

Ready to Quit!

A FREE smoking cessation program for Northeastern students

John Wong, DNP, ACNP-BC, TTS-C
Elizabeth Riccio, BSN, RN, TTS-C

Northeastern
UHCS

UNIVERSITY HEALTH AND
COUNSELING SERVICES

www.northeastern.edu/uhs



Presenter Disclosure Information

- The following relationships exist related to this presentation:
- John Wong, DNP, ACNP-BC, TTS-C: No financial relationships to disclose
- Elizabeth Riccio, BSN, RN, TTS-C: No financial relationships to disclose



What is the smoking rate in the US for ages 18 or older?

- A) 17.8%
- B) 16.7%
- C) 20.2%
- D) 15.3%





What is the smoking rate in the US for ages 18 or older?

A) 17.8% (42 million) ages 18 or older currently smoke cigarettes.





Is tobacco use still the leading preventable cause of death?

A) True

B) False





Is tobacco use still the leading preventable cause of death?

A) True, tobacco use remains the leading preventable cause of death.





Smoking causes more deaths each year than...

- A) Motor vehicle injuries
- B) Illegal drug use
- C) Alcohol use
- D) Firearm-related incidents
- E) All of the above combined





Smoking causes more deaths each year than...

E) All of the above combined.
Smoking causes more deaths than motor vehicle injuries, illegal drug use, alcohol use, firearm-related incidents, and HIV combined each year.



