

## Welcome to the SFPH ECHO



- You will be muted with your video turned off when you join the call. Use the buttons in the black menu bar to unmute your line and turn on your video.
- Type the name and email address of all attendees joining with you in the Chat window.
- Slides, forms, and additional materials referenced today will be available on the SFPH Partner Hub.
- This call will be recorded.
- Remember, avoid PHI/PII on this SFPH ECHO session.
- Questions about Zoom during the call? Just chat with Rich Killewald.



# Housekeeping

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Public Housing:

**HELPING  
SMOKERS  
QUIT**

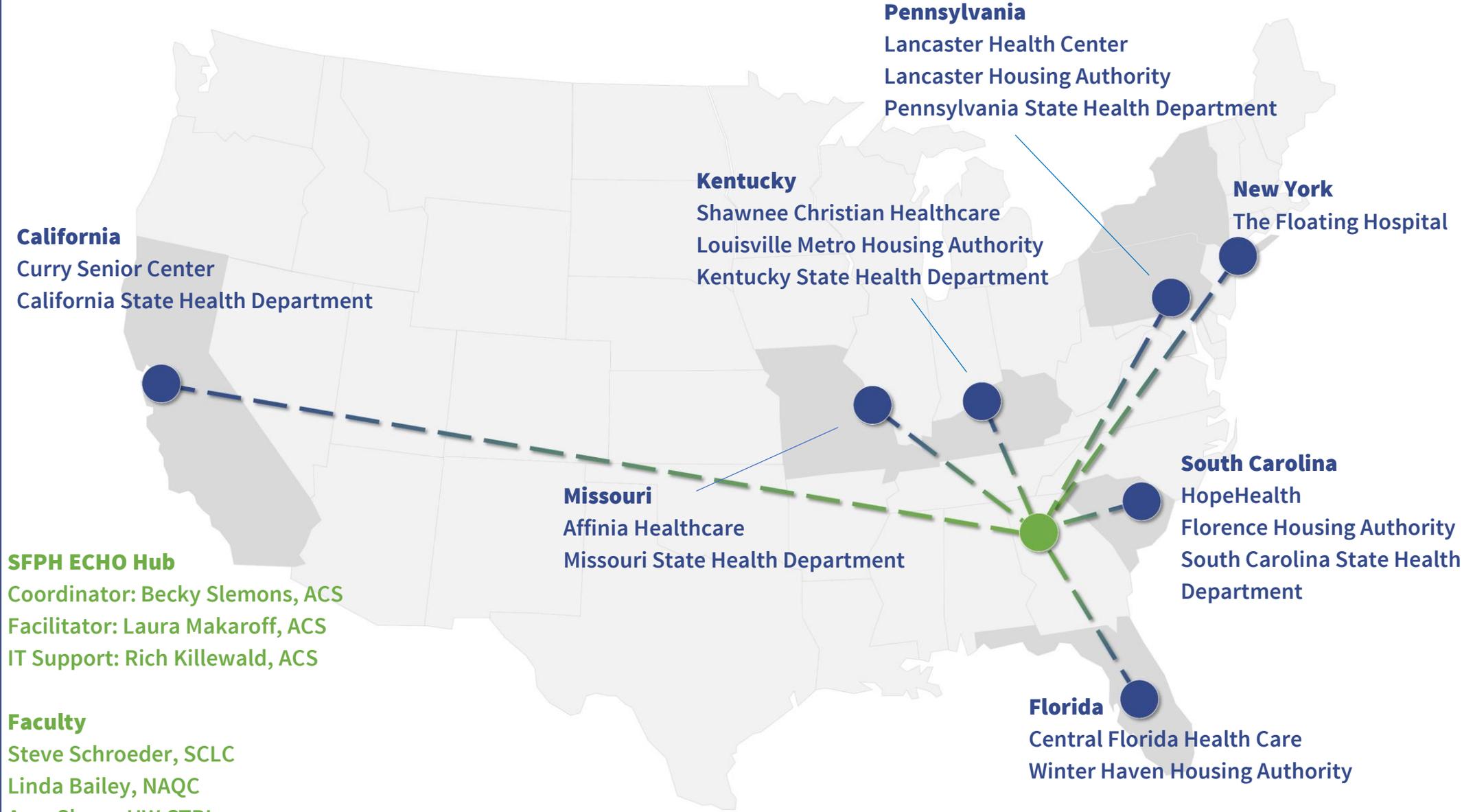
- Please **turn on video**
- Please **mute your line** if you're not talking
- You'll be asked to do a **brief survey** after this session; please return it within 48 hours – even if you're not asking for CE credits
- Please **enter your name** and the names of everyone in the room with you in the chat box.
- **Great American Smokeout resources** – send by Oct. 7!
- Roll call!





