
Making the Patient-Provider Connection: Media and Communications Best Practices for Tobacco Cessation

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Tobacco Learning Collaborative

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HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION SECTION
Public Health Division



Overview

- Mass reach communications and tobacco cessation
- Cessation campaign case examples
 - Your Doctor Can Help You Quit Smoking: New York State
 - Smokefree Oregon: Lane County and Trillium CCO



MASS REACH COMMUNICATIONS FOR TOBACCO CESSATION

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Oregon
Health
Authority

Smoking Cessation in Oregon

76%

- Percent of adult smokers in Oregon who **want to quit**.

57%

- Percent of adult smokers in Oregon who **attempted to quit** in the past year.

The percent of smokers who want to quit and try to quit is **relatively constant** over time and by demographic group.

Source: Oregon Behavioral Risk Factor Surveillance System County Combined dataset, 2010-2013. Unpublished data.

Breaking the Cycle of Cessation and Relapse

It takes the average smoker multiple attempts to quit. Tobacco cessation requires ongoing management as a chronic disease.

76% of smokers in Oregon want to quit.

57% of smokers in Oregon attempted to quit in past year.

3-5% of people who quit on their own are successful after 6-12 months*

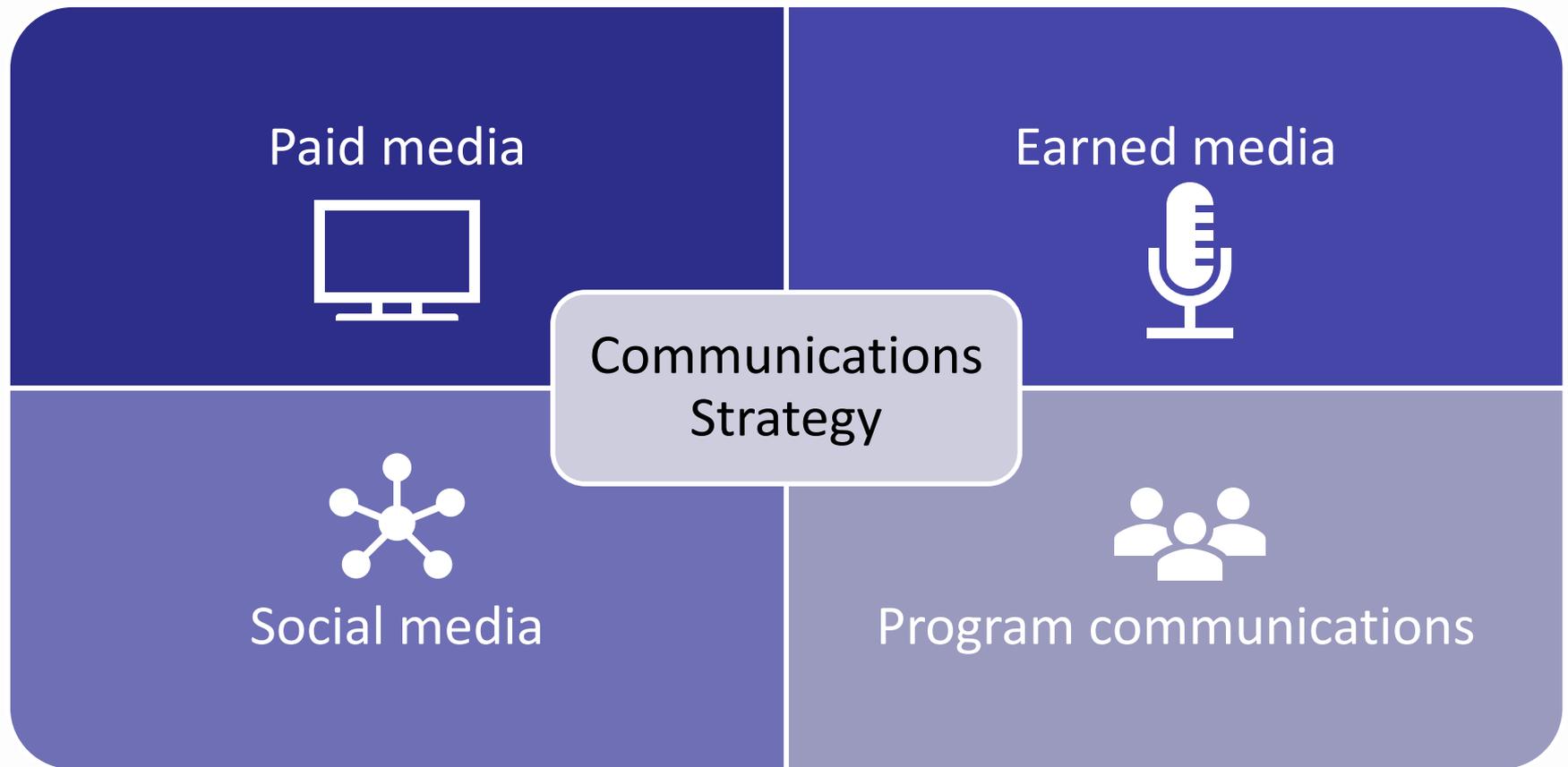
Half of quit attempts fail in first week.*

