

The Doctor Will See You Now: Highlights from the 2020 Surgeon General's Report on Smoking Cessation

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Surgeon General's Report 2020: Key Findings

- Four out of every nine adult cigarette smokers who saw a health professional during the past year, did NOT receive advice to quit.
- More than three out of five adults who have ever smoked cigarettes have quit!
 - Less than 1/3 of adults smokers making a quit attempt use FDA-approved tobacco treatment medications or behavioral counseling.
 - Tobacco treatment meds and behavioral counseling are cost-effective and increase the likelihood of successfully quitting smoking.



Health Benefits of Quitting Smoking

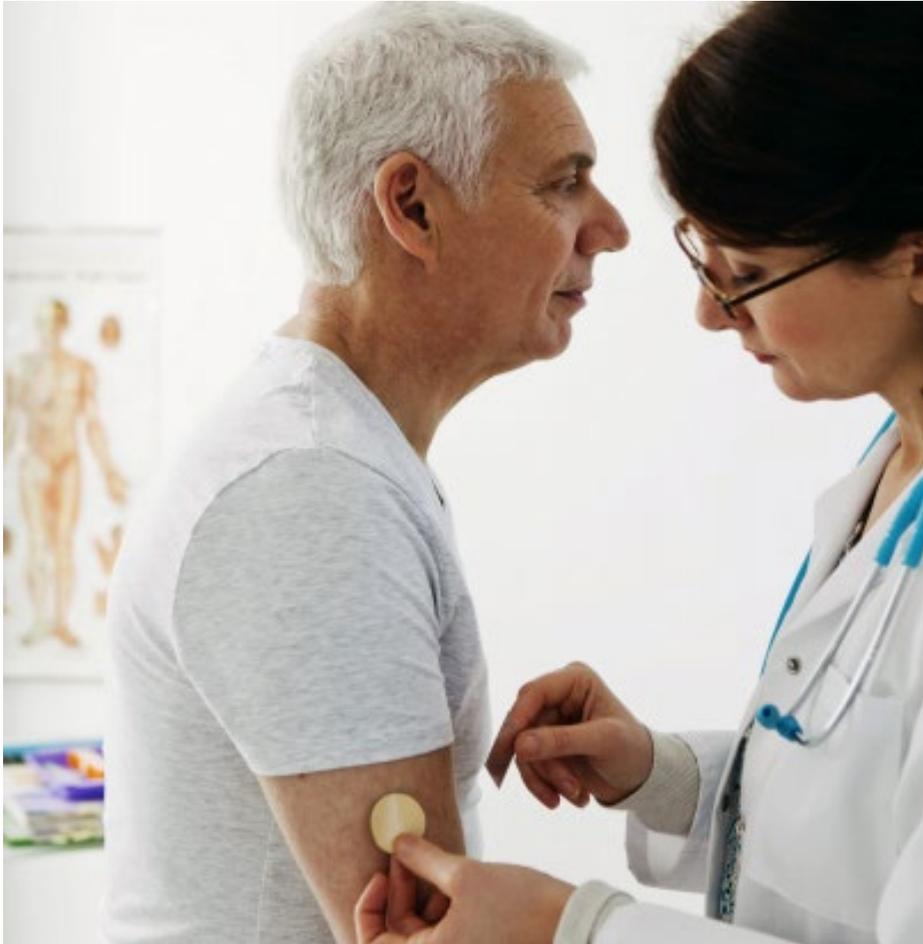
Overall, quitting smoking...

- Reduces the risk of premature death
- Improves health
- Enhances quality of life

The 5 A's Model for Treating Tobacco Use and Dependence



Tobacco Interventions: Key Findings



- **Behavioral Counseling** increases chances of quitting successfully.
- **FDA-approved medications** are shown to be effective in helping people quit smoking.
- **Gold Standard:** 🏆
 - Combination of both **behavioral counseling AND tobacco treatment medications** which increase the likelihood of abstinence.
 - More effective together than when used alone.

