

Tobacco Free Florida AHEC Cessation Program

Clinician Resource Guide



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Your patients need you.

Healing Time Line

Benefits when smokers quit

20 minutes	Blood pressure drops to normal
8 hours	Carbon monoxide drops to normal
24 hours	Sense of smell and taste are improved
2 weeks	Cough/dyspnea resolving
9 months	Coughing, congestion, exercise tolerance, fatigue are better
1 year	Risk of heart disease is half that of a smoker
5 years	Stroke risk is equal to non-smoker
10 years	Risk of throat, lung, and mouth cancer cut by 50%
10-15 years	No increased risk of heart disease
10-15 years	Mortality rates are same as people who have never smoked

Nicotine Delivery Devices

Tobacco Products

Nicotine Delivery Device	Nicotine in Product	Approximate Amount of Nicotine Delivered to User	Comments
Marlboro Red	13 mg	1-3 mg	Also delivers a wide range of carcinogens and other toxins
Marlboro Light	13 mg	1-3 mg	
Cigars	10-40 mg	Highly variable	
Moist Snuff	3-12 mg	Varies depending on pH and other characteristics	
Bidis		1.8-5.6 mg	

Electronic Nicotine Delivery Systems (ENDS) include items such as vapes/vaporizers, e-cigarettes, e-cigars, and e-hookahs. Some newer ENDS resemble flash drives or other inconspicuous objects and have high rates of use among youth. ENDS contain nicotine extracted from tobacco leaves along with flavorings and other chemicals in an "e-juice" that is heated into an aerosol and inhaled. ENDS are not harmless. They are regulated by the FDA as tobacco products and are not approved as quit aids.

Nicotine Replacement Products

Nicotine Delivery Device	Nicotine in Product	Approximate Amount of Nicotine Delivered to User	Comments
Nicotine Gum/Lozenge	2 mg piece	Up to 0.8 mg	Only delivers nicotine to the consumer
Nicotine Gum/Lozenge	4 mg piece	Up to 1.5 mg	
Nicotrol Patch (Pharmacia)		15 mg /16 hours	
Nicoderm CQ Step 1 (GlaxoSmithKline)		21 mg/24 hours	
Nicoderm CQ Step 2 (GlaxoSmithKline)		14 mg/24 hours	
Nicoderm CQ Step 3 (GlaxoSmithKline)		7 mg/24 hours	
Nicotine Nasal Spray	10 mg/ml	0.5 mg per spray, (1 mg total)	
Nicotine inhaler	10 mg/cartridge	Up to 4 mg/cartridge	

Important Points About Nicotine Replacement Therapy (NRT)

Nicotine is the addictive part of tobacco smoke, but NOT the most dangerous part

- 4,000 other toxins that cause disease and cancer
- Nicotine does NOT cause lung cancer or emphysema

People do NOT generally become addicted to nicotine replacement therapy (NRT)

- Lower dose of nicotine
- Slower time to reach the brain

People don't USE ENOUGH NRT or stop TOO EARLY

- NRT is SAFE and EFFECTIVE
- Overdose is very uncommon
- Greater use of NRTs help ease the side effects of nicotine withdrawal
- Plan on a minimum of 2 months of (NRT)
- Use NRT as long as needed (*sometimes up to a year*)

Combinations work better than single medications

- Long acting (*Patch*)
- Short acting (*Gum, Lozenge, Inhaler, Spray*)

Medications for the Treatment of Tobacco Dependence: Long-Acting Medications

Product	Use	Advantages	Disadvantages
Nicotine Patch	Apply daily to clean, dry, hairless part of upper body/outer arm. Start 21 mg patch if > 10 cig per day; can taper to 14 mg in 4-6 weeks then 7 mg in 2 weeks if no cravings	Place and forget. Over the counter; can decrease morning cravings if worn at night	Passive – No action to take when craving occurs
	Precautions	Side effects	*Cost
	Caution within 6 weeks of heart attack; pregnancy Category D	Skin reaction (50%); usually mild) rotate sites; hydrocortisone cream. Vivid dreams or sleep disturbances possible—remove at night/apply new patch in morning	\$17-\$50/ 2 week supply (generics available and effective)

*Prices may vary. Insurance not factored into costs listed.