Help helps. But only one-third of smokers who try to quit use any assistance.

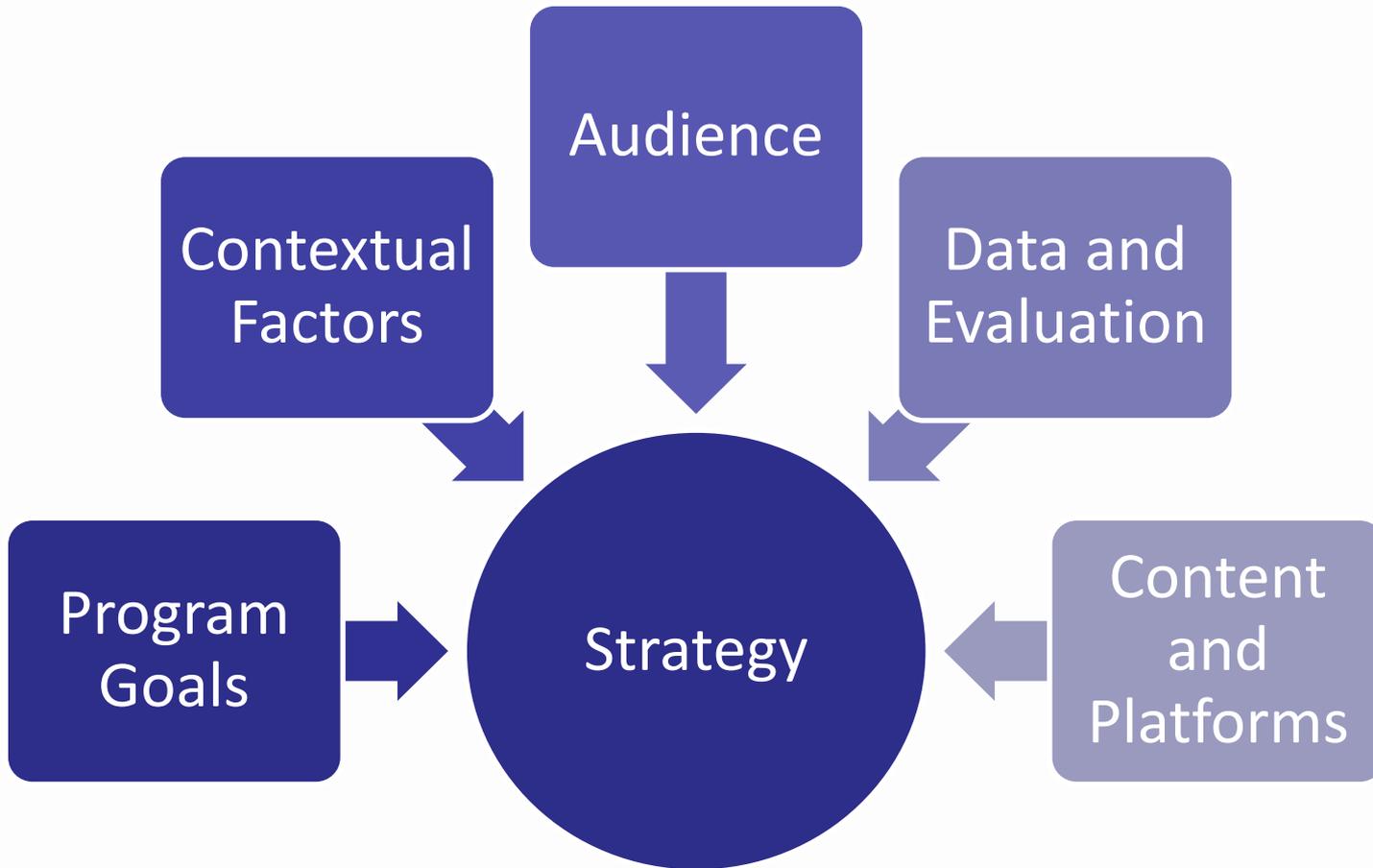
Mass Reach Communications and Tobacco Cessation

