Teleconference
September 29, 2015
Agenda

• Tobacco Timeout Challenge
• QuitNow Plan Update
• Training of HCP
Tobacco Time Out
Short Term Quit Contest

Rebecca Sovdi
Senior Policy Analyst, Strategic Policy
First Nations Health Authority
About me?

So you know who’s voice is on the other end!

- Senior Policy Analyst with FNHA since July 21, 2015 – Wellness Focus
  - Healthy Living and Chronic Disease Manager with FNHA’s Community Health And Wellness Services, Oct 2013 – July 2015
- FNIHB Program Manager in Health Promotion 2007-2013
Our Foundation for Wellness: First Nations Perspective of Wellness
Our Approach to Wellness

Wellness Champions
Wellness Partner
Living it!

By having an approach to the way that the FNHA engages communities on Wellness, the FNHA wants to bring Wellness to the forefront of community members’ minds so it is a part of our daily conversations and gets reflected in all our actions and activities.
Our Wellness Streams

Respecting Tobacco  Nurturing Spirit

Being Active  Eating Healthy

Optimal wellness through action

Why Wellness Streams?
- Common risk factors for chronic disease
- Support alignment with partners in wellness
- Support individual self-determination
Respecting Tobacco

• Strengthened Focus - Rationale
  • Significant role in Cancer Prevention and Heart Disease Prevention (link to current strategies)
  • No previous program funding from federal partners
  • High rates of commercial tobacco use among BC First Nations
  • Value in common understanding of respectful use of traditional tobacco
Funding for Activities


- Requirements
  - Selection of sub-recipients representing a group or cluster of communities
  - Support the development and implementation of *comprehensive* tobacco control projects
  - Collect data and report on baseline data and outcomes
## Comprehensive Tobacco Control Areas

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Tobacco Protection</strong></td>
<td>Protect people from second hand smoke (e.g. smoke-free workplaces and homes, youth access to tobacco, by-laws)</td>
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<tr>
<td><strong>Tobacco Prevention</strong></td>
<td>Prevent people from starting to use commercial tobacco (school-based program, youth engagement, education, training for health providers)</td>
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<tr>
<td><strong>Tobacco Cessation</strong></td>
<td>Promote quitting the misuse non-traditional tobacco (referral to nicotine replacement therapy, promotion of quit lines, role models)</td>
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<tr>
<td><strong>Data Collection and Monitoring</strong></td>
<td>Collection and reporting of information to assess baseline data and the impact of comprehensive tobacco work (pre-post surveys, health benefits claims, promising practices)</td>
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<tr>
<td><strong>Sacred Use of Tobacco</strong></td>
<td>Build awareness of the sacred knowledge, practices, and the ceremonial uses of the tobacco plant</td>
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Partnership with The BC Lung Association

The First Nations Health Authority is pleased to partner with The BC Lung Association to create Tobacco Time Out using the Tobacco Free Tuesday platform.
Goal & Objectives

The goal: To reduce the smoking rate among Aboriginal communities in British Columbia

The objectives:

1. To motivate First Nations and Aboriginal commercial tobacco users to make short-term quit attempts, thereby increasing their confidence and long-term likelihood of quitting tobacco for good

2. To empower First Nations and Aboriginal commercial tobacco users to quit by offering them evidence-based cessation through QuitNow.ca
What Does Tobacco Time Out Look Like?

Contest details

Every big journey begins with a single first step.

On October 6 we’re asking you to take the Tobacco Timeout Challenge and quit tobacco for 24hrs. Making the decision to try is the first step on the journey to becoming tobacco-free.

You don’t have to quit forever – just 24 hrs. And you don’t have to do this on your own – there will be hundreds of other people joining with you from across BC.

If you’re like most people who smoke, you probably want to quit and you’ve probably even tried before. The reality is that most people don’t quit the first time, nor the second, nor even the third.

Like learning anything new, learning to be smoke-free takes practice and takes time. The more times you try to quit – the more you break the cycle of routine – the more likely you are to succeed.

So what are you waiting for? You’ve got nothing to lose, a lifetime to gain, and – if you’re lucky – one of two $250 prizes to win.

Let’s get started.

Artwork by the very talented Mulidzas-Curtis Wilson. To read more about the significance of the logo design, go to the FAQ here.
What is Tobacco Time Out?

- Monthly, 24hr “quit and win” contest.
- High reward (cash prizes), low risk (just 24hr quit) incentive for commercial tobacco-users to make their first quit attempt.
- With each quit attempt, a user is increasingly likely to be successful in their endeavor.
- First point of contact with commercial tobacco user’s and the FNHA’s Respecting Tobacco Stream and the BC Lung Association’s QuitNow program (to which users are automatically enrolled with at point of sign up).
- Modeled on QuitNow’s *Tobacco Free Tuesday* Contest.
Do something today that your future self will thank you for.
Contest To Date

- September Contest: 201 registrants!
- October contest: 160 registrants (two weeks remaining)

Evaluation
One week after the contest a follow-up survey is sent out to collect information about the participants and their rates of success.

Survey
25 people have filled out the survey. Sample size is small but the results are promising with 60% of those who’ve entered saying they’ve remained smoke-free.
How can we help promote the Tobacco TimeOut Contest?
Thanks!!

