

Building a Program to Stop Smoking Among Health Center Communities Learning Collaborative (Session 3 of 4)

National Center for Health in Public Housing



National Center for Health in Public Housing

- 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

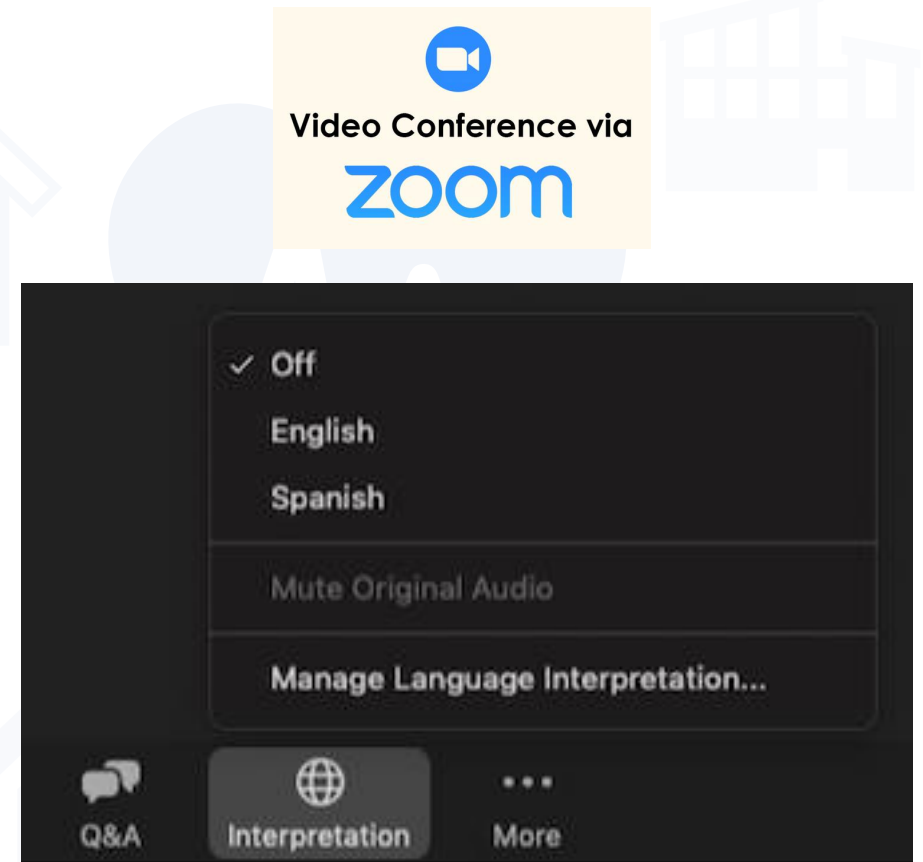


Video Conference via

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.



Program to Stop Smoking

Resources:

<https://ebccp.cancercontrol.cancer.gov/productDownloads.do?programId=105455>

Which advertising techniques have been used by tobacco companies?

- Claims they are doctor recommended
- Sexist marketing
- Using cartoon characters
- All of the above

Myth or Fact?

- Someone who stops smoking before the age of 40 reduces their risk of dying from a smoking related disease (e.g. lung cancer) by 90%
- Cigarette smokers have lower stress levels than non-smokers
- You get less nicotine smoking cigars than cigarettes



How do I feel about Quitting Smoking?

Put a check mark next to the statement below that best describes how you feel about quitting smoking:

☐ I like to smoke, and I'm not planning to quit.

☐ I like lots of things about smoking, but I would like to quit.

☐ I'm ready to quit smoking now.

Preparing for a Tobacco-Cessation Group Visit

How much time do you need for a group visit?

- One hour to prepare didactic materials and to coordinate with your staff
- One hour for chart reviews before the visit
- 15 minutes for introduction
- 30 minutes for presentation/interaction
- 30 minutes for two to three nurses/physician assistants to collect data while you meet individually with patients and document specific plans
- 30 minutes to wrap up and answer questions

Eight to twelve weeks in advance:

1. Choose a time and date that suits potential participants and staff.
 - Mid-afternoon for seniors
 - Early evenings for working adults
 - Tuesday, Wednesday, and Thursday appear to be the most popular days.
 - Saturday mornings work for about one-third to one-fourth of patients willing to participate in group visits.
2. Meet with your team and your practice or business office manager to develop an implementation plan that delineates roles for staff and health care professionals. Assign responsibilities and determine who will:
 - Develop a recruitment plan (e.g., letter, notice in the office, phone calls from receptionist, one-page flier)
 - Reserve the space for the session well in advance
3. Arrange a back-up clinical coverage plan.

Preparing for a Tobacco-Cessation Group Visit

Three weeks in advance:

- Call to schedule appointments and/or leave a message regarding the opportunity
- Create a satisfaction survey for the group visit.