- Mass reach communications are a key component of a comprehensive tobacco control program. Campaigns can...
 - Reduce tobacco use,
 - Counter industry promotions,
 - Support other policy and program goals,
 - Shift tobacco use social norms,
 - Reduce health disparities, and
 - Result in significant cost savings.

Mass Reach Communications and Tobacco Cessation



How do we develop communications strategy?



How do we develop messaging and campaigns?

Formative Assessment

Creative Concept Development & Testing

Campaign Production

Campaign Planning & Implementation

Monitoring and Evaluation

Brink Communications CCO Technical Assistance



Live tobacco-free.

Support to quit tobacco.



Quit Tobacco Your Way

With help from your provider and Willamette Valley Community Health

Are you ready to live a tobacco-free life? You don't have to do it alone. Get support to quit and to stay tobacco-free, even if this isn't your first time trying. It's no cost to you with your insurance through Oregon Health Plan.

CHOOSE WHAT'S RIGHT FOR YOU

Quitting is different for everyone. That's why we offer a variety of options, all at no cost. You can combine counseling and medicine to help you quit for good.

- Counseling to Quit:** You can have multiple counseling sessions as you work toward quitting. You can try more than one type of counseling, too.
- On-site:** Personalized support from your healthcare provider or quit coach.
- Phone Support by phone:** Talk from anywhere, even the comfort of your home.

...from a trained quit coach to a group of people who are trying to quit. Choose to take, or not take, your medicine through a computer or smartphone, or you have options.

...the safe way to reduce cravings and withdrawal. Many options are available, including:

FACTS ABOUT QUITTING

Quitting helps reduce the risk of heart disease, stroke, and lung disease.

When you combine counseling and medicine, you're 2 times more likely to quit for good.

Protect your loved ones: Quitting protects the people around you—especially kids and babies—from smoke, and its toxins and more.

Healthcare helps to quit: Quitting tobacco lowers your risk of heart attack, stroke and some cancers.

Quitting isn't just for smokers:

Support is available to quit any type of tobacco. This includes cigars, pipes, chewing tobacco, e-cigarettes, vaping, hookah and more.

CALL US AT 503-584-2150.

OR CAN LUNG ASSOCIATION AT 1-844-900-WVCH (96224).

... , OR 97001 | 503-584-2150 | wv.healthshare.org

CASE STUDY 1: YOUR DOCTOR CAN HELP YOU QUIT SMOKING – NEW YORK STATE

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New York State Tobacco Control Program – Health Communications Goals

Health Communication Goals:

1. Reduce smoking prevalence among smokers of low socioeconomic status.
2. Increase Medicaid enrollees' awareness of Medicaid benefits.
3. Increase the use of Medicaid smoking cessation benefits.

