

Building a Program to Stop Smoking Among Health Center Communities Learning Collaborative (Session 2 of 4)

National Center for Health in Public Housing



National Center for Health in Public Housing



National Center for Health in Public

- This webinar is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$668,800 with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).
- The mission of the National Center for Health in Public Housing (NCHPH) is to strengthen the capacity of federally funded Public Housing Primary Care (PHPC) health centers and other health center grantees by providing training and a range of technical assistance.



Speakers and Moderators



Jose Leon, MD
Chief Medical Officer



Fide Pineda Sandoval, CHES
Training and Technical
Assistance Manager



Chantel Murray, MA
Communications Manager

Housekeeping

- All participants muted upon entry
- Engage in chat
- Raise hand if you would like to unmute
- Meeting is being recorded
- Slides and recording link will be sent via email

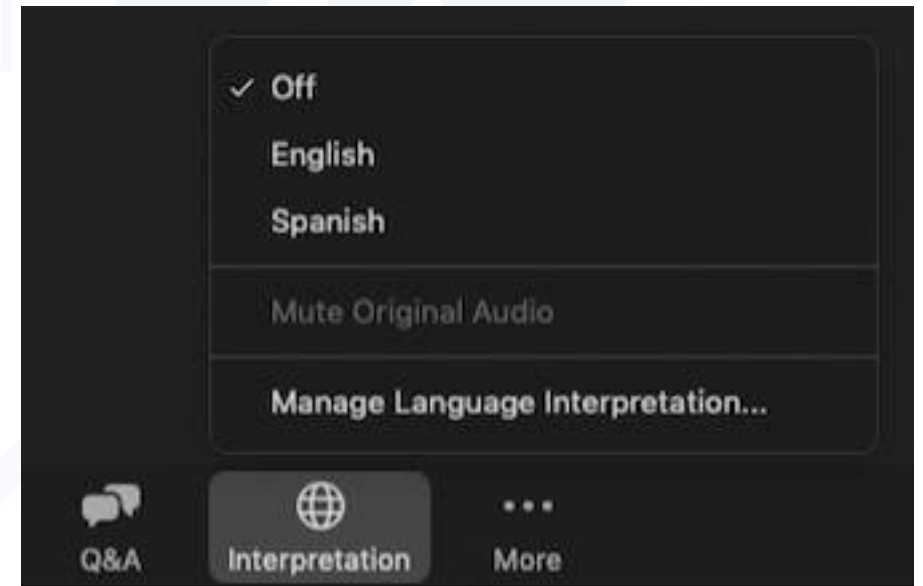


Video Conference via

zoom

Zoom Interpretation Instructions

1. Select the “Interpretation” button at the bottom of the screen. It is shown as a globe icon.
2. Upon selecting the “Interpretation” button, click on “Spanish”, and then click the “Mute Original Audio” option at the end of that list. This will allow for you to hear the Spanish interpreter while other voices are muted.
3. Questions and comments may also be submitted through the chat in Spanish.



A VERY Brief Review of Motivational Interviewing

True or False

- Toxic residues from smoking or vaping are easily disposed of from indoor environments
- New tobacco and nicotine products help you quit smoking
- Tobacco is the most widely consumed drug in the world



In Other Words....

Guide
the patient to telling you that
they
want to change
rather than you telling them
they **have** to change.

Avoid

- Forcing the change
- Intimidating
- Nagging
- Guilt

Benefits of this Approach

- Using MI:
 - Prevents frustrating conversations with “noncompliant” patients
 - Allows you to step away from the role of the parent scolding the naughty child for doing something wrong
 - Establishes a real sense of collaboration between you and the patient

How Do I Encourage Change?

To Begin With:

- Accept Ambivalence
- View change as a learning process
 - Understand that relapse is natural
- **Elicit Change Talk**

Goal of Change Talk

- Collaborate with the patient to:
 - Understand and explore their own motivations for change.
 - Help them view the “change” as more enticing than the status quo
 - Increase their belief that they can change!

Why Change Talk?

Change
is more likely to occur
when the idea comes from the individual
not from **you!**

Creating Change Talk Through Motivational Interviewing



How To Elicit Change Talk

- Ask Permission
- Use Open Ended Questions
- Listen Reflectively
- Summarize Feedback
- Roll with Resistance/Ambivalence

Ask Permission

- “Do you mind if we discuss your tobacco use today?”
- “Can I tell you what concerns me about your tobacco use?”
- “Is it ok to talk about the possibility of quitting?”

Let Us Know

- How can tobacco and nicotine waste be removed from the environment?
- In what situations are children and young people exposed to smoke and nicotine?

Open Ended Questions:

Questions that do not invite
short or one-word answers

Open Ended Questions (cont.)

- Most open-ended questions begin with:
 - WHAT
 - HOW
- What's wrong with Why?

If Reluctant:

“What would have to happen to you
for you to consider.....?”

The Importance Ruler

Importance

How important would you say it is for you to stop smoking? On a scale from 0 to 10, where 0 is not at all important and 10 is extremely important, where would you say you are?

0 1 2 3 4 5 6 7 8 9 10

Not at all important

Extremely Important

The Confidence Ruler

Confidence

If you decided to stop now, how confident are you that you could do it? On the same scale of 0 to 10, where 0 is not at all confident and 10 is extremely confident, where would you say you are?

0 1 2 3 4 5 6 7 8 9 10

Not at all confident

Extremely confident

How to Boost Confidence

“What accomplishment are you most proud of?”

“If you can do that you can.....”

Listen Reflectively

- Use the patient's own words
 - “I hear you saying that the idea of quitting *is very scary*”
 - “I am getting the feeling that you don't think you can stop smoking because *you have too much stress in your life.*”

Summarize your Feedback

- “We have agreed.....
- “So here are the steps that you said you would do....”
- “Let me summarize what we have just discussed.....”

Decisional Balance Sheet

SMOKE

PRO	CON

DON'T SMOKE

PRO	CON

Your Goal

- Establish a strong, clear, internal reason for changing:
 - Health
 - How is tobacco use affecting health
 - Don't talk about DEATH
 - Money
 - Family
 - Social
 - Other

Final Reminders

- You can not make anyone change
- The more you push the more they'll resist
- Rather, help the patient want to change:
 - Increase displeasure with current behavior
 - Decrease fear of the new
- In the end, the patient:
 - Should present the reasons for change
 - Choose when and how to change

References

- Motivational Interviewing: Preparing People for Change William R. Miller and Stephen Rollnick, The Guilford Press 2002
- Motivational Interviewing in HealthCare William R. Miller/Stephen Rollnick Guilford Press 2008

Q & A Session



Complete Our Post Evaluation Survey



Visit our Website at NCHPH.org

- Access our latest publications, webinars, learning collaboratives and more!



Upcoming Trainings

Session 3 04/03/2025 at 1:00 pm EDT

Session 4 04/10/2025 at 1:00 pm EDT

Use the same Zoom link to join



Contact Us

Robert Burns

Program Director

Bobburns@namgt.com

Jose Leon, M.D.

Manager of Clinical Quality

jose.leon@namgt.com

Kevin Lombardi, M.D., M.P.H.

Manager of Policy, Research, and Health Promotion

Kevin.lombardi@namgt.com

Fide Pineda Sandoval, C.H.E.S.

Training and Technical Assistance Manager

Fide@namgt.com

Chantel Murray, M.A.

Manager of Communications

Cmoore@namgt.com

Please contact our team for Training and

Technical Support

703-812-8822

Olajumoke Oladipo, MPH

Health Communications and Research Analyst

Olajumoke@namgt.com



National Center for Health in Public Housing

Thank you!