

Tobacco Cessation for Rural Populations



Center for the Advancement of Wellness
Robin Chipman, CHES



Oklahoma and Tobacco

About 1 in 4 Oklahomans use tobacco products daily.

Tobacco is the cause of more than 6,000 deaths a year in Oklahoma.

Tobacco costs every Oklahoman \$540 both directly and indirectly.

Campaign for Tobacco Free Kids, 2013



Oklahoma and Tobacco

Tobacco use is the #1 indicator of chronic illness.

4.4 % of patients are offered medications to help those who use tobacco quit.

Tobacco is the leading cause of preventable death in Oklahoma.



Tobacco & Disease

Tobacco use contributes to the four main causes of death and disability in the United States.

Coronary Heart Disease

All Cancers (lung cancer 82%)

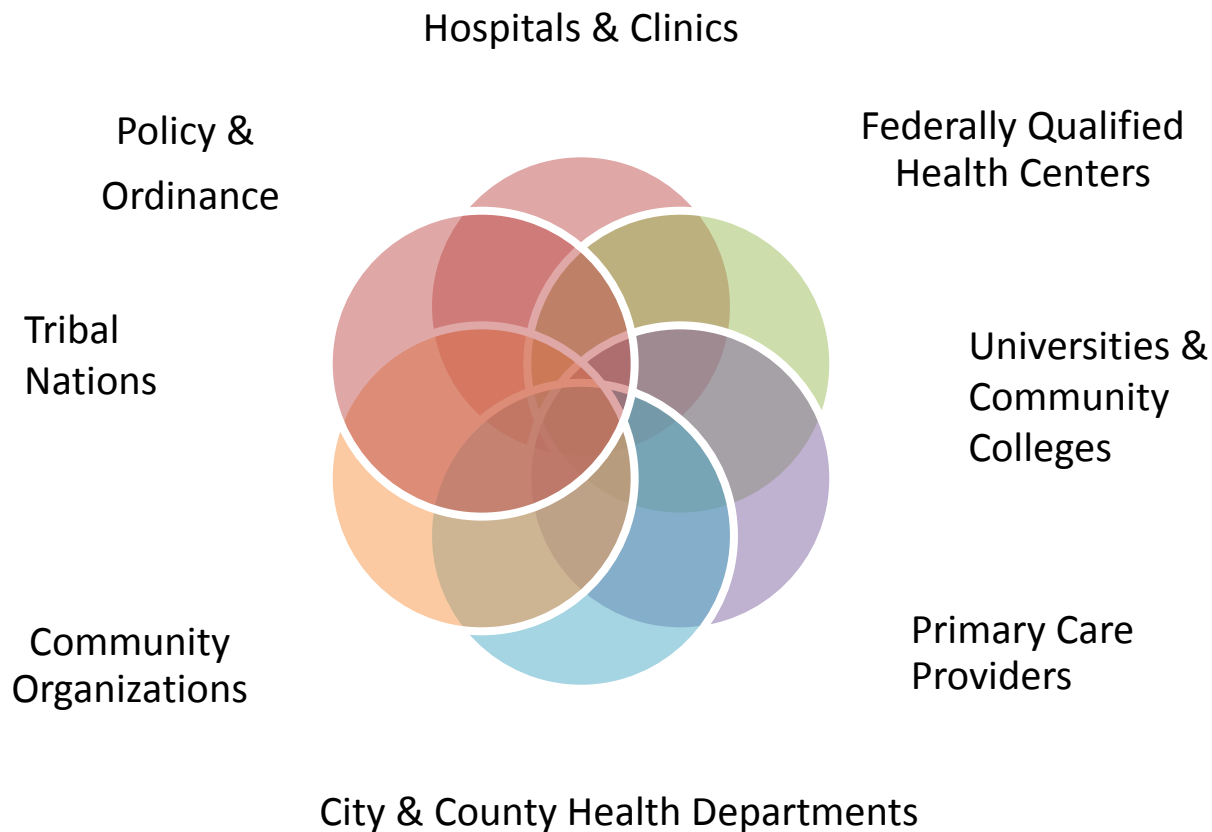
Stroke (cerebral vascular damage)

Chronic Obstructive Pulmonary Disease

—American Cancer Society



Health Systems Role



How Rural is Oklahoma?

17 Counties are part of a Metropolitan Area

18 Counties are part of a Micropolitan Area

42 Counties are Non-Metro or Non-Micro (Non-Core)

-6 of these counties have our lowest educational attainment with 25% of residents having neither a high school education or GED.

Historically we see those with lower educational attainment have the most dependence on tobacco.