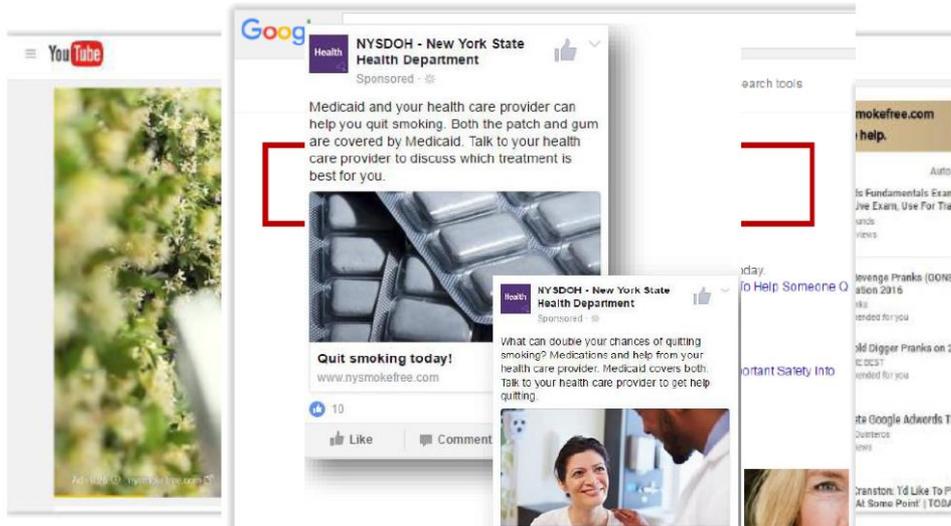
Campaign Development

- Conducted a formative survey of Medicaid enrollees, reviewed the literature, and pre-tested materials.

New York State Tobacco Control Program – Campaign Strategy

- Paired **“Your Doctor Can Help You Quit Smoking”** with **“Talk To Your Patients”** campaign.
- Multiple media channels, including TV, radio, digital, and “out of home”.
- Developed a system to provide health systems with technical assistance for tobacco cessation.
- Campaign rolled out across several years with ongoing evaluation.

“Your Doctor Can Help You Quit Smoking”



SMOKING IS AN ADDICTION
Get support. *Don't give up.*
1-866-NY-QUITS (1-866-697-8487)

The Quitline — A program with experience, care and expertise.

[Learn more.](#)

Healthcare support — Most health plans cover *stop-smoking medications.*

[Learn more.](#)

“Talk To Your Patients”



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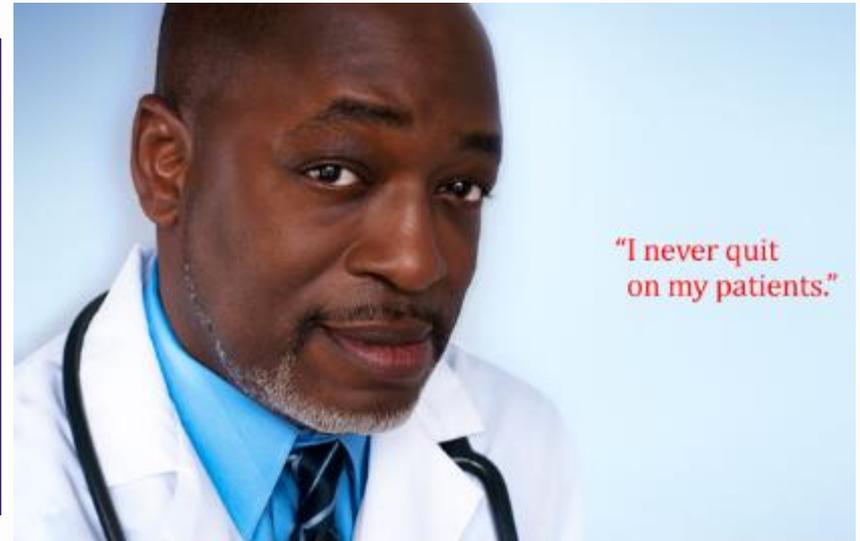
TalkToYourPatients.ny.gov

[Home](#) [Nicotine Addiction](#) [Medication](#) [Counseling](#) [Resources](#) [Helpful Links](#) [Contact Us](#)



Thanks Doc!
I quit smoking
because you treated
my nicotine addiction.