Long Acting Medications (*continued*)

Product	Use	Advantages	Disadvantages
Zyban Wellbutrin SR Bupropion	150 mg daily for 3 days, then 150 mg twice daily (at least 8 hrs apart). Start 1-2 weeks prior to quit date	Less weight gain while using; safe to smoke while taking; can be used in combination with NRT; generic available	Side effects common; Passive – no action to take with craving occurs; prescription required
	Precautions	Side effects	*Cost
	Do Not Use in patients with or at risk for seizures (<i>e.g., electrolyte abnormalities, certain eating disorders, EtOH withdrawal</i>); monitor blood pressure; pregnancy Category C	Insomnia (40%); dry mouth, headache, anxiety, rash Flexible dosing (<i>keeping at 150 mg/day</i>) helpful with side effects	Generic: \$116

*Prices may vary. Insurance not factored into costs listed.

Long Acting Medications *(continued)*

Product	Use	Advantages	Disadvantages
Chantix (varenicline)	Start 1 week prior to quit date; 0.5 mg once daily Days 1–3; 0.5 mg twice daily Days 4–7; then 1 mg twice daily. Use up to 12 weeks; Additional 12 weeks if needed	Reduces withdrawal and may prevent relapse; can be used in combination with NRT	Passive—no action to take with cravings; prescription required; brand only
	Precautions	Side effects	*Cost
	Do Not Use with severe kidney disease; monitor for depression, suicidal thoughts, or erratic behavior.	Can reduce dose to 0.5 mg BID (<i>twice daily</i>), taking with food helps prevent nausea. Can also cause vivid dreams.	Starting month pack: \$482; Continuing month pack: \$353

*Prices may vary. Insurance not factored into costs listed.

Short Acting Medications

Product	Use	Advantages	Disadvantages
Nicotine Gum	Chew, park, repeat until most of the tingle is gone; use 4 mg if <30 min to first cig of the day.	Use as needed; can self-dose; over the counter	Frequent dosing needed, not discrete.
	Precautions	Side effects	*Cost
	Avoid food and acidic drinks 15 minutes before and while using (<i>decreases absorption</i>)	Jaw pain; possible nausea	\$40-\$50/box of 100 pieces of gum
Product	Use	Advantages	Disadvantages
Nicotine Inhaler	Puff as needed; up to 16 cartridges/day; cartridge used after 20 min active use; inhale deep or shallow (orally absorbed)	Use as needed; mimics hand-mouth behavior	Costly, visible, requires prescription
	Precautions	Side effects	*Cost
	Asthma/CLD-may cause bronchospasm; avoid food/acidic drinks before/while using. Preg Cat D	Cough, throat irritation (<i>usually mild</i>)	\$500/168 cartridges

*Prices may vary. Insurance not factored into costs listed.

