

Ask-Advise-Refer:

Promoting tobacco cessation through referrals to GENOA pharmacists

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Housekeeping Tips

- All participants **lines will be muted**
- For audio access, participants can either call into the conference line or listen through their computer. Please ensure your speakers are on and adjust the volume accordingly
- Use the **Q & A button to submit questions** throughout the webinar to the presenter
- Share your thoughts and experiences using the **chat box** (be sure to send to both panelist and attendees for all to see)

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Accreditation Statement

In support of improving patient care, Indiana University School of Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



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Indiana University School of Medicine has been approved by the Indiana Social Worker, Marriage and Family Therapist and Mental Health Counselor Board to provide Category I Continuing Education program. This activity qualifies for 0.5 *Category I CEU* as outlined by the Indiana Behavioral Health and Human Services Licensing Board.

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Learning Objectives

By the end of the training, participants will be able to:

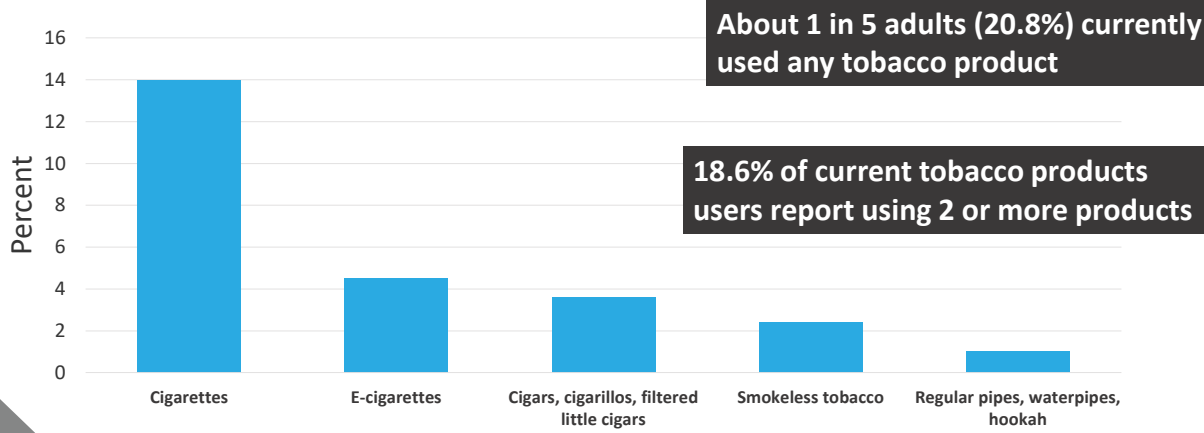
- Describe the U.S. tobacco use prevalence among persons with behavioral health conditions.
- Explain the Ask-Advise-Refer (AAR) intervention model and describe the benefits of using AAR.
- Describe the process of referring patients who are ready to quit to Genoa pharmacists for treatment of tobacco use and dependence.



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Tobacco Use Prevalence, U.S., NHIS 2019

Current tobacco product use* among adults >18 years



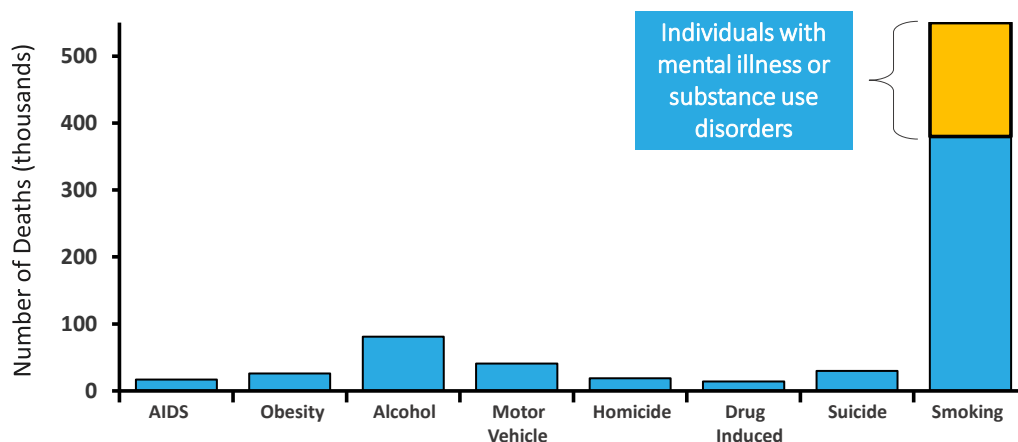
*Respondent reporting using either "every day" or "some days" of at least one tobacco product

Cornelius ME, et al. (2020). *MMWR* 69:1736-1742.



