



Georgia Department of Public Health

Georgia cAARds Program

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Georgia Department of Public Health

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We Protect Lives.

Presentation Overview

- **What is Georgia cAARds?**
- **Georgia Tobacco Quitline**
- **Potential Georgia cAARds Sites**
- **Request Additional Info/Resources**

Georgia cAARds Program

Based on California's "Do you cAARd?" campaign featured in the Centers for Disease Control and Prevention Effective Public Health Strategies to Prevent and Control Diabetes Compendium, the Georgia cAARds Program is a multi-component strategy centered around the adoption of healthcare systems change interventions and community resources (i.e. Georgia Tobacco Quitline services).

Georgia cAARds Program

The Georgia cAARds Program is a partnership between the Georgia Tobacco Use Prevention Program (GTUPP) and the Georgia Diabetes Prevention and Control Program (GDPCP).

Georgia cAARds Program

The goal of the Georgia cAARds Program is to reduce modifiable risk factors such as smoking rates associated with chronic disease onset and tobacco-related chronic disease complications among Georgians.

Georgia cAARds Program

The letters AAR in the acronym cAARds represents the Ask, Advise, and Refer clinical interventions for treating tobacco use and dependence. The Ask, Advise, and Refer combination is a modified version of the Public Health Service Treating Tobacco Use and Dependence Clinical Guideline 5 A's model.

Georgia cAARds Program

The Georgia cAARds Program was designed to support the roles of healthcare team. Roles may vary according to setting and organizational structure. However, the clinician would remain responsible for the patient receiving appropriate care and subsequent follow-up.

Georgia cAARds Program

As a clinician, how can you help?

- **Clinicians are in a position to intervene***
 - 70% of smokers see physicians annually
- **Tobacco users see the following clinicians and healthcare professionals:**
 - Physician Assistants
 - Dentists
 - Registered Dietitians
 - Nurse Practitioners and Nurses
 - Physical & Occupational Therapists
 - Pharmacists
 - Health Educators and Counselors
 - Other healthcare professionals

*United States Public Health Service (PHS) Clinical Practice Guidelines for Treating Tobacco Use and Dependence

Georgia cAARds Program

Why is your role so important?

- Physicians' advice is key motivator in promoting quitting tobacco use*
- Clinicians are highly trusted by smokers*
- Clinicians can make a difference with minimal intervention (5-8 mins)*
- Correlation between intensity of intervention and tobacco cessation outcome*
- Motivation of patient unwilling to quit or likelihood of future quit attempts can be enhanced by clinician-delivered brief intervention*

*United States Public Health Service (PHS) Clinical Practice Guidelines for Treating Tobacco Use and Dependence

Georgia cAARds Program

Why is your role so important?

- Growing evidence reveals smokers who receive clinician advice and assistance with quitting report greater satisfaction with healthcare than those who do not*
- Tobacco treatment is more cost-effective than other common covered prevention interventions, such as treatment of hypertension and high blood cholesterol**
- Tobacco use has a high case fatality rate, up to 50% of long-term smokers will die from a smoking-causing disease*

*United States Public Health Service (PHS) Clinical Practice Guidelines for Treating Tobacco Use and Dependence

** Cummings SR, Rubin SM, Oster G. The Cost-Effectiveness of Counseling Smokers to Quit. JAMA. 1989; 261 (1): 75-79

Georgia cAARds Program

- **Ask → Advise → Refer and Follow-Up**
 - Designed to be brief and implemented during each encounter with a patient
 - Individual clinician need not deliver all element personally
 - Prescribing physician (physician, dentist, physician assistant, nurse practitioner) may deliver:
 - Personal advice to quit
 - Assess willingness to quit
 - Assist with medication
 - Consistent with recommendations by the National Cancer Institute, the American Medical Association, and others *

*United States Public Health Service (PHS) Clinical Practice Guidelines for Treating Tobacco Use and Dependence

Georgia cAARds Program

Ask → Advise → Refer → Follow-Up

A clinician or healthcare professional may refer their patient to the Georgia Tobacco Quitline using the Healthcare Fax Referral form shown on the next slide. Follow-up should be scheduled with the patient once referred to the Georgia Tobacco Quitline.

GEORGIA TOBACCO QUIT LINE HEALTHCARE REFERRAL FORM
FAX COMPLETED FORM TO: 1-800-483-3114

"Smokers cite a healthcare provider's advice to quit as an important motivator for attempting to quit smoking." *United States Public Health Services Clinical Practice Guidelines Treating Tobacco use and Dependence, 2008 Update*

