA.

Other Resources for Cessation Certification & Training

Association for Addiction Professionals
smokertreatmentcenter.com

Offers a credentialing program for a tobacco addiction specialist designation.

Association for the Treatment of Tobacco Use and Dependence
attud.org

Promotion and increased access to evidence-based tobacco treatment for the tobacco user.

California Tobacco Control Alliance
cessationcenter.org

A central source for smoking cessation resources, this site includes free online continuing medical education (CME) courses, "Health Care Practitioners' Tool Kit for Smoking Cessation," and materials implementing tobacco as a vital sign.

Center for Tobacco Cessation
ctcinfo.org/tools/toolkits.asp

Partners with businesses, health care, and community leaders to promote effective tobacco cessation treatments and policies.

Center for Tobacco Research and Intervention
cme.uwisc.org

Offers five web-based modules for CME to help clinicians implement the clinical practice guidelines for treating tobacco use and dependence.

Nicotine Dependence Seminar
mayoclinic.org/ndc-rst/conference.html

This seminar offers in-person trainings for patient care for nicotine dependence and education in all areas of tobacco intervention.

Online Continuing Education
MedEdCME.com

Internet-based educational program offers ongoing CME including a course for health care professionals on tobacco cessation treatment.

University of Massachusetts Medical School
umassmed.edu

Offers a program for those interested in earning the designation of tobacco treatment specialist through an intensive competency-based training program.

Please note, most of these trainings require a fee. If you are aware of other tobacco cessation facilitator trainings, particularly those that are low or no cost, please contact the Outreach Department to share the information. ■

by Judi Mills

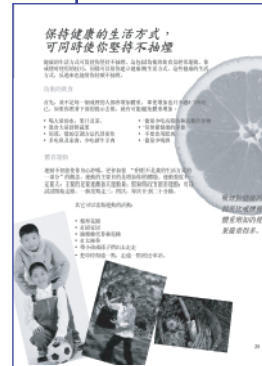
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ADDRESSING DISPARITIES IN HEALTH

"New Smoking Cessation Booklets for Chinese, Korean, and Vietnamese Callers"

The California Smokers' Helpline proudly announces the publication of three new Asian-language quit-smoking booklets.

How were they developed? Over the past ten years, we have counseled thousands of callers to our Chinese, Korean, and Vietnamese lines. This experience has shown us which issues are most important for smokers who speak Asian languages. We combined these insights with a theoretical understanding of behavior change. We bolstered them with knowledge gained from experts in the field, from current research literature, from focus groups, and from field tests to create a booklet with specific relevance for Asian smokers and their families. We then consulted with graphic designers to find a presentation both engaging and culturally appropriate.



What's inside?

- Step-by-step guidelines
- Quotes from former smokers
- "One Smoker's Story," a detailed personal account
- Health issues: smoking-related myths; risks of smoking; benefits of quitting; ingredients in cigarettes; effects of nicotine; harm of secondhand smoke to family members; how a smoker's health problems affect the family; roles of diet and physical activity
- Motivation and confidence
- Culturally relevant quitting strategies
- Key points about quitting: what to expect physiologically and emotionally, use of quitting aids, setting a quit date, planning, relapse prevention, difference between a slip and a relapse, maintaining long-term abstinence, and developing the non smoker self-image
- Support for challenges specific to Asian smokers: refusing cigarettes from family and friends, social smoking, social gatherings (with and without alcohol), daily stresses, highly emotional situations

How can you get them? All smokers who call our Asian Language lines will receive the booklets by mail. For purchase, call our Outreach department, (858) 300-1010. ■

by Gary Tedeschi
Helpline Clinical Director



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Tobacco Quitlines provides an overview of telephone counseling for smoking cessation.

Clinical Director Gary Tedeschi and other Helpline researchers are the authors of "Putting It on the Line: Telephone Counseling for Adolescent Smokers," accepted for publication in the *Journal of Counseling and Development*. This paper describes in detail the Helpline teen cessation counseling protocol.

Helpline Principal Investigator Shu-Hong Zhu and Researcher Victor Wong contributed to "A comparison of smoking behaviors among medical and other college students in China" in the June 2004 issue of *Health Promotion International* (Zhu, T., et al). Results of their study highlight the need for action on a societal level to change Chinese social norms regarding smoking. ■

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support patients' efforts, and that treatments now available dramatically improve the odds of success.

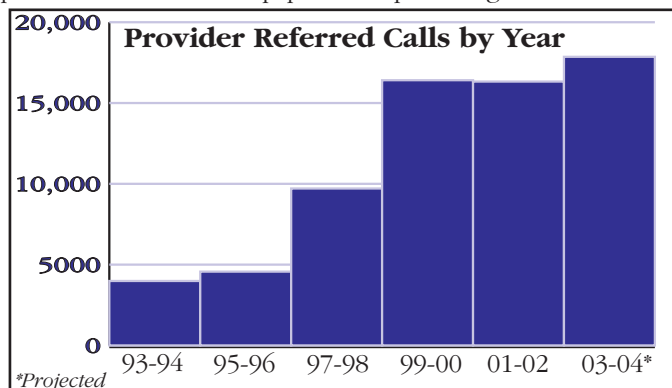
Still, many busy providers lack time to do all 5 A's and end up doing nothing instead. Here Dr. Schroeder recommends a different approach: *ask* all patients if they use tobacco, *advise* them to quit if they do, and *refer* them to a program like the California Smokers' Helpline, to receive scientifically proven treatment for tobacco dependence. The Helpline then becomes an extension of the provider's office, picking up the 5 A's where the provider left off. Together, provider and Helpline ensure that patients who want to quit stand the best possible chance.

To facilitate referrals, the Dept. of Health Services, Tobacco Control Section has developed an eye-catching "gold card." Made of thick, durable plastic and sporting the words "TAKE CHARGE" in large gold letters, it looks just like a credit card. It has the toll-free Helpline numbers on the front and a brief description of services on the back. To refer patients for effective treatment, providers can simply hand them a gold card. Some patients call right away; others keep the card in their wallet or purse until ready to quit.

In the Helpline's nearly 12 years of statewide operation, the number of provider referrals has climbed steadily, as shown above. The gold card has played a

key role in these referrals. Many providers now place regular orders for gold cards, available free through the Helpline Outreach Department at cshoutreach@ucsd.edu or (858) 300-1010.

All health care providers, not just doctors, can help patients quit using tobacco. The



Smoking Cessation Leadership Center has launched national and statewide efforts encouraging the whole range of providers to address tobacco use in patients, and to make wider use of effective programs like the Helpline. In professional providers' associations the Center has found willing partners for its efforts. The front page of this newsletter lists several exciting initiatives involving the Helpline.

As always, we invite health care providers and administrators to inquire about the Helpline and the research supporting our services. We welcome opportunities to partner with you to give your patients the best possible chance for a healthy future. ■

Christopher Anderson is the Program Manager of the California Smokers' Helpline.

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