Rebecca.Sovdi@fnha.ca
QuitNow Plans 2015/16
QuitNow Team
quitnow@bc.lung.ca
QuitNow Program Model

Overall Goal: Promoting quitting tobacco among adults and youth

Strategic Objectives:

1. Provide access to free tobacco cessation services
   - Phone: Provide individual coaching, provide group coaching, pilot walk-in coaching, implement client satisfaction surveys
   - Web: Create an interactive quit plan, provide a venue for community support, provide tools & resources for quitting, provide access to Quit Coach advice through Live Chat, provide healthcare provider resources, allow for online ordering of material
   - Text: Provide 14 weeks of motivational text messages to assist with quitting, allow access to the service through online or short code registration
   - Health Promoters: Connect with those who intervene with smokers to make referrals to QuitNow, connect smokers to tobacco cessation services in BC
   - Social Media & Communication: Implement the monthly Tobacco Free Tuesday contest, implement 1 week quit contests on subgroups, generate engagement on social media, earn media

2. Promote the tobacco cessation services to smokers and those who intervene with smokers
   - Training & Resources: Educate intervenors in brief tobacco cessation interventions, develop, print and distribute materials to assist with promotion of the service and with quitting smoking, facilitate regular teleconferences to share emerging tobacco cessation issues

3. Educate those who intervene with smokers on brief intervention and emerging tobacco cessation issues

4. Foster partnerships that increase the reach and utilization of tobacco cessation services

5. Support evidence based service through the integration of monitoring and evaluation

Support evidence based service through the integration of monitoring and evaluation

Partnerships:
- Create and sustain working relationships with NCCN, NAC, HA, healthcare providers, provincial organizations, PNHA, post-secondary institutions, other jurisdictions

Quality Assurance:
- Create monthly activity reports
- Monitor web analytics
- Integrate 7 month evaluation into phone, web and text service
- Participate in Health Canada evaluation of the phone and web
- Reflect annually on outcomes
Overall Goal

Promote quitting tobacco
Short-Term Outcomes
• Increased knowledge of the health effects related to tobacco use and the benefits of cessation
• Increased knowledge of the proven cessation services available in BC
• Increased intention to quit smoking
• Increased # of HCP who integrate tobacco cessation into their practice
• Increased use of cessation services
• Increased customer satisfaction with cessation services

Intermediate Outcomes
• Increased number of quit attempt using proven cessation methods

Long-Term Outcomes
• Increased cessation
• Decreased tobacco prevalence & consumption
• Decreased tobacco-related mortality & morbidity
• Decreased tobacco-related disparities
Objectives

• Provide access to free tobacco cessation services
• Promote tobacco cessation services
• Educate those who intervene with smokers
• Foster partnerships to increase reach and utilization
• Support evidence-based service
Categories for Activities/Outputs

Core Services
- Phone
- Web
- Text
- Social Media
- Resources

Working with the Health Authorities
- Training of Health Care Professionals (with a focus on MHAS and Prenatal)
Phone

- Pilot video-coaching
- Provide feedback to referral agents
- Improve reports
- Integrate evaluation

Key Performance Indicators (KPI’s)

Track client satisfaction through the IVR surveys after each coaching call

Calculate quit rate of phone service
Web

KPI’s

- Track monthly numbers of unique users
- Track average time on site
- Track usage of the Quit Plan

- Enhance Quit Plan
- Profile Quit Coaches
- Develop Health Care Provider section
- Customize area for mental health & substance use clients
- Integrate evaluation
Text

• Align with new Quit Plan
• Create messages for those thinking about quitting
• Integrate evaluation

KPI

Track number of users who sign up and complete the entire 14-weeks of the text program
Social Media

- Build Quit Coach awareness
- Create mini-campaigns for theme days/weeks/months
- Test using A/B methods for new ideas
- Support Tobacco-Free Tuesday

KPI’s

- Track Facebook engagement
- Track TFT registration through new online referral system
- Track number of news stories
KPI

Track the percentage of health promoters and HCP’s who received requested resources

Resources

• Explore resources for HCP
• Refresh promotional items
• Update online ordering
Training of HCP

• Details to come…

KPI’s

Track HCP trained

Track increase in referrals to QuitNow by HCP’s

Measure MHAS workers attitudes about tobacco cessation before and after training

Track the % increase in referrals for pregnant smokers
How can you help with increasing reach & utilization of evidenced-based cessation services?
Working with the HA’s
Health Care Professional Training
Objective

Educate those who intervene with smokers on brief intervention and emerging tobacco cessation issues
Target Groups

• Mental Health and Substance Use Workers
• Prenatal Health Professionals
• Others
Types of Training

• Online Brief Tobacco Intervention Module
• QuitNow Live Workshops
• Certified Tobacco Education Workshops
Specific Activities

• Revise Online training
• Six QuitNow Live workshops in each HA
• Sponsor CTE training
• Promote training opportunities
• Create a HCP section
Activities (continued)

• Revise videos
• PSI curriculum
• Case study presentation
• Work with health professional organizations
Activities for MHSU Workers

• Host a MHSU forum

• Facilitate QN Live workshop for MHSU workers in each HA

• Knowledge exchange forum for psychiatrists

• Develop a customized web page for MHSU clients

• Create a QuitNow video

• Assist with policies for homeless groups who are furnishing free tobacco
Activities for Prenatal Health Care Providers

• Establish a partnership prenatal organizations
• QN Live workshop for prenatal HCP
• Promote training for prenatal HCP
• Create a QuitNow video
How can we increase the reach of the training opportunities?