GEORGIA TOBACCO QUIT LINE ENROLLMENT FORM	
HEALTHCARE CENTER/CLINIC/PHYSICIAN OFFICE/HOSPITAL: ADDRESS: COUNTY: DATE FAXED: / /	
Tobacco Cessation Treatment Checklist (please check all steps performed during this visit)	
ASK about tobacco status:	<input type="checkbox"/> Tobacco use status documented
ADVISE tobacco user to quit:	<input type="checkbox"/> Tobacco cessation advice given
ASSESS readiness to quit:	<input type="checkbox"/> Ready to quit <input type="checkbox"/> Thinking about quitting <input type="checkbox"/> Not ready, but would like more info.
ASSIST tobacco user to quit:	<input type="checkbox"/> Brief counseling provided <input type="checkbox"/> Cessation Medications prescribed (if appropriate)
REFER AND FOLLOW-UP:	<input type="checkbox"/> Referred to the free and confidential Georgia Tobacco Quit Line for additional professional support & materials by faxing this form to: 1-800-483-3114 .
REFERRING HEALTHCARE PROVIDER INFORMATION	
Healthcare Provider/Contact Name: Professional Designation (please check one): <input type="checkbox"/> Physician <input type="checkbox"/> Dentist <input type="checkbox"/> Nurse Pract.(NP) <input type="checkbox"/> Physician Asst. (PA) <input type="checkbox"/> RN <input type="checkbox"/> Other: Fax: () - /Telephone: () - /E-mail address:	
HIPAA STATUS & REQUEST FOR PATIENT OUTCOMES REPORT	
The Georgia Tobacco Quit Line provides healthcare providers with a Participant's Outcome Report. To receive this service, the organization must be a HIPAA-compliant entity. If you are not a HIPAA-compliant entity, the patient will continue to receive referred Georgia Tobacco Quit Line services.	
I am a HIPAA-Covered Entity? (Please check one)	<input type="checkbox"/> Yes <input type="checkbox"/> No
I would like to receive a Patient Outcomes Report	<input type="checkbox"/> Yes <input type="checkbox"/> No
PATIENT/CLIENT INFORMATION	
NAME: TELEPHONE NUMBER: ALTERNATE TELEPHONE NUMBER:	
Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female Pregnant? <input type="checkbox"/> Yes <input type="checkbox"/> No *Adolescent (Age 13-17): <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Note: Tobacco Cessation Coverage is also available for Pregnant Women receiving Medicaid Benefits.</i>	
Uninsured Patient: <input type="checkbox"/> Yes <input type="checkbox"/> No	
[If yes, free nicotine replacement therapy (NRT) products are available to uninsured patients in certain regions.]	
Language Preference (please check one): <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Other language:	
Tobacco Use Type: <input type="checkbox"/> Cigarettes <input type="checkbox"/> Cigar/Cigarillo <input type="checkbox"/> Chew Tobacco <input type="checkbox"/> Other Smokeless Tobacco <input type="checkbox"/> e-Cigs	
Congratulations on taking this very important step towards a healthier you! Professional telephone support from a Tobacco Cessation Specialist will greatly increase your chance of success.	
<u>Please check all that apply:</u>	
(Initial) I am ready to quit tobacco use or have recently quit. I request the Georgia Tobacco Quit Line professional staff contact me to receive free additional information and assist me with my quit plan.	
(Initial) I <u>agree</u> to have the Georgia Tobacco Quit Line staff share with my health care provider (s) that I enrolled in Quit Line services and provide them with the results of my participation.	
Patient Signature:	Date: / /
The Georgia Tobacco Quit Line staff will call you within 1-2 days. Please check the BEST time for them to contact you: <input type="checkbox"/> 9am-12 pm <input type="checkbox"/> 12 pm-3 pm <input type="checkbox"/> 3pm- 6 pm <input type="checkbox"/> 6pm-9 pm <input type="checkbox"/> 9pm-12am(midnight) <i>Adolescent Patients: The Georgia Tobacco Quit Line provides specialized services for teen tobacco users (13yrs and older)</i>	

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What does completing the Healthcare Referral Form entail?

- Healthcare professional completes & faxes form (along with supportive materials) to **1.800.483.3114**
- Patient's consent and signature must be obtained
 - Informs patient that a **Georgia Tobacco Quitline** professional staff will call within 24 to 48 hours form is received
- **Georgia Tobacco Quitline** staff is proactive
 - First call will be placed according to patient's convenience
- Healthcare professional may elect to receive Patient Outcome Report after initial call is completed

Potential Georgia cAARds Sites

- Local Health Departments
- Clinics
- Physician Offices
- Dentist Offices
- Hospitals
- Ambulatory Care Clinics
- Federally Qualified Health Centers (FQHCs)
- Community Health Centers
- Nutrition Sites
- Home Health Centers
- Physical Rehabilitation Facilities
- Skilled Nursing Facilities
- Mental Health Facilities
- Urgent Care Centers
- Universities/Colleges
Student Health Centers
- Employers

Georgia Tobacco Quitline

Georgia Tobacco Use Prevention Program (GTUPP) offers the Georgia Tobacco Quitline as an effective, evidence based intervention helping Georgians to quit smoking and using tobacco for life. Since its inception in 2001, the Georgia Tobacco Quitline has help thousands of Georgians make a quit attempt and remain tobacco free.

What is a Quitline?

- Telephone-based tobacco cessation counseling services
 - Offer help to all tobacco users making a quit attempt
- All 50 states, Washington DC and Puerto Rico offer tobacco quitline services
- Quitline is a good way to let tobacco users know that *cost-free* help is available statewide
- **Any person can call the quitline**
 - Tobacco users, relatives/friends of tobacco users
 - Healthcare providers, general public

Georgia Tobacco Quitline (GTQL)

- Offers effective, evidence-based interventions to help Georgians quit smoking and using tobacco products
- Provides **free** & confidential, professional tobacco cessation telephone & web-based counseling
- Available to Georgia tobacco users aged 13 years and older as well as pregnant and postpartum women
- Cessation services address the use of all tobacco products
- Qualified interpreters available to accommodate Georgians who speak different languages



Georgia Tobacco Quitline's Number

Toll free numbers:

English: 1.877.270.STOP (1.877.270.7867)

Spanish: 1.877.2NO.FUME (1.877.266.3863)

Hearing Impaired: 1.877.777.6534

Georgia Tobacco Quitline (GTQL) Overview

For more details regarding the Georgia Tobacco Quitline, please visit the **Georgia Tobacco Quitline Overview** link on the Georgia Tobacco Use Prevention Program's Website.

Georgia cAARds Program

For additional information/resources regarding the Georgia Tobacco Quitline or the Georgia cAARds Program as well as to obtain additional resources to become a Georgia cAARds site please contact:

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