Tobacco Treatment Strategies

**Behavioral
Therapy**

**Cognitive
Therapy**

**Motivational
Interviewing**

**Acceptance
and
Commitment
Therapy**

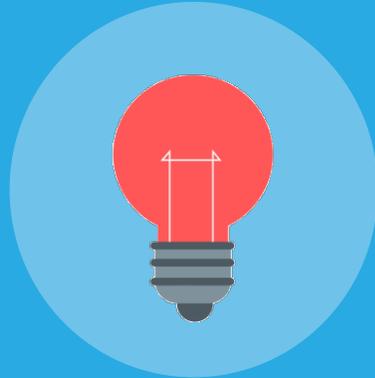
**Contingency
Management
and
Monetary
Incentives**

Treatment Approaches



Self-Help Materials

- Untailored materials have limited effectiveness when not coupled with in-person or technology-based interventions
- Small effectiveness for tailored materials, however relatively inexpensive



Brief Advice

- Based on strong evidence, USPSTF recommend with a “Grade A” recommendation to deliver to all tobacco using adults.
- ~57% of smokers received advice to quit from a health professional in the past year



Face-to-Face Counseling Individual or Group

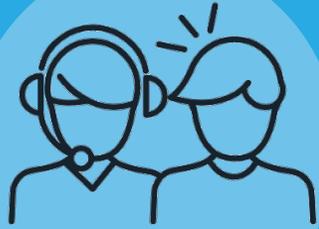
- Well-established effectiveness
- Individual counseling more effective than brief advice/usual care or self-help materials



Intensive Face-to-Face Counseling

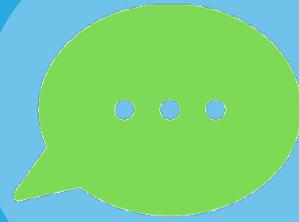
- ≥ 10 minutes by clinicians who have been trained in specialized tobacco tx interventions
- Dose-response relationship between intensity of counseling and quitting success. Greater the intensity = higher likelihood an individual will quit

Technology-based Treatment Approaches



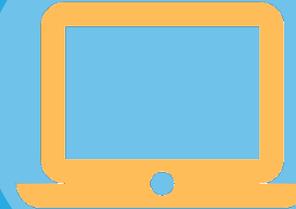
Telephone-Based Quitlines

- Multiple sessions of proactive telephone counseling significantly boosts smoking cessation rates
- Some evidence of dose-response effect
- Able to combine counseling and pharmacologic treatment



Text-Based

- Low cost, convenient, available on almost all cell phone devices.
- Short text message services about cessation are effective in increasing smoking cessation rates – especially if interactive or tailored to individual text responses



Web-Based

- Mixed evidence on effectiveness.
- Features: goals and planning, social support, natural consequences, comparison of outcomes, reward and threat = significantly associated with increased effectiveness in short and long terms.
- Continually evolving, potential reach increasing



Smartphone Application

- More visual and interactive interventions than text and web-based programs.
- Overall, low adherence to evidence-based approaches based on the *Clinical Practice Guidelines*

FDA-Approved Medications for Tobacco Treatment

Nicotine gum

- Nicorette (OTC)
- Generic nicotine gum (OTC)

Nicotine lozenge

- Nicorette Lozenge (OTC)
- Nicorette Mini Lozenge (OTC)
- Generic nicotine lozenge (OTC)

Nicotine patch

- NicoDerm CQ (OTC)
- Generic nicotine patches (OTC, Rx)

Nicotine nasal spray

- Nicotrol NS (Rx)

Nicotine inhaler

- Nicotrol (Rx)

Bupropion SR tablets

- Zyban (Rx)
- Generic (Rx)

Varenicline tablets

- Chantix (Rx)

*Available only
with a prescription*

Green = Nicotine Replacement Therapy (NRT)

Blue = Non-nicotine cessation meds

OTC = over-the-counter / no prescription needed

Combination Therapy

Long-acting formulation (nicotine patch)

Produces relatively constant levels of nicotine

PLUS

Short-acting formulation (gum, lozenge*, inhaler, nasal spray)

Allows for acute dose titration as needed for nicotine withdrawal symptoms

*No combination data with lozenge were available when the CPG was published.



E-Cigarettes

- Vary in ability to deliver nicotine to the body, although some have rapid delivery similar to conventional cigarettes.
- More than half of current adult e-cigarette users also smoke cigarettes (dual use).
- Maintain nicotine addiction through comparable or higher levels of nicotine delivery, hand-to-mouth movements, stimulation of airways, sensation and taste of aerosol in mouth and lungs.
- No proven level of safety or effectiveness as smoking cessation aid for adults.



Source: Photos by James Gathany and Lauren Bishop, CDC.