One week in advance:

- Have a receptionist call to remind patients of the group appointment.
- Order healthy refreshments.
- Make signs, name tags, and sign-in sheet.
- Obtain and organize teaching materials for your presentation.

One or two days in advance:

- Pull and review charts and medical records of those who will be attending.
- Create progress notes. An office nurse can gather the data, and you can review the completed progress notes
- Create a list of target goals for your patients to achieve.
- Prepare a cart with supplies such as pencils, blood pressure cuffs, and medical records

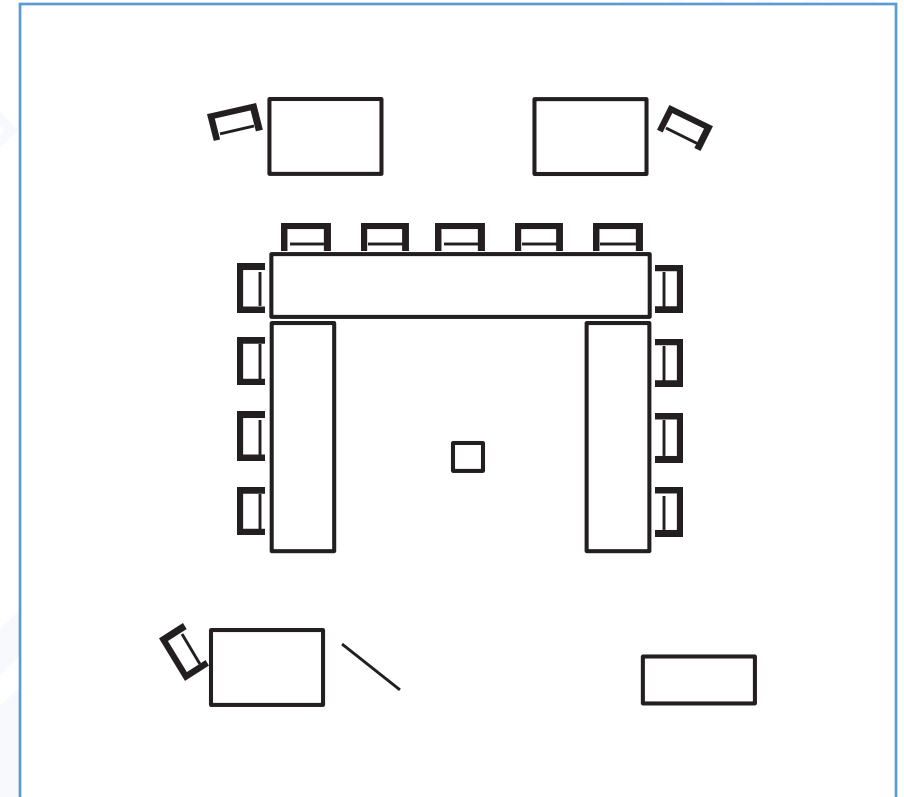
Day of event:

Have at least two medical assistants or other staff members arrive early to place signs and set up the room. They should bring name tags, the supply cart, the sign-in sheet, and refreshments.

Group Visit Room Layout

Tips for Conducting Group Visits

1. *You do not need to address your patients in a group any differently than you would normally address them as individuals.*
 - a) *Your patients already like you or they would not be coming to you for care. Just be yourself.*
 - b) *Your patients will value getting to spend much more time with you than they would in a typical one-on-one visit.*
2. *The more you practice the role of facilitator, the more you will enjoy the group visits, and the more your patients will gain from them. Facilitation involves the following:*
 - a) *Fostering questions and discussion*
 - b) *Encouraging patients to answer other patients' questions, when appropriate*
 - c) *Encouraging all patients to participate in discussions (e.g., asking quiet patients to offer their thoughts and questions)*
 - d) *Politely correcting patient answers that are incorrect by doing the following:*
 - *Thank the patient for his or her input.*
 - *Give several patients the opportunity to answer the question and stop after one gives the right (or nearly right) answer.*
 - *Restate the correct answer in simple language.*
 - e) *Periodically quizzing patients about material you have already covered to test retention and to reinforce important information*
 - f) *Repeating important information several times to support retention*



Sample Invitation Letter

Sample invitation letter to patients

Date _____ Dear _____,

I would like to invite you to participate in an upcoming group medical appointment that is set up especially for my patients who use tobacco and want to quit. Many studies have shown that by participating in a group appointment, you can increase your chances of successfully making lifestyle changes, such as quitting smoking.

I have selected a limited number of my patients to participate in this appointment. If you choose to join us, you will:

- Participate in a two-hour office visit with me and other patients. In this group, we will address medical and non-medical issues related to quitting smoking.
- Pay for services, just as you do with any regular office visit.

Keep in mind that it is possible for personal health information (for example, the diagnosis of tobacco use or health problems associated with it) to be disclosed at a group appointment. You will be asked to sign a HIPAA form during the appointment.

If you choose to participate in a group appointment, you can also continue to see me for one-on-one office visits. Also, you are free to stop participating in the group appointments at any time.