Medications and counseling
double the rate of
successful quitting.



**“I never quit
on my patients.”**

New York State Tobacco Control Program – Evaluation Results

Medicaid Benefit Utilization

19.2% in 2011

28.2% in 2015

Smoking Cessation Pharmacy Benefit

14.5% in 2011

17.1% in 2015

CASE STUDY 2: SMOKEFREE OREGON, LANE COUNTY, AND TRILLIUM CCO

HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION SECTION
Public Health Division



Tobacco Cessation Media Collaborative Lane County, OR

1 YEAR
after you quit smoking,
your risk of heart disease is cut in half.

1.800.QUIT.NOW QUITNOW.NET/OREGON

SMOKEFREE oregon Oregon Health Authority Trillium Community Health Plan

presented by
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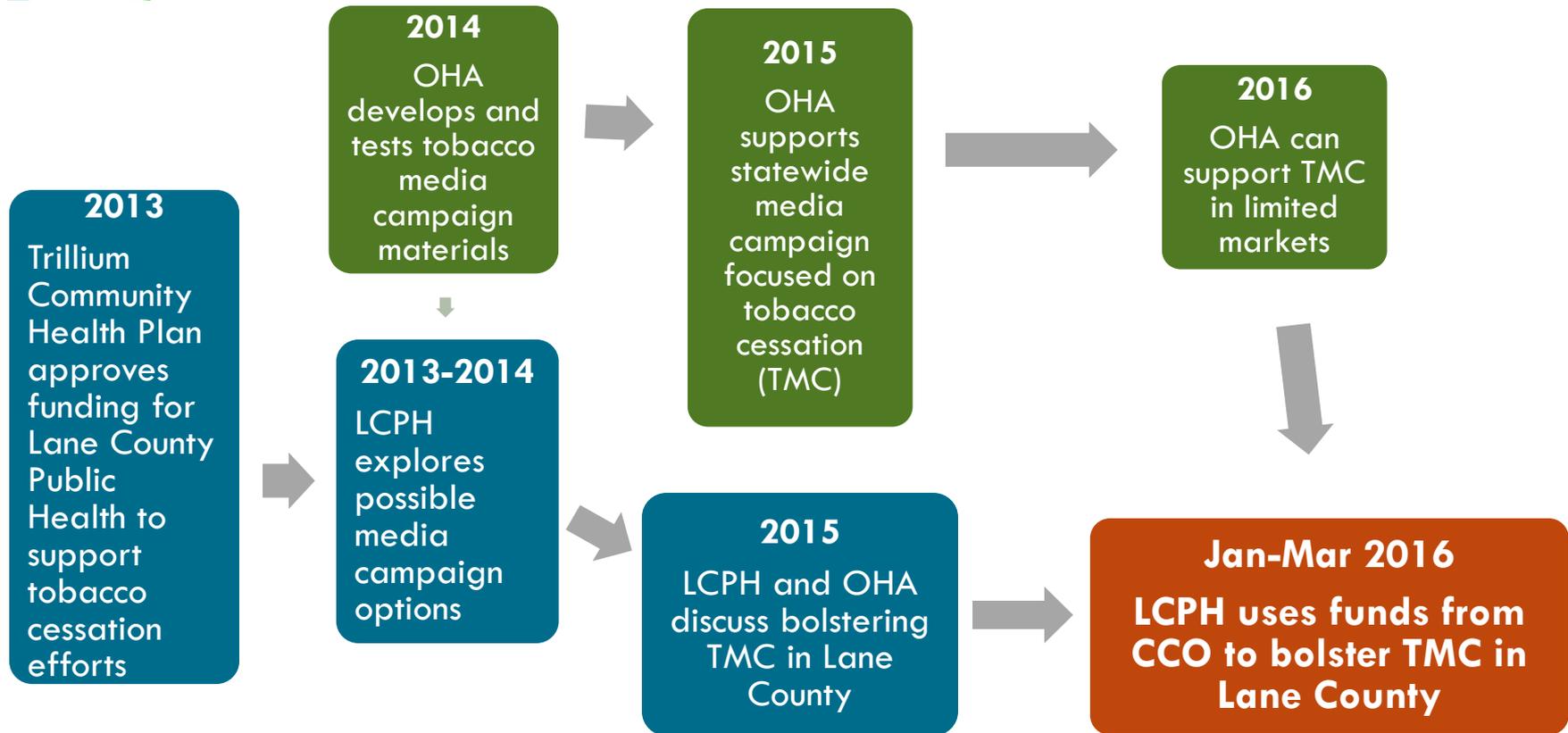


