



BUILDING HEALTHY COMMUNITIES FOR EVERYONE

# **Tobacco Cessation for People with Disabilities**

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# The California Smokers' Helpline

- Established 1992 by UCSD researchers
- First statewide “quitline” in U.S.
- Develops and validates protocols for tobacco cessation
- Lines for 5 languages and TDD
- Open 74 hours a week
- Serves about 32,000 people per year

Source: California Smokers' Helpline



# Helpline Services

- Self-help materials
- Referral to local cessation resources
- Telephone counseling
  - Confidential
  - Individualized
  - Proactive

Source: California Smokers' Helpline



# Intake

- Clients calls in on the line for their language
- 5-minute intake interview
- Counseling provided on-the-spot if possible, by appointment if not
- Goal: provide appropriate, timely service for every caller

Source: California Smokers' Helpline



# Counseling Protocol

## Sessions:

- 1 planning call (30-35 minutes)
- Up to 5 follow-up calls (10-15 minutes)

## Purpose:

- Encourage quit attempts
- Prevent relapse

Source: California Smokers' Helpline



# Counseling Goals

Help clients to:

- Identify a strong reason (motivation)
- Bolster belief in ability (confidence)
- Develop a solid plan (skills)
- Adopt a new view of self (self-image)
- Keep trying (perseverance)

Source: California Smokers' Helpline



# Clinical Outcomes

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Treatment Group	12-month Abstinence rate (%)	Median Length of Abstinence (Days)
Self-Help	14.7	5
Single Counseling	19.8	11
Multiple Counseling	26.7	63

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Source: Zhu et al. (1996), *JCCP*, 64, 202-211.



# Evaluation Strategies

- Randomized, controlled trials to establish evidence base
- Process evaluation to ensure service is delivered as intended
- Follow-up calls with sample of callers to ensure ongoing effectiveness
- Demographic analysis to ensure diverse clientele

Source: California Smokers' Helpline





# Promotional Strategies

- Robust, statewide media campaign
- Coordination with community groups
- Outreach to health care providers

Source: California Smokers' Helpline



# The Role of Health Care Providers

## (5 A's)

- **ASK** about tobacco use
- **ADVISE** to quit
- **ASSESS** willingness to make a quit attempt
- **ASSIST** in quit attempt
- **ARRANGE** follow-up

Source: U.S. Public Health Service, Clinical Practice Guideline, 2008 Update.



# The Role of Health Care Providers (AAR Model)

- **ASK** about tobacco use
- **ADVISE** to quit
- **REFER** to 1-800-QUIT-NOW  
(or 1-800-NO-BUTTS in California)

Source: U.S. Public Health Service, Clinical Practice  
Guideline, 2008 Update.



# How Callers Heard About the Helpline (2010)

- Media campaign 30.9%
- Health care providers 47.4%
- Friends and family 10.4%
- Other 11.3%

Source: California Smokers' Helpline



# Smokers with Disabilities

- In the U.S., smoking prevalence is approx. 50% higher for PWD
- In CA, smoking prevalence is 30% higher for PWD

Source: Armour et al., *Prev Chronic Dis* 2007;4(4)1-11.



# Smokers with Disabilities

- Smokers with disabilities are slightly more likely to:
  - Visit a health care provider
  - Be advised to quit
  - Be informed of treatment options
- BUT: over 40% of those advised to quit were NOT informed of treatment options

Source: Armour et al., *Prev Chronic Dis* 2007;4(4)1-11.



# Mental Illness Among Helpline Callers

- Depression 45.0%
- Anxiety 31.8%
- Bipolar disorder 16.6%
- Schizophrenia 8.7%
- Drug/alcohol problem 8.1%
- **At least 1 of above 52.0%**

Source: California Smokers' Helpline, unpublished data



# Chronic Conditions Among Helpline Callers

- Asthma 21.3%
- Chronic bronchitis 14.6%
- COPD 13.4%
- Emphysema 11.9%
- **At least 1 of above 32.2%**

Source: California Smokers' Helpline, unpublished data





# Chronic Conditions Among Helpline Callers

- High blood pressure 33.5%
- Heart attack (ever) 7.3%
- Stroke (ever) 5.5%
- **At least 1 of above 37.3%**
  
- Diabetes 13.6%

Source: California Smokers' Helpline, unpublished data



# Physical Disabilities Among Helpline Callers

- Blindness 9.0%
- Deafness 6.9%
- Any condition that substantially limits basic physical activities 33.3%
- **At least 1 of above 38.7%**

Source: California Smokers' Helpline, unpublished data



# Overall Conditions of Helpline Callers

- Callers who reported at least one of the conditions listed above: **79.0%**
- Mean number of conditions of callers who reported at least one: **3.6**

Source: California Smokers' Helpline, unpublished data



# Tailoring Services

For persons with mental illness (MI)

- Assess further as needed
- Educate about relationship between smoking/quitting and mental health
- Encourage contact with primary care provider, suggest referral
- Tailor to the individual, not the condition

Source: California Smokers' Helpline



# Tailoring Services

For persons with disabilities (PWD)

- Practice Motivational Interviewing
- Tailor to the individual, not the condition
- Educate about relationship between smoking/quitting and overall health

Source: California Smokers' Helpline



# Quitline access issues

- Staff hiring and training
- Treatment protocols
- Self-help materials
- Communication channels
- Outreach

Source: California Smokers' Helpline



# A National Center of Excellence

- Provide state of the art services for the deaf and hard of hearing
- Develop and disseminate accessible materials
- Develop curriculum for staff training
- Advise health field on tobacco cessation for PWD's

Source: California Smokers' Helpline





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**Thank you!**

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