EVIDENCE IS INADEQUATE TO INFER E-CIGARETTES INCREASE SMOKING CESSATION

Clinical-, System- and Population-Level Strategies that Promote Smoking Cessation

- **Clinical- and System-level**

- Target quitting behavior directly and focus on the use or effectiveness of treatments for smoking cessation
- **Examples of strategies:** Implementing policies and protocols that make smoking cessation a standard of care, provide education, resources, and feedback to promote interventions by healthcare providers, dedicate staff to provide tobacco treatment, expand formularies to include all FDA-approved medications

- **Population-level**

- Aimed at influencing tobacco treatment at macro level by providing an environment that motivates and supports quitting and lowers barriers individuals may encounter when quitting
- **Examples of strategies:** Increasing the price of tobacco products, increasing tax on tobacco products, adopt policies to restrict use of tobacco products in indoor and outdoor public settings, adequately fund state tobacco control programs, carrying out mass media campaigns



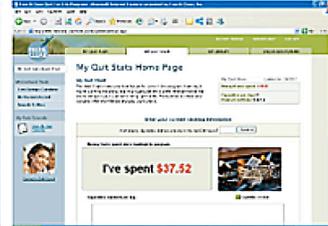
Indiana Tobacco Quitline (ITQL)



QUIT COACH®
Specialized
Training



MEDICATION
Nicotine Gum, Patches
or Lozenges



WEB COACH®
Fully
Integrated



QUIT GUIDES
Stage
Based



TEXT2QUIT®
Messages
and Tips

The Indiana Tobacco Quitline offers **free** and **confidential telephone support** to help Hoosiers successfully quit tobacco, including e-cigarettes. Callers who enroll in the ITQL program receive the following free services:

- Personal Quit Coach®
- Quit guides with info and tips for quitting
- Text message support to connect with Quit Coach
- Access to online tools, videos, and quit community
- Unlimited call-ins to the quitline
- Free two weeks of nicotine replacement therapy (patch, gum, or lozenge), if eligible

ITQL Behavioral Health Program

- **Enhanced services for participants with a behavioral health condition**
 - Seven prearranged calls with QuitCoach (up from four)
 - Free 12-week regimen of *combination therapy NRT* (patch + gum/lozenge)
 - Letter sent to provider informing of quit attempt



VAPE FREE INDIANA

www.VapeFreeIndiana.ISDH.IN.gov

Ready to quit Juul?

*You've got this,
and we've got your back.*

text INDIANA to 88709

for an easy-to-use, anonymous (and free) support system at your fingertips.



Resources

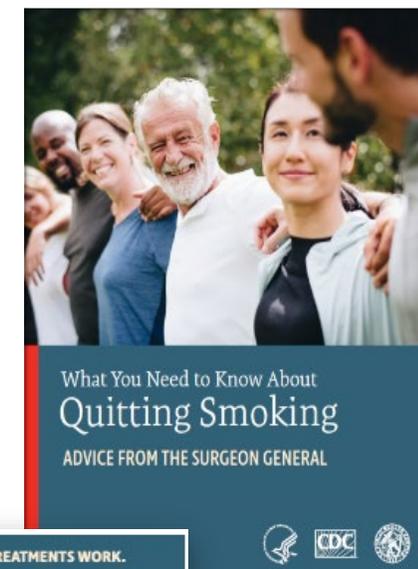
To learn more about Indiana Tobacco Quitline, visit:

www.QuitNowIndiana.com



To read the full report and access related materials, visit:

www.SurgeonGeneral.gov



To learn more about tobacco control and prevention and quitting smoking, visit:

www.CDC.gov/tobacco

www.CDC.gov/quit

www.smokefree.gov



Government Resources to Quit Tobacco



- [SmokeFree.gov](#) – A website dedicated to help people quit smoking
- [SmokeFreeTXT](#) – Free 24/7 text-based quit help for adults
- [Smokefree Women](#) – Free program to help women & pregnant mothers quit tobacco
- [Smokefree Teen](#) - Free program to help youth
- [SmokeFree Vet](#) – Free text-based program provides 24/7 support to military Veterans.
- [SmokeFree Español](#) – Free program to help Spanish speaking adults quit tobacco
- [SmokeFree 60+](#) - Website to support older adults in quitting



Additional Resources

- [BecomeanEX](#)- Free online quit resource by Truth Initiative
- [Nicotine Anonymous](#) – 12-step fellowship offering group support for nicotine recovery.
- [quitSTART](#) – Free smartphone app for quit support, available in Apple store and Google Play.
- [NCI QuitPal](#) – Free smartphone app by National Cancer Institute to help people quit smoking

Resources for Health Professionals

- [Truth Initiative](#) – Great for latest information on tobacco and opioids
- [RX for Change](#) – Online tobacco cessation training program. Free with account creation.
- [Purdue College of Pharmacy](#) – Offer free CE course on tobacco cessation with account creation.