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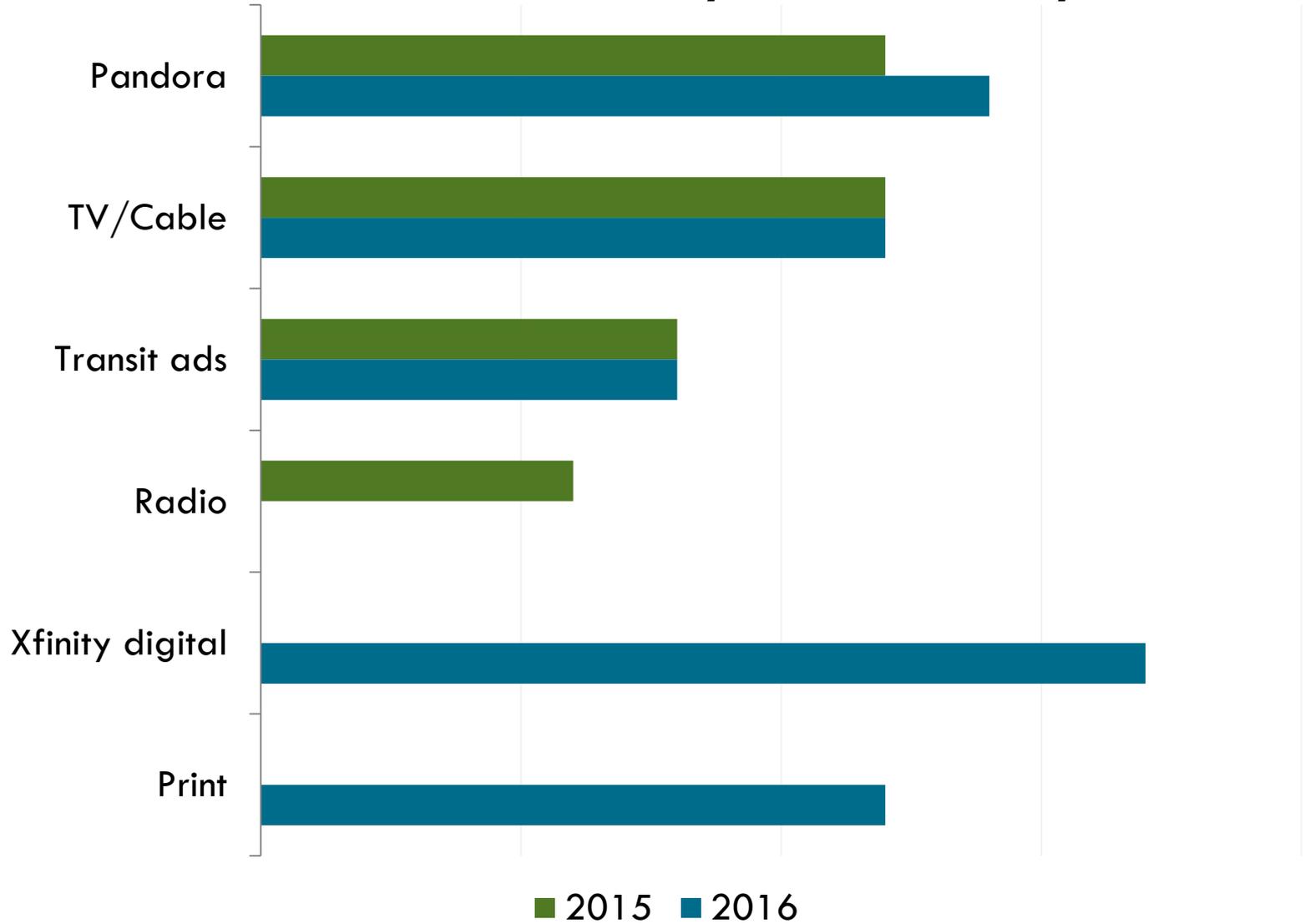