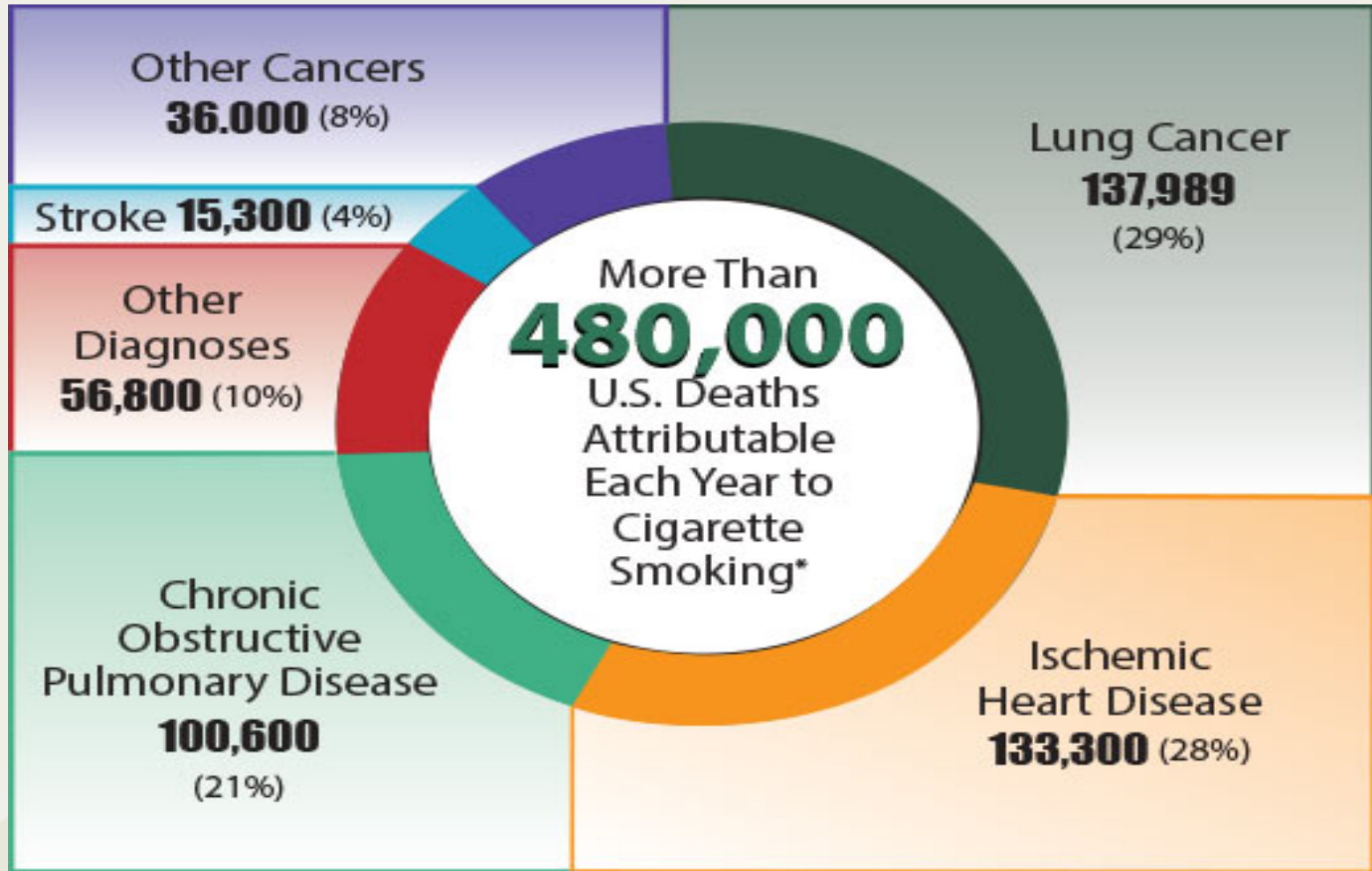




Table 3. Mortality and Excess Mortality, According to Sex and Smoking Status.*

Cause of Death	Women			Men		
	Never Smoked	Current Smoker	% of Excess Mortality†	Never Smoked	Current Smoker	% of Excess Mortality†
	<i>deaths/1000 person-yr‡</i>			<i>deaths/1000 person-yr‡</i>		
All causes	1035.5	2541.8	—	1528.0	3921.9	—
Diseases established as caused by smoking§	474.7	1729.0	83.3	802.4	2806.6	83.8
Additional diseases associated with smoking						
All infections, A00–B99¶	19.7	43.5	1.6	28.4	64.6	1.5
Breast cancer, C50	62.7	79.8	1.1	—	—	—
Prostate cancer, C61	—	—	—	65.7	85.6	0.8
Rare cancers	42.0	41.8	0.0	25.5	35.0	0.4
Cancers of unknown site	28.1	71.2	2.8	40.5	110.5	2.9
Hypertensive heart disease, I11	7.7	13.3	0.4	12.1	33.1	0.9
Essential hypertension and hypertensive renal disease, I10 and I15	7.9	17.0	0.6	10.4	23.8	0.6
All other respiratory diseases**	14.3	21.7	0.5	22.9	41.2	0.8
Ischemic disorders of the intestines, K55	2.8	14.6	0.8	2.8	13.9	0.5
Liver cirrhosis, K70 and K74	6.9	20.8	0.9	10.5	47.9	1.6
All other digestive diseases††	20.0	35.3	1.0	23.7	55.9	1.3
Renal failure, N17–N19	16.1	25.6	0.6	25.0	41.2	0.7
Additional rare causes combined‡‡	51.7	93.4	2.8	38.6	64.1	1.1
Unknown causes	33.0	90.9	3.8	53.4	104.9	2.2
Excess risk explained by additional outcomes			16.9			15.3



How many more years of life is gained when a person younger than 35 quits smoking?

- A) 4-7 years
- B) 6-9 years
- C) 1-3 years
- D) 3-6 years





How many more years of life is gained when a person younger than 35 quits smoking?

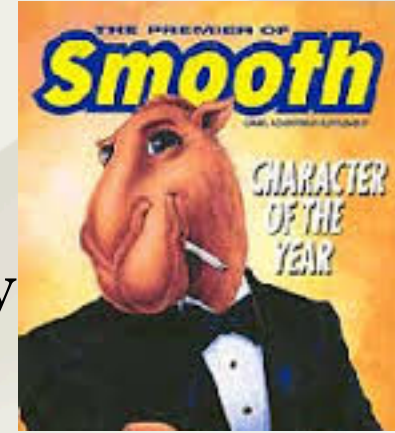
B) 6-9 years.
Smokers who quit before age 35 have mortality rates similar to those who never smoked.





Economics

- Tobacco use costs the US ~\$300 billion a year
 - \$170 billion in direct medical costs
 - \$156 billion in lost productivity
- In 2014 states collected \$25.7 billion in tobacco taxes and legal settlements
 - States spent <2% on prevention and cessation programs



- Tobacco companies spends more than \$8 billion dollars on marketing annually
- ~\$24 million per day
- Adolescents and young adults are the target





Replacement smokers (young smokers)

- ~90% of smokers begin by the time they're 18, and 98% by age 26





The Spring 2014 American College Health Association-National College Health Assessment reported _____ of college students used cigarettes in the past 30 days of the survey.

A) 13.8%

B) 12.2%

C) 2.4%

D) 9.9%

E) 5.3%





The Spring 2014 American College Health Association-National College Health Assessment reported _____ of Northeastern students used cigarettes in the past 30 days of the survey.

B) 12.2% of college students reported smoking in the past 30 days of the survey.





ACHA Guidelines

Position Statement on Tobacco on College and University Campuses

Offer and promote programs and services that include practical, evidence- and theory-informed approaches to end tobacco use, including screenings through health and counseling services, free/reduced-cost tobacco-cessation counseling, free/reduced-cost nicotine replacement therapy, and medication options on campus.