Rural Health

Studies show that rural tobacco use is greater than urban tobacco use especially the use of spit or smokeless tobacco in rural youth before high school age. - Cutting Tobacco's Rural Roots: American Lung Association

Rural youth are more likely to be surrounded by role models that are tobacco users. — Campaign for Tobacco Free Kids



Tobacco in Rural Communities

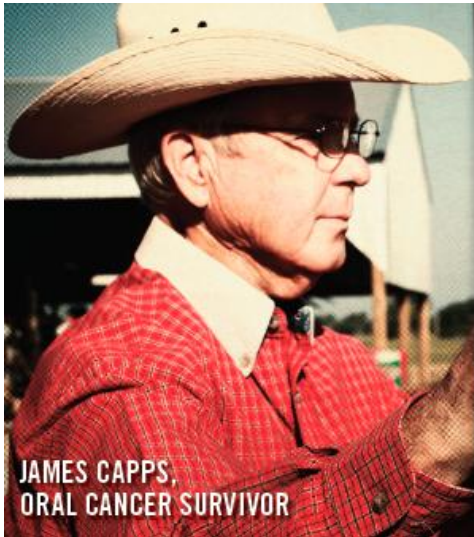
Tobacco is one of the most heavily marketed consumer products in the United States. — American Lung Association

The tobacco industry has doubled its expenditure for spit tobacco promotion over the last 10 years. — Tobacco Stops with Me





Cowboys Get Cancer Too



JAMES CAPPS,
ORAL CANCER SURVIVOR

**“I thought dipping was for cowboys.
I found out cowboys get cancer, too.”**

Oklahoma Tobacco Helpline

1 800 QUIT NOW

1-800-784-8669

OKhelpline.com

TOBACCO STOPS WITH ME.com



Best Practices

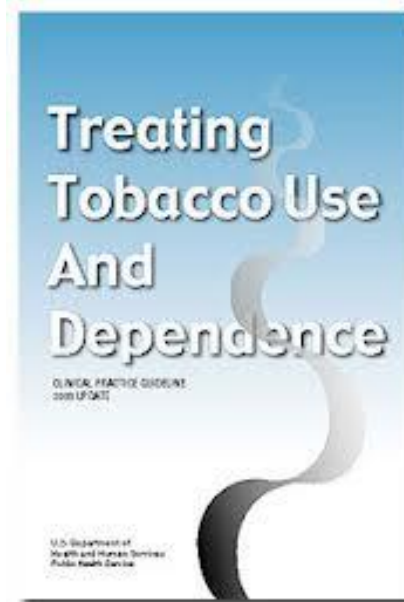
Ask – Every Patient, Every Time

Advise – Strongly urge to quit

Assess – Determine willingness to quit

Assist – Aid in the patient quitting,
offer treatment options
(pharmacotherapy)

Arrange – Schedule a follow-up



Medicare Benefits

Reimbursements:

3-10 Minutes Tobacco Cessation Counseling \$13.11
10 Minutes Tobacco Cessation Counseling \$25.55

CPT CODES:

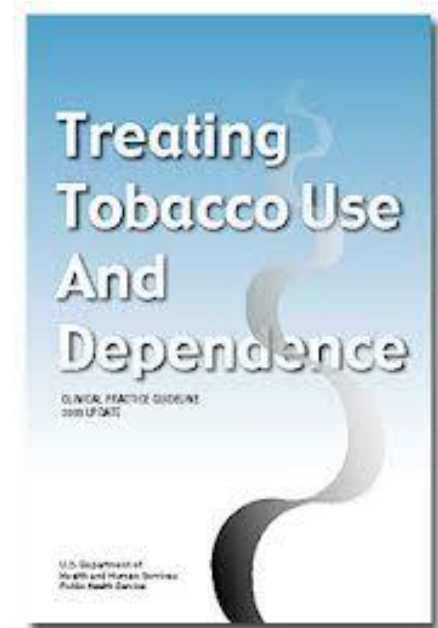
99406 3-10 minute

99407 10 minutes



First Line Medications

- Nicotine gum
- Nicotine inhaler
- Nicotine lozenge
- Nicotine nasal Spray (RX)
- Nicotine Patch
- Bupropion SR (RX)
- Varenicline (RX)



- ALL FDA APPROVED



About the Helpline

The Oklahoma Tobacco Helpline has been providing services to Oklahomans wanting to quit tobacco since 2007.

In 2012, over 38,000 Oklahomans called the helpline and received individualized services.



Who do we help?

The Oklahoma Tobacco Helpline is here to serve any tobacco user at any stage of readiness. (13 and older)

The majority of tobacco users calling the helpline in 2012 reported using tobacco for 20 or more years.

A typical intervention cost between \$300-\$500 which we provide free to our participants.



What We Offer

One-on-one session with a QuitCoach

Individualized quit plans

Services offered by phone or online

Nicotine Replacement “Starter Kits”

Available 24 hours a day, 7 days a week

All tobacco users 18 and over



Helpline Registration

The first call takes about 15 minutes.

Take health status (health history)

Talks to you about a custom plan for quitting

Registration takes 10-15 minutes (by phone)

You have the option to be transferred to a

Quitcoach™ or receive a scheduled call later



QuitCoaching™ Calls

Trained professionals

Many are former smokers

Helps you develop a quit plan.

Helps plan a quit date.

Schedules your next call.

Coaching calls can take up to 30 minutes.



Statewide Partners

Oklahoma Hospital Association – Hospitals, hospital owned clinics – Health policy, tobacco free campus, clinical system tobacco cessation for patients.

Oklahoma City/County Health Department – Local business employee health policy, health education, outreach and wellness resources.

Tulsa City/County Health Department – Tobacco free policy, healthy congregations, cessation outreach and wellness resources.

Oklahoma Department of Mental Health and Substance Abuse Services – Tobacco free policies, cessation in provider treatment standards, nicotine dependence education, working with FQHC

Oklahoma Health Care Authority – Sooner Care provider education, best practices in healthcare cessation, technical assistance for providers



Questions?



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