What we did





Weeks of media buy in Lane County



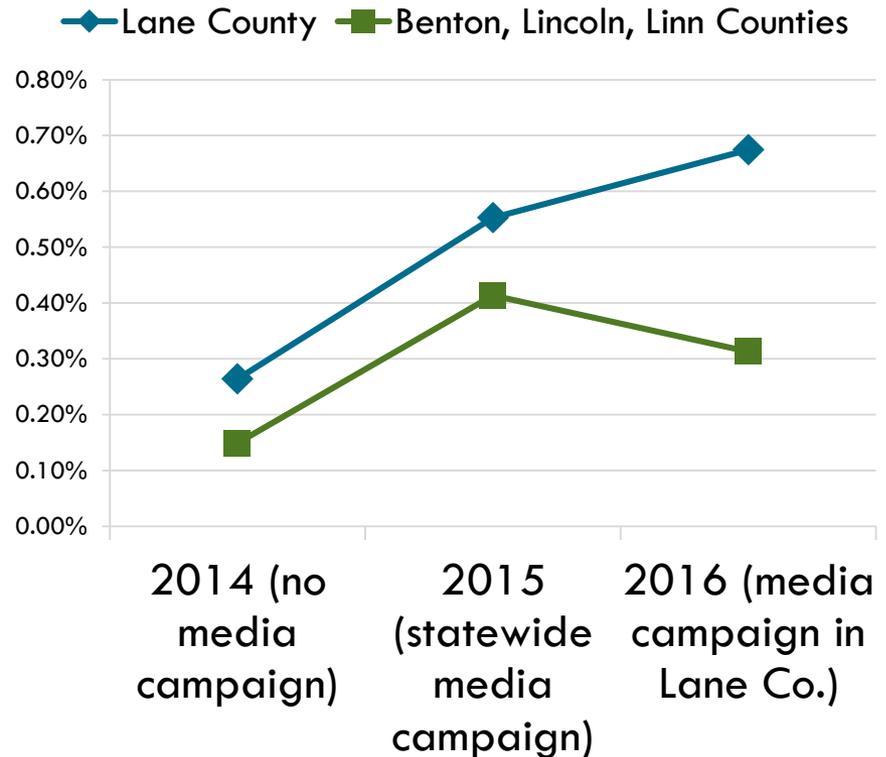


Results

Impressions (number of times content was shown):

- Digital display: 563,204
- Digital Xfinity Lane County: 250,312
- Pandora Radio: 1,448,000
- Television & Cable Eugene: 3,012,000
- Transit Lane County: 6,100,000
- Eugene Weekly: 520,000
- **Total Impressions for Lane County: 11,893,516**

Estimated % of adult smoking population accessing the Quit-line during 3 campaign months (Jan-March)





Lessons learned

CALL: 1.800.QUIT.NOW
quitnow.net/oregon

SMOKEFREE
oregon

Oregon
Health



Trillium
Community Health Plan

- Collaboration takes time
- Clear communication and delineation of roles is critical
- A collaborative effort can lessen the burden on all partners while creating a successful and sustainable media campaign



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Questions?

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