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Comparative Causes of Annual Deaths in the U.S.



Source: CDC <https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>
 Carter, B, et al., "Smoking and Mortality - Beyond established causes" *The New England Journal of Medicine*. 2015.



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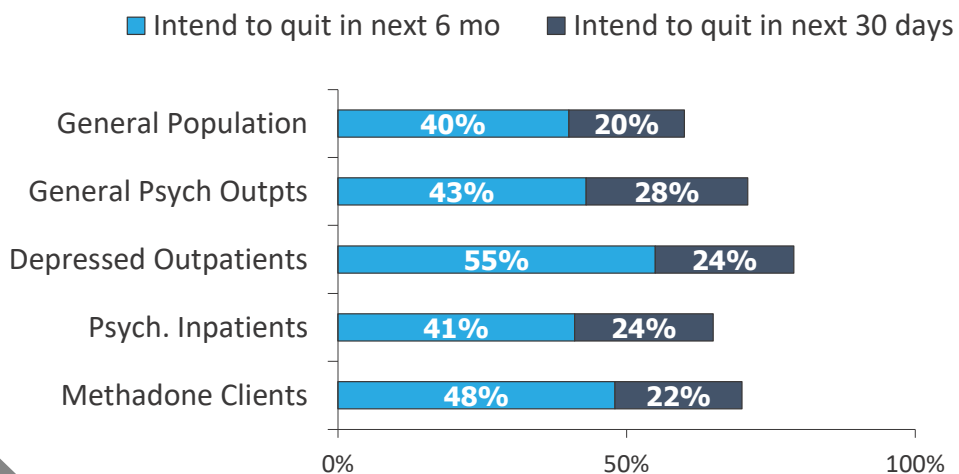
Tobacco and Behavioral Health Consumers

- Tobacco use and dependence is a **chronic, relapsing condition** that may require repeated intervention and long-term support.
- **Nicotine dependence:**
 - Most prevalent substance use disorder among persons with mental illness
- Smoking is 3-5 times more common for adults with behavioral health conditions
 - Consume 40% of all cigarettes smoked

Over the past 40 years, there has been NO reduction in the prevalence of smoking in the BH population

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Readiness to quit Smoking



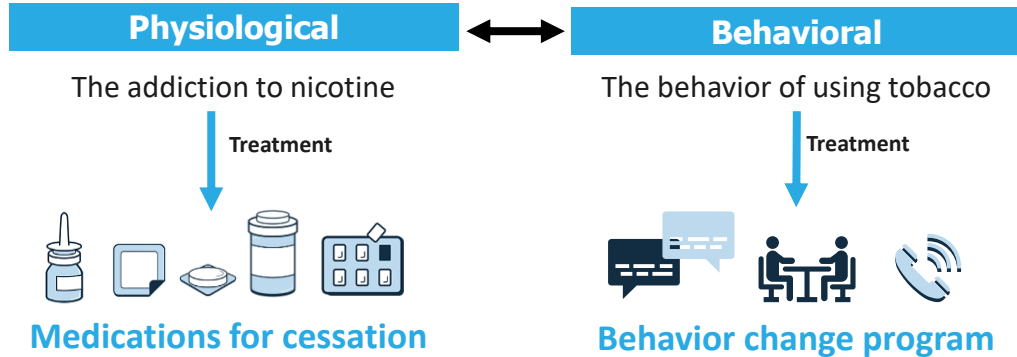
Smokers with mental illness or addictive disorders are just as ready to quit smoking as the general population of smokers.

