



# Multi-session cessation strategy

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West Virginia Community Voices



# Freedom from TOBACCO

## Background

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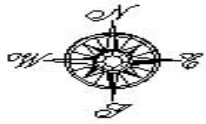
- “A Tobacco Cessation Project for Disadvantaged WV Communities”
- Four-county service area
- One partner-provider in each county
- Target population—  
uninsured/underinsured; income 250%  
of poverty or less

# Freedom from TOBACCO