Our first group medical appointment will be held at _____ office from until . We plan to have 15 to 25 patients participate in this group. Light refreshments will be provided. If you are interested, please reply by calling us at _____.

If you have any questions, please call at . I think you will find this group appointment very helpful as you try to quit smoking, so I hope you can join us.

To your health,

Dr. _____

Sample Script for Recruitment Calls for Group Visits

Hello [Mr./Mrs./Ms.] _____,

Dr. _____ is offering a group medical appointment on _____ at ____ o'clock for patients who want to quit smoking. [He/she] asked me to call and invite you to attend. The appointment will last about two hours. This will give Dr. plenty of time to review how you might successfully quit smoking and plan ways to deal with any symptoms you may have when you quit. Dr. thinks that attending this group appointment would be very helpful for you.

Of course, you always have the option to see Dr. _____ in a one-on-one setting. Attending the group appointment will not change this in any way.

I also want you to understand that this group appointment will be charged just like any other appointment with Dr. _____, and the usual co-pays and insurance submission will apply. In addition, you should know that since everyone attending this appointment has a history of tobacco use, it is possible that some of your personal health information, such as your diagnosis, could be disclosed during the appointment.

Would you like me to schedule you for the group appointment at ____ o'clock on _____ ?

Your spouse or another family member or friend is welcome to attend this appointment with you. We look forward to seeing you.

Group facilitators should utilize the following guidelines for group management to support a positive participant experience

1

Stay positive and upbeat

Projecting confidence and a positive attitude models positive behavior for participants and makes the sessions more fun.

2

Avoid negative language

Avoid using negative language to describe the quitting experience. Instead, focus on the positive aspects.

3

Don't focus on difficulties

Instead, emphasize the benefits of quitting and the progress participants have made on their journey.

4

Practice active listening

Take the time to listen to your participants, this is a critical aspect of their recovery and self-realization.

5

Be mindful of time

Respecting the time of group members will add order and structure to your sessions.

6

Provide a fun experience

Keep the mood light and upbeat, focus on the accomplishment of joining the group

Teachable Moments

- New Patient Visits
- Annual Physicals
- Well-child visits
- Women wellness exams
- Problem-oriented office visits
- Follow-up visits

Coping Strategies

Key Education Points:

- **Review the concept of coping** and the importance of using these techniques for the next few months
- **Briefly describe cognitive coping** and give some basic examples.
 - Accepting the thought
 - Distraction
 - Visualization
- **Briefly describe behavioral coping** and give basic examples.
 - Deep breathing
 - Avoidance
 - Escape
 - Changing patterns/routines

Coping Strategies

Then review some specific trigger situations. To expedite matters, review techniques for these five common trigger situations. Make sure to describe both cognitive and behavioral techniques. To stimulate group input, ask, “What else could you do instead of smoking?” for each of these situations before providing specific suggestions:

- Morning routine
- After meals/coffee
- Alcohol/socializing
- In the car
- Thoughts about smoking

Coping Strategies

Provide general stress management information. Note that many individuals will mention stress as their barrier. Although we will spend a good deal of the next session discussing stress management, give these general suggestions to deal with stressful situations during the coming week:

- Be sure to eat right, get plenty of sleep and begin a walking program. Walk for at least twenty minutes at a brisk pace every evening this week.
- Practice deep breathing throughout the day. Use a cinnamon stick or a straw to help draw in the air if you need to.
- When you encounter a stressful situation, take a step back and say to yourself, “I am in control” or “I can handle this”.
- Talk to someone about the situation before you act.

What can I do about nicotine craving?

Here are some tips for managing cravings:

- Try nicotine replacement products or ask your doctor about other medications.
- Remind yourself that cravings will pass.
- Avoid situations and activities that you used to associate with using tobacco products.
- As a substitute for smoking, try chewing on carrots, pickles, apples, celery, sugarless gum, or hard candy. Keeping your mouth busy may stop the psychological need to smoke.
- Try this exercise: Take a deep breath through your nose and blow out slowly through your mouth. Repeat 10 times.



Pleasant Activities List

Case Study

Presenting Complaint: (with setting/vitals)	Well Visit
Gender and Age Range:	Male, Age 60
Name:	Walter Jackson
Opening Statement:	"I am just here for a check up"
Brief Summary:	Patient has no main complaint. He is here at the insistence of his wife, as he has not been to the doctor for years. He is a smoker (2pk/day for 40 yrs). He is a machinist who does not exercise much and has a poor diet. He reports no health complaints and is not sure if he is ready to quit smoking. His family history includes colon and rectal cancer.

Q & A Session



Complete Our Post Evaluation Survey



Visit our Website at [NCHPH.org](https://www.nchph.org)

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



Upcoming Trainings

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

Olajumoke Oladipo, MPH

Health Communications and Research Analyst

Olajumoke@namgt.com

Please contact our team for Training and
Technical Support

703-812-8822



National Center for Health in Public Housing

Thank you!