* No relationship between psychiatric symptom severity and readiness to quit.

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Tobacco Dependence: A Two-Part Problem

Tobacco Dependence



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Ask-Advise-Refer (AAR)

- AAR is an evidence-based brief intervention model for addressing tobacco use and dependence.
- Referral to resources such as community pharmacies (Genoa) and the Indiana Tobacco Quitline.
- Can be completed in less than 3 minutes – even a brief intervention increases patient interest and success in quitting



Healthcare professionals play a critical role in helping patients to quit using tobacco



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ASK

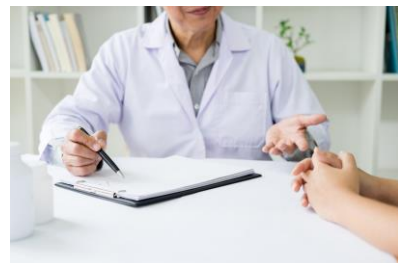
Every Patient / Every Visit

Ask all patients about their tobacco use, including e-cigarette/vaping products, and document in your agency's electronic health record (EHR).

Start the conversation by asking permission:

"Would you mind if I asked you a few questions about your tobacco use?"

- "We like to have this information so we can check for any potential interactions with tobacco and your other medicines."
- "Many illnesses are caused, or worsened, when people smoke, vape, or use tobacco."
- "We care about your health, and we have resources to help our patients quit."



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ASK

Every Patient / Every Visit

Ask about tobacco use using a nonjudgmental tone:

- "Tobacco use can significantly impact [insert specific mental health condition/recovery], so we ask all our patients about their experience using tobacco products."
- "What tobacco products, including e-cigarettes/vapes like JUUL or puff bars, have you used in the last 30 days?"
- "Do you smoke or use any type of tobacco or nicotine, such as e-cigarettes?"
- "I wanted to touch base and see if there has been any change in your tobacco use since your last visit?"



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Tips for *Asking* About Tobacco Use

- Use a non-judgmental tone of voice
- Convey sensitivity, concern, and respect
- Ask about ALL tobacco products – may need to specify the specific brand name of the product



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ADVISE

All Patients Who Use Tobacco to Quit

Advise all patients who use tobacco products (including e-cigarette products) to quit

Provide clear and personalized suggestions to quit such as:

- “Quitting smoking is an important part of your overall recovery. Quitting while you’re in treatment for SUD can help make the recurrence of symptoms less likely.”



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ADVISE

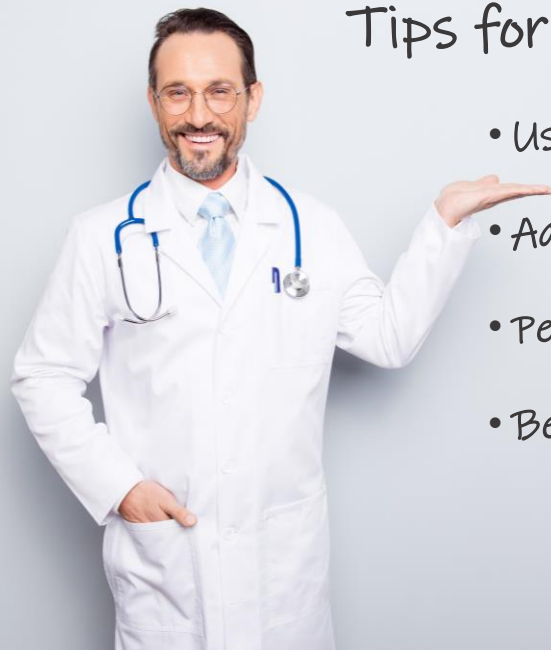
All Patients Who Use Tobacco to Quit



- “There’s still a lot we don’t know about vaping, but we do know that vapes contain some of the same cancer-causing chemicals (e.g. formaldehyde) that cigarettes have in them. People who use proven methods to quit like medications (e.g. NRT), can nearly triple their odds of quitting successfully!”
- “Quitting smoking is one of the most important things you can do to improve your health.”