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# HELPING SMOKERS QUIT



**SFPH ECHO Hub**  
 Coordinator: Becky Slemons, ACS  
 Facilitator: Laura Makaroff, ACS  
 IT Support: Rich Killewald, ACS

**Faculty**  
 Steve Schroeder, SCLC  
 Linda Bailey, NAQC  
 Amy Skora, UW CTRI  
 Frank Vitale, Pharmacy Partnership for Tobacco Cessation

Quitline service providers: Optum and National Jewish

# Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

The following faculty speakers, moderators, and planning committee members have disclosed they have no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation(s) or commercial support for this continuing medical education activity:

**Amy D. Skora, BS, Frank Vitale, MA, Steven A. Schroeder, MD, Linda Bailey, JD, Rebecca Slemons, MNPO, Rich Killewald, MNM**



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## HELPING SMOKERS QUIT

# Agenda

Intros and housekeeping	7 min.
Didactic presentation	13 min.
Didactic Q&A	5 min.
Case presentation and discussion	20 min.
CAP Progress Update (SC)	10 min.
Wrap up	5 min.





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# Didactic Presentation: Helping Staff Quit Smoking by Frank Vitale, MA

At the end of this live session, you will be able to:

1. Describe how helping staff to quit smoking is an important component of smoking cessation programs
2. Identify ways to help staff either quit or refrain from smoking while on the job
3. Identify barriers to quitting smoking

# Ten Steps to a Successful Quit

Helping Anyone (Patients, Residents, or Staff) Quit Smoking!

# Be Prepared

- ▶ Most smokers fail because they quit on a whim
- ▶ Create a plan
  - ▶ Include a cessation medication
  - ▶ Include a behavior change program
    - ▶ 1-800-QUIT-NOW
    - ▶ Product Plans
    - ▶ Hospital Group
    - ▶ Counselor

# Pick a Quit Day

- ▶ Best to quit on a specific day
  - ▶ No one day is necessarily better than another
  - ▶ Pick a time with little stress
- ▶ Tapering is a good way to get ready to quit, not to quit!
- ▶ Generally choose a day within two weeks of the decision to quit



# Clean House

- ▶ Instruct individuals to get rid of:
  - ▶ All cigarettes
  - ▶ Lighters
  - ▶ Ashtrays
  - ▶ Any other smoking paraphernalia

# Understand Motivations

▶ Help determine a clear-cut, **internal**, reason for quitting:

- ▶ Health
- ▶ Money
- ▶ Family
- ▶ Other



# Break Through Barriers

- ▶ Identify and create strategies to deal with barriers:
  - ▶ Stress
  - ▶ Weight Gain
  - ▶ Fear of Failure
  - ▶ Living with another smoker
  - ▶ Other