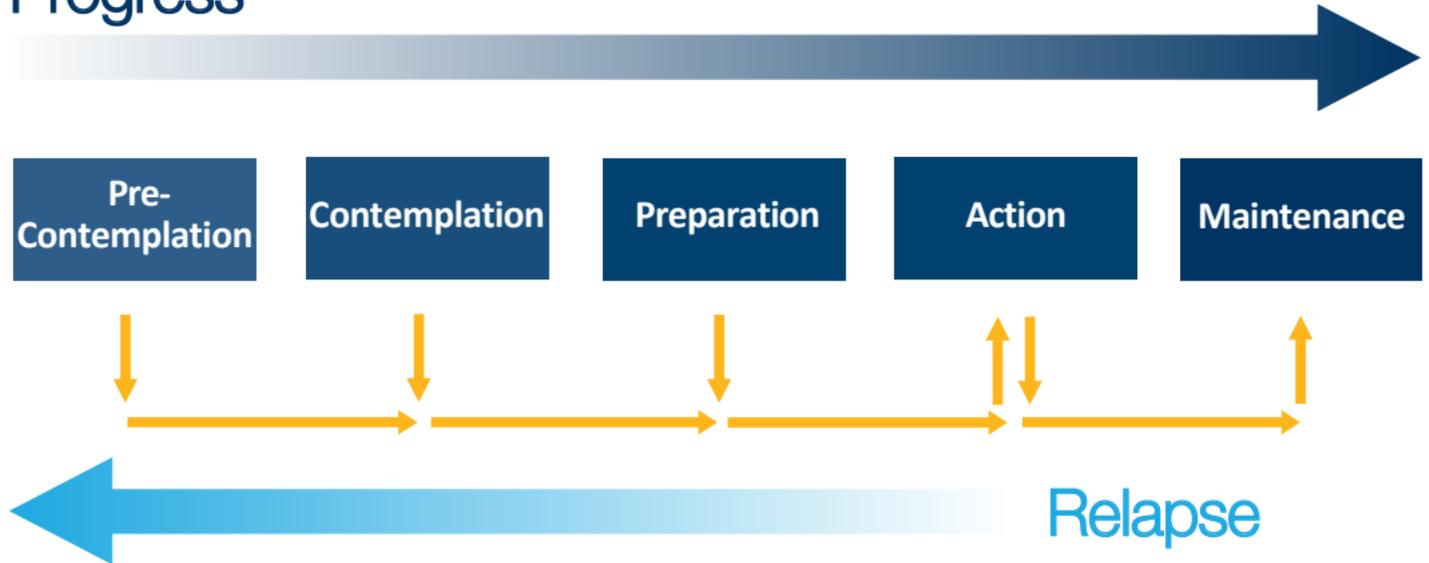
Short Acting Medications *(continued)*

Product	Use	Advantages	Disadvantages
Nicotine Nasal Spray	Blow nose pre-use; 1-2 sprays/hr; tilt head slightly back, breathe via mouth, spray in nostril (do not sniff/swallow/inhale through nose while administering)	Use as needed; rapid relief of symptoms	Cost; Requires prescription
	Precautions	Side effects	*Cost
	Asthma, nasal/ sinus problems, pregnancy Category D	Nasal irritation; Possible dependence	\$130 for 10 mL
Product	Use	Advantages	Disadvantages
Nicotine Lozenge	2 and 4 mg (4 mg if smoke within 30 min of waking); dissolve in mouth; do not chew; use up to 20 lozenges/day	Ease of use; over the counter; flexible dosing	Frequent dosing needed
	Precautions	Side effects	*Cost
	Avoid food and acidic drinks before and while using	Hiccups, nausea, heartburn	\$41.99/72 lozenges

*Prices may vary. Insurance not factored into costs listed.

Stages of Change

Progress



Stages of Change

Guide for How to Tailor Your Interventions

Maintaining Motivation to Quit Can Be Difficult!

- **Pre-contemplation:** “I just don't see my smoking as a problem.”
- **Contemplation:** “I'd like to quit, but really think it's too much work.”
- **Action:** “I've quit smoking now for two weeks. It's hard at times, but I feel good about it.”
- **Maintenance:** “I've been smoke free six months now; it's great to know I could finally do it!”
- **Relapse:** “I was stressed and just had to have a smoke. I'm not sure if I want to just keep smoking or try again to quit.”

Cessation Interventions

The 5 A's



Ask about tobacco use

Advise to quit using a personalized health message

Assess willingness to make a quit attempt

Assist in quit attempt

Arrange follow-up

Cessation Interventions

The 2 A's + R

Ask about tobacco use

- “Have you used tobacco products in the past 30 days?”

If **No**-> Congratulate If **Yes**-> Go on to Advise

Advise patients to quit

- Quitting tobacco is one of the best things you can do for your health. I strongly encourage you to quit.”

Refer patients to a resource that provides treatment and support

- Clinics, Referral Sheet, Tobacco Free Florida's QUIT YOUR WAY services

Motivational Interviewing

Key Techniques

4 Fundamental Processes

- **Engaging** - the relational foundation
- **Guiding** - the strategic focus
- **Evoking** - finding the intrinsic motivation for change within the person and drawing it out
- **Planning** - the bridge to change

Where do we start?

- Express empathy and respect
- Use OARS for active listening
- Elicit/strengthen change talk
- Empower the individual
- Ask permission to advise
- Roll with resistance

Motivational Interviewing

Asking Permission

Asking permission communicates respect...

- "Thanks for helping me understand your concerns. Would it be okay if I shared with you some additional information on the benefits of quitting?"
- "I have some ideas that might work well for you. Would you like to hear them?"
- "If you're interested, I can tell you about some resources that helped others with similar concerns to be successful quitting smoking. Does that sound okay?"

Motivational Interviewing

Active Listening

Use Your OARS:

- Open-Ended Questions: “What risks do you foresee if you continue to smoke for another 5 or 10 years?”
- Affirmations: “You're a strong-willed and dependable person, so when you set your mind to do this, you'll find a way to be successful.”
- Reflective Statements: “You don't think smoking is really a problem for you right now, but part of you is concerned it could become a problem.”
- Summaries: “You mentioned that you have some concerns about your health, so you'd like to quit smoking. You have had some success but started smoking again due to stress. You're really looking for a way to quit for good.”

Motivational Interviewing

Provide Information & Elicit a Response

Asking for feedback communicates that you value the patient's perspective and ideas.