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Tips for *Advising* Patients to Quit

- Use a non-judgmental tone of voice
- Advice to quit should be clear and strong
- Personalize the message to quit
- Be empathic and offer support

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REFER

Refer Patients to Your Genoa Pharmacy Partners

genoa
healthcare®

- For patients who are interested in quitting or if they're uncertain about quitting, **refer** them to your partners at Genoa Pharmacy!
- Genoa staff have received additional training to treat tobacco use and dependence.
- Indiana pharmacists who've had special training to treat tobacco use and dependence are permitted to prescribe tobacco treatment medications!
- Genoa pharmacies are preferred providers of the Indiana Tobacco Quitline and can easily provide your patients with a referral!



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Benefits of Patient Referral to the Pharmacy

- ✓ Time constraints might limit your ability to address tobacco use; consider referring your patients to Genoa pharmacies for help quitting.
- ✓ Genoa pharmacists are trained to prescribe all medications with an FDA indication for cessation.
- ✓ Can counsel patients about proper use of the medications.
- ✓ Frequent contact allows for ability to monitor for adverse events.
- ✓ Pharmacists who help patients with quitting have success rates that are comparable to other health professionals.



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Sample Referral Scripts

- “If you’d like, I can share some information about the Indiana Tobacco Quitline which offers free help to Hoosiers. [How do you feel about that?](#)”
- “[What are your thoughts](#) about talking with our pharmacist about quitting tobacco?”
- “You’ve mentioned you’ve tried to quit smoking several times, but have you ever been part of any tobacco counseling program? A quit coach could make a huge difference! The Indiana Tobacco Quitline offers free support with a quit coach. Our partners at the pharmacy can make a referral to the Quitline for you while you get your scripts filled. [Are you willing to give that a shot?](#)”
- “The easiest way to quit tobacco is by getting counseling support along with medications. Our pharmacy partners can talk with you about a quit plan and discuss medication options to see which one would work best for you. [How does that sound?](#)”



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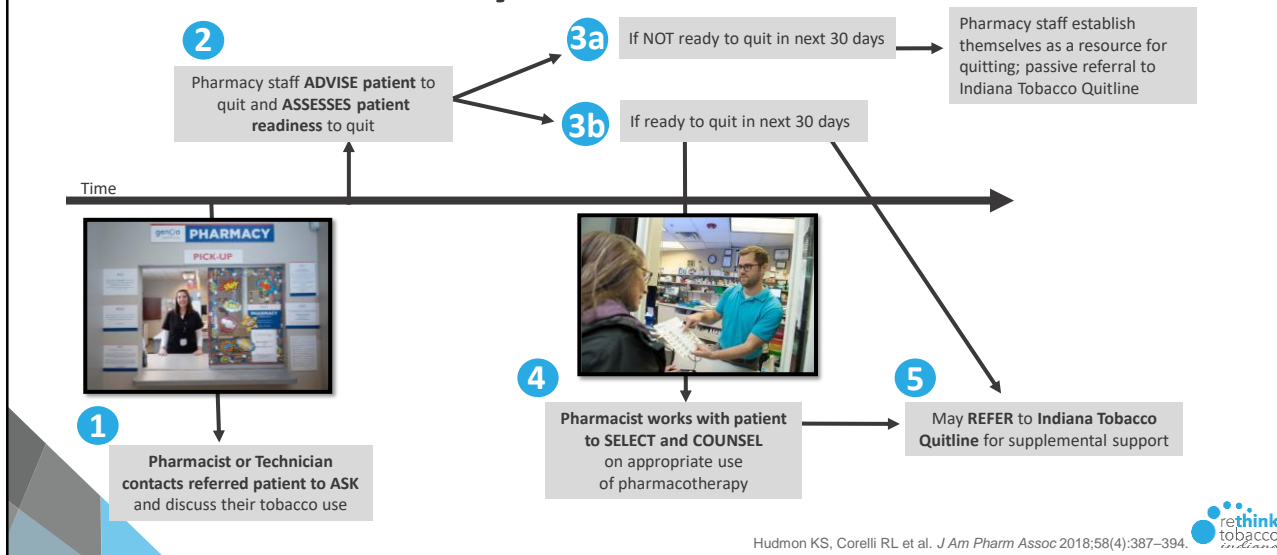
How to Refer a Patient to Your Genoa Pharmacy for Tobacco Dependence Treatment

1. **Email** your Genoa pharmacy location indicating the patient referral for tobacco dependence treatment and/or referral to the Quitline.
2. **Call** your Genoa pharmacy with the patient’s information and other relevant information.
3. **Warm handoff** – Escort the patient to the Genoa pharmacy, introducing the patient to a member of the pharmacy team, indicating the patient is interested in quitting.