2014 CDC and HHS best practice goals for tobacco cessation programs

- Prevent smoking initiation among youth and young adults
- Promote quitting among young adults and youth
- Eliminate exposure to secondhand smoke





RTQ Components

- An initial meeting with a tobacco treatment specialist
- Weekly coaching meetings
- Weekly follow-up phone calls
- Encouraging text messages
- Opportunity to meet with a behavioral health therapist

Ready to Quit!

We can help you quit smoking today

This is a FREE program for students

The poster features a large orange background with the text "Ready to Quit!" in white. Below this, a smaller orange box contains the text "We can help you quit smoking today". A small blue square is positioned to the left of the cigarette. The cigarette is lit, with a small amount of ash and a small blue square at its base. The text "This is a FREE program for students" is written in black at the bottom.



Ready to Quit!

- Ready To Quit! originated as a result of the Northeastern University campus going smoke free.
- In January 2013, RTQ was launched at UHCS.



Ready to Quit!

- Students are able to sign up for RTQ via the UHCS webpage, or calling UHCS directly. The student will complete an assessment form and is then contacted for an initial appointment to discuss RTQ and their treatment options.
- Students enrolled in RTQ have weekly follow up and coaching meetings with a tobacco treatment specialist (TTS).
- Students are text messaged positive words of encouragement and tips for smoking cessation one to three times a week and they also receive follow up phone calls at least once a week to provide support to remain tobacco free.



Ready to Quit!

- Students also have the option to meet with behavioral health services for concerns regarding smoking cessation.
- RTQ is a twelve week program, but can be adjusted to fit the student's needs. This means the program may be more or less than the twelve weeks.
- Students can join and/or leave the program whenever they wish. There is no maximum amount of times a student can join RTQ.



Ready to Quit!

- The treatment plan may include nicotine replacement therapy (NRT), such as nicotine patches, gum and/or lozenges, and/or medications such as Varenicline/Bupropriion SR.
- These smoking cessation aids are all free of charge as well as the weekly meetings and consultations.



Ready to Quit!

- When a student finishes the RTQ program, they are followed up weekly via email or phone for four weeks. Then monthly for 5 months.

A table covered with a white tablecloth. On the table, there are several items: a small white cup filled with red pens, a brown paper bowl, and several rows of white and red cigarettes. There are also some red and white cards or brochures scattered on the table. The tablecloth has a graphic and text on it.

Ready to Quit!

A FREE smoking cessation program for Northeastern students





RTQ ambassadors

- The New England College Health Association grant titled, “Ready To Quit!” Marketing Campaign: Using student ambassadors to encourage more students on campus to stop smoking, helped fund two RTQ ambassadors to assist in marketing RTQ with the goal of increasing enrollment and participation.
- The ambassador’s main role is similar to peer leader roles. The ambassador provides support and help to their peers, acting as role models, and they may also have positive influences on behavior change.



RTQ ambassadors

- Not only will RTQ ambassadors help spread the word about RTQ and encourage and support students to stop smoking, they will also develop life long skills.
- These skills will include health education, health prevention, health promotion, time management, and also leadership, organizational and communication skills.



RTQ ambassadors

- Ambassadors inform and educate students about RTQ and smoking cessation and how to access resources for smoking cessation. This is accomplished by tabling, social media, speaking in classrooms and presenting to student organizations and gatherings.
- Ambassadors help recruit and enroll students contemplating or “Ready To Quit!” smoking.



RTQ facebook

File Edit View History Bookmarks Tools Help

Ready to Quit

https://www.facebook.com/RTQNortheastern?ref=hl

Search: [] View

Ready to Quit

Page Messages Notifications Posts Settings Help

Ready to Quit!
A FREE smoking cessation program for Northeastern students

Northeastern UHCS
UNIVERSITY HEALTH AND COUNSELING SERVICES
www.northeastern.edu/uhcs

Ready to Quit
College & University

Create Call-to-Action Share

Timeline About Photos Reviews More

PEOPLE

3 likes

Reach a new milestone
100 Likes
Promote Page

ABOUT

- "Ready to Quit" is a program developed for students who want to quit smoking. We are here to help you through this challenging experience.
- http://www.northeastern.edu/uhcs/hea... Promote

PHOTOS

Status Photo / Video Event, Milestone +

What have you been up to?

Ready to Quit
Yesterday at 1:10pm

The first days are the hardest. Don't forget to visit <http://smokefree.gov/> for extra help and more info #RTQ_NU #Northeastern

Promote

THIS WEEK

0 Page Likes

UNREAD

0 Notifications

0 Messages

Recent

2015

2014

See Your Ad Here

Smokefree.gov
smokefree.gov
The first days are the hardest. Don't forget to visit <http://smokefree.gov/> for extra help...