"It can be helpful to prepare for challenges in advance. Would it be OK if I told you about some temporary negative effects that other people have experienced when they first quit smoking? [*Patient agrees.*] Quitting smoking isn't always easy, and some people experience side effects like headaches, irritability, coughing, and strong cravings. What do you make of that?"

Motivational Interviewing

Limitations/Potential Pitfalls of Simple Advice

Traditionally:

Practitioners encourage quitting smoking using Simple Advice:

- “I strongly advise you to quit to decrease your risk of....(COPD, cancer, etc).”

Effectiveness:

Simple advice is very limited

- Only 5-10 percent of people actually follow advice when they are not sure they want to quit smoking.

Why:

If the person perceives your advice as unwanted and/or judgmental, it may discourage a quit attempt. Motivational Interviewing strategies can be used to guide people to state their own reasons for change. This approach is much more powerful.

- “Tell me how your smoking is affecting your health.”

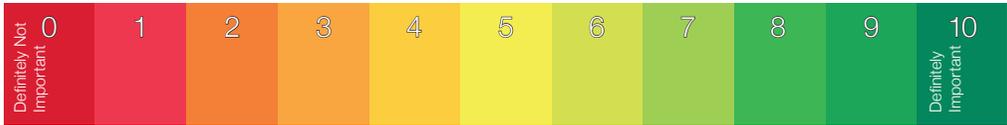
Motivational Interviewing

Offering Advice and Referrals with Permission

- Remember to offer advice and referral information, with the person's permission, in a neutral and non-judgmental manner.
- Guide the conversation to focus on the person's own identified benefits to quitting.
- With permission, discuss options and offer choices regarding the person's next steps.
- Work together to set a realistic goal.

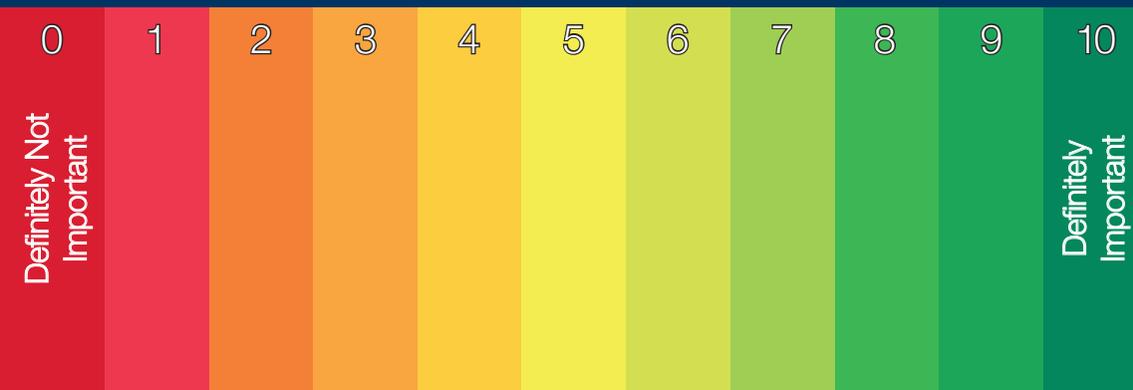
Readiness Ruler

Readiness Ruler: Patients are at different levels of readiness to change. It helps to know and operate at the same level as patients to minimize resistance and gain cooperation. The Readiness Ruler can aid in this process and help to elicit *change talk* from patients.



- Ask: "On a scale from 0-10, where 0 is not at all important and 10 is extremely important, what number best reflects how important quitting is to you at this moment?"
- For any answer except 0, ask, "Why did you choose [number given] rather than [lower number than one given]?" If the answer given is 0, ask, "What might help you to move up to a 1 or a 2?"
- Repeat the same question/answer/question procedure again, but this time with the following prompt: "On that same scale, how confident are you in your ability to quit?"

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To use Readiness Ruler:
Unfold page and close booklet

Refer the Patient

Thanks to Tobacco Free Florida, your patients can choose
free QUIT YOUR WAY services!

Refer:

“If you're interested, I can connect you with free, effective services to help you quit AND you can receive up to \$400 worth of free quit aides, such as nicotine patches, lozenges, or gum. Would that be okay?”

PHONE QUIT

1-877-U-CAN-NOW

GROUP QUIT

1-877-848-6696

WEB QUIT

tobaccofreeflorida.com

The Tobacco Free Florida AHEC Cessation Program provides the GROUP QUIT (in-person) option of the QUIT YOUR WAY services throughout all 67 counties in Florida.



Call or visit our website for more information on nearby group cessation courses.

For more information on all of the QUIT YOUR WAY services, visit www.tobaccofreeflorida.com.

813.929.1000