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What Happens *After* You Refer a Patient to Genoa Pharmacy?



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1.800.QUIT.NOW
 Indiana's Tobacco Quitline
 QuitNowIndiana.com

Brief Overview of the Indiana Tobacco Quitline

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Indiana Tobacco Quitline Program



Welcome Kit

Includes stage-based guides and materials to start quitting plan.



Coaching Calls with Quit Coach®

Receive personalized assistance to quit from one-on-one calls with a Quit Coach® who specializes in helping others quit tobacco.



Web Coach®

Online support from Web Coach® through live chat and emails. Web Coach program allows participants to connect with an online community of over 25,000 individuals trying to quit.



Text2Quit®

Participants may opt to receive text messages to connect with their Quit Coach® to receive quit tips and cravings games.



Quitting Aids

Eligible participants can receive free nicotine replacement therapy (NRT) products to help aid in their quit attempt.



QuitNowIndiana

All participants have access to free online tools, videos, and resources at www.QuitNowIndiana.com.



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Programs by Population



Standard Adult Program

- Pre-arranged calls with Quit Coach®



Pregnant Women Program

- Unlimited call-ins to the Quitline
- Access to free resources, tools, and videos



Youth Support Program

- Access to free NRT products, if eligible



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Programs by Population

Behavioral Health Program

- 7 Pre-arranged calls with Quit Coach®
- Unlimited call-ins to the Quitline
- Access to free resources, tools, and videos
- 12-week regimen of *combination* NRT
- Letter sent to provider



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Behavioral Health Program Eligibility



Q1: “Do you currently have any mental health conditions, such as:”

- **Bi-Polar Disorder** – automatically offered enrollment
- **Schizophrenia** – automatically offered enrollment
- Drug or Alcohol Use Disorder (SUD)
- Generalized Anxiety Disorder
- Post Traumatic Stress Disorder (PTSD)
- Depression
- Attention Deficit Hyperactivity Disorder (ADHD)

Q2: “Do you think that these mental health conditions or emotional challenges might interfere with your ability to quit?”

- If “yes”, then caller is offered enrollment to BH program!



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Metrics/Reporting

- Genoa will be tracking metrics related to tobacco treatment and referrals to the Quitline.
 - Number of patients referred to Genoa Pharmacies for tobacco dependence treatment
 - Proportion of patients referred to the Quitline program who enroll in services
 - Number of patients who are prescribed cessation medications via the statewide standing order
 - Patient cessation outcomes
 - # of patients referred to the Genoa Clinical Services Team for tobacco dependence treatment (*Coming Soon*)



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Summary

- Tobacco use rates are disproportionately high among persons with behavioral health conditions compared to persons without such conditions.
- Clinicians may utilize the [Ask-Advise-Refer](#) model to connect patients with [support from local pharmacy \(Genoa\)](#) or the quitline.
- Utilizing pharmacy partners for tobacco dependence treatment can provide patient support through brief interventions, access to treatment medications and behavioral support to quit tobacco, and/or referral to state quitline.
- Indiana Tobacco [Quitline offers free and confidential support programs](#) tailored to individual needs.



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This training was provided by Rethink Tobacco Indiana

For more information and resources, please visit:

www.RethinkTobaccoIndiana.org

Rethink Tobacco Indiana provides free technical assistance to support behavioral health providers with tobacco treatment best-practices. Interested agencies should contact a member of Rethink Tobacco Indiana staff by emailing kmhsu@iu.edu or dHUDSON@IUPUI.EDU.