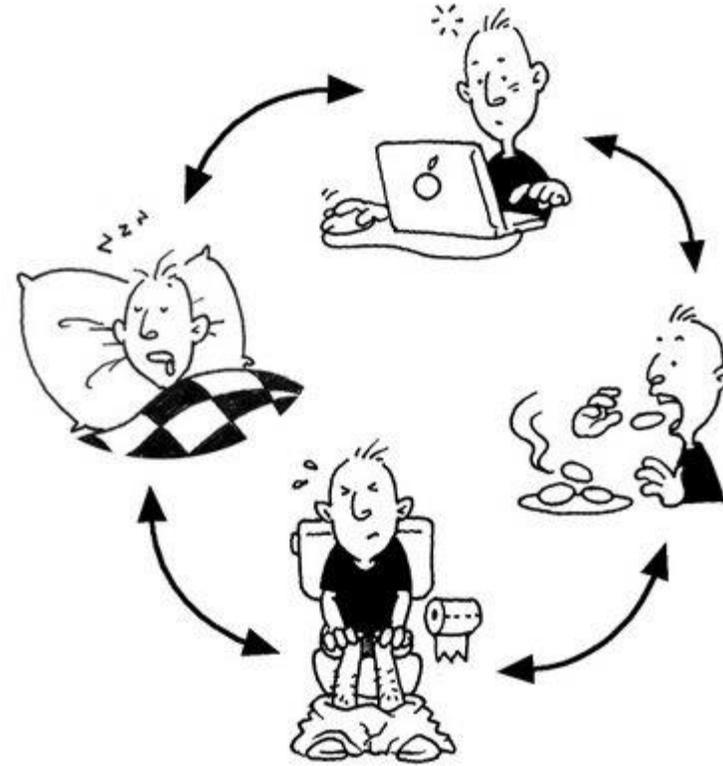


# Change How You Think

- ▶ Cognitive Coping Techniques
  - ▶ Distraction
  - ▶ Acceptance
  - ▶ Positivity
  - ▶ Visualizations
  - ▶ Think of yourself as a nonsmoker!

# Change What You Do

- ▶ Behavioral Coping Techniques
  - ▶ Avoid trigger situations
  - ▶ Change routines/patterns
  - ▶ Substitution
  - ▶ Escape



# Decide on a Cessation Medication

- ▶ Seven FDA approved medications
- ▶ Over-the-Counter
  - ▶ Gum
  - ▶ Lozenge
  - ▶ Patch
- ▶ Prescription
  - ▶ Nicotine Inhaler
  - ▶ Nicotine Nasal Spray
  - ▶ Zyban
  - ▶ Chantix

# Get Support

- ▶ You can never have too much support!
- ▶ Find a support person:
  - ▶ At Home
  - ▶ At Work
  - ▶ Within your social circle
- ▶ If you have no one, call the Quit Line



# Say Good-Bye



- ▶ Think of Quitting like breaking up with someone
  - ▶ You can't just sort-of do it!
  - ▶ Make a clean break and deal with the consequences
- ▶ Have a quitting ceremony to mark the end of your life as a smoker and the beginning of your life as a nonsmoker
  - ▶ Write a "Dear John" letter
  - ▶ Have a funeral
  - ▶ Flush your last pack down the toilet

**Anyone**  
can quit smoking.

It's just a matter of having  
**the right plan!!**



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# Case Presentation and Discussion

## Pennsylvania Dept. of Health

# Collaborative Action Plan Progress Update

## South Carolina

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# Wrap-up

- Next ECHO session October 15
  - Didactic topic: Building Connections, by Linda Bailey, JD
  - Case presentation: NEED VOLUNTEERS
  - CAP update: To California (last time!)
- Take a moment now to click on the ECHO survey link in the chat box. It will also come to you in the session follow-up email. PLEASE take 3 min. to complete it – even if you don't need CE credits.
- Don't forget to request CEs if you want them!

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# Wrap-up : CE

- FREE CMEs/CEUs of up to 1.0 credit are available for a limited time, for those who attend this LIVE session.
- To clarify: you MUST request the CE credits after **each** ECHO session; they will be awarded after the last ECHO session
  - If you need it earlier, the CME office could award it on a case-by-case basis
- Please email Jennifer Matekuare at [jennifer.matekuare@ucsf.edu](mailto:jennifer.matekuare@ucsf.edu) for instructions to claim credit

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# CME/CEU Statement

FREE CME/CEUs of up to 1.0 credit are available to all attendees who participate in this live session. Please email Jennifer Matekuare at [jennifer.matekuare@ucsf.edu](mailto:jennifer.matekuare@ucsf.edu) for instructions to claim credit.

## Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.0 AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

**Advance Practice Registered Nurses and Registered Nurses:** For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

**Physician Assistants:** The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credit™* are acceptable for continuing medical education requirements for recertification.

**California Pharmacists:** The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA category 1 Credit™*. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

**California Marriage & Family Therapists:** University of California, San Francisco School of Medicine (UCSF) is approved by the California Association of Marriage and Family Therapists to sponsor continuing education for behavioral health providers. UCSF maintains responsibility for this program/course and its content.

Course meets the qualifications for 1.0 hour of continuing education credit for **LMFTs, LCSWs, LPCCs, and/or LEPs** as required by the California Board of Behavioral Sciences.