Boost Post

Windows Taskbar: [Icons] 1:39 PM 3/31/2015



Northeastern UHCS

UNIVERSITY HEALTH AND
COUNSELING SERVICES

TWEETS
1,303

FOLLOWING
154

FOLLOWERS
844

FAVORITES
11

LISTS
8



Following

Northeastern UHCS

@NU_UHCS FOLLOWS YOU

Home of Northeastern University health and wellness updates, events, and info!
UHCS blog: uhcsnu.typepad.com/health/

Northeastern University

northeastern.edu/uhcs

Joined August 2011

Tweets

Tweets & replies

Photos & videos



Northeastern UHCS @NU_UHCS · Mar 26

Take several deep breaths. If you're concentrating on your breathing, you won't be thinking about smoking #RTQ_NU #Northeastern



Northeastern UHCS @NU_UHCS · Mar 23

Take a shower. The average shower takes 5 to 10 minutes. That might be all the time you need to get past an urge #RTQ_NU #Northeastern





Hookah

- 4 times more prevalent in cigarette smokers
 - 45.6%
 - 11.3% (non-cigarette smokers)
- Typical one hour session delivers
 - 3-6 fold more carbon monoxide
 - 46 fold higher levels of tar than a single cigarette





Defining success

- Many students continue to make quit attempts
- Many students decrease the number of cigarettes smoked despite not completing RTQ 6 month abstinence period
- Students learn new behaviors (i.e. coping mechanisms, commitment, healthier lifestyle)
- Continue to have a comprehensive cessation program available for students



RTQ limitations and challenges

- Transient population
- Social pressures
- Scheduling
- Breaks (i.e. Winter, Spring, Summer)
- Instant gratification



Replicating RTQ Using MAP-IT

- Mobilize
- Assess
- Plan
- Implement
- Track



Replicating RTQ Using MAP-IT

- Mobilize
 - Mission/Vision (cessation program)
 - Meet with stake holders on campus (president, deans, director of health services, students)
 - Identify roles and responsibilities



Replicating RTQ Using MAP-IT

- **Assess**
 - Collect feedback from the community and assess needs
 - Is it realistic to achieve?
 - What are the different needs of your college or university?



Replicating RTQ Using MAP-IT

- Plan
 - Define a plan with clear objectives
 - Have a plan with specific action steps
 - Be realistic



Replicating RTQ Using MAP-IT

- Implement
 - Marketing
 - Program launch
 - Enrollment of students



Replicating RTQ Using ACHA MAP-IT

- Track
 - Evaluate process and progress



Referrals and resources

- 1-800-QUIT-NOW
- Smokefree.gov
- Becomeanex.org
- 2014 Best Practices for Comprehensive Tobacco Control Programs
- A Report of the Surgeon General the Health Consequences of Smoking 50 Years of Progress
- Treating Tobacco Dependence Practice Manual – American Academy of Physicians



References

1. Accessed March 2015 at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/index.htm#national
2. Accessed March 2015 at http://www.cdc.gov/tobacco/data_statistics/tables/health/infographics/index.htm
3. Accessed March 2015 at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/
4. Accessed March 2015 at <http://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>
5. Accessed March 2015 at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm
6. Accessed March 2015 at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/
7. Centers for Disease Control and Prevention. Quitting Smoking Among Adults — United States, 2001–2010. *MMWR* 2011;60:1514-1519.
8. Fiore MC, Jaén CR, Baker TB, et al. *Treating Tobacco Use and Dependence: 2008 Update*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. May 2008.
9. Vandivier RW. Learning to act on secondhand tobacco smoke exposure to limit risk for coronary heart disease. *Journal of American Medical Association Internal Medicine* 2015;175:136.
10. Sandra J. Japuntich MAE, Sharon Shenhav, Elyse R. Park, Jonathan P. Winickoff, Neal L. Benowitz, Nancy A. Rigotti. Secondhand tobacco smoke exposure among hospitalized nonsmokers with coronary heart disease. *Journal of American Medical Association Internal Medicine* 2015;175:133-6.



References

1. ACHA Guidelines: Position Statement on Tobacco on College and University Campuses. 2011. at http://www.acha.org/Publications/docs/Position_Statement_on_Tobacco_Nov2011.pdf.)
2. Voelker R. College students view hookah as a safe alternative to cigarettes. *Journal of American Medical Association* 2015;313:456.
3. Kate Cahill SS, Tim Lancaster. Pharmacological treatments for smoking cessation. *Journal of American Medical Association* 2014;311:193-4.
4. U.S. Department of Health and Human Services PHS, Office of the Surgeon General. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. In: U.S. Department of Health and Human Services CfDcAP, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, ed. Atlanta, GA2012.
5. Carter, B, et al. *Smoking and mortality – Beyond established causes*. *New England Journal of Medicine*. February 2015.
6. Prevention. CfDcA. Best practices for comprehensive tobacco control programs-2014. In: Centers for Disease Control and Prevention NcFCDPaHP, Office on smoking and health, 2014, ed.2014.
7. <http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits>



Northeastern

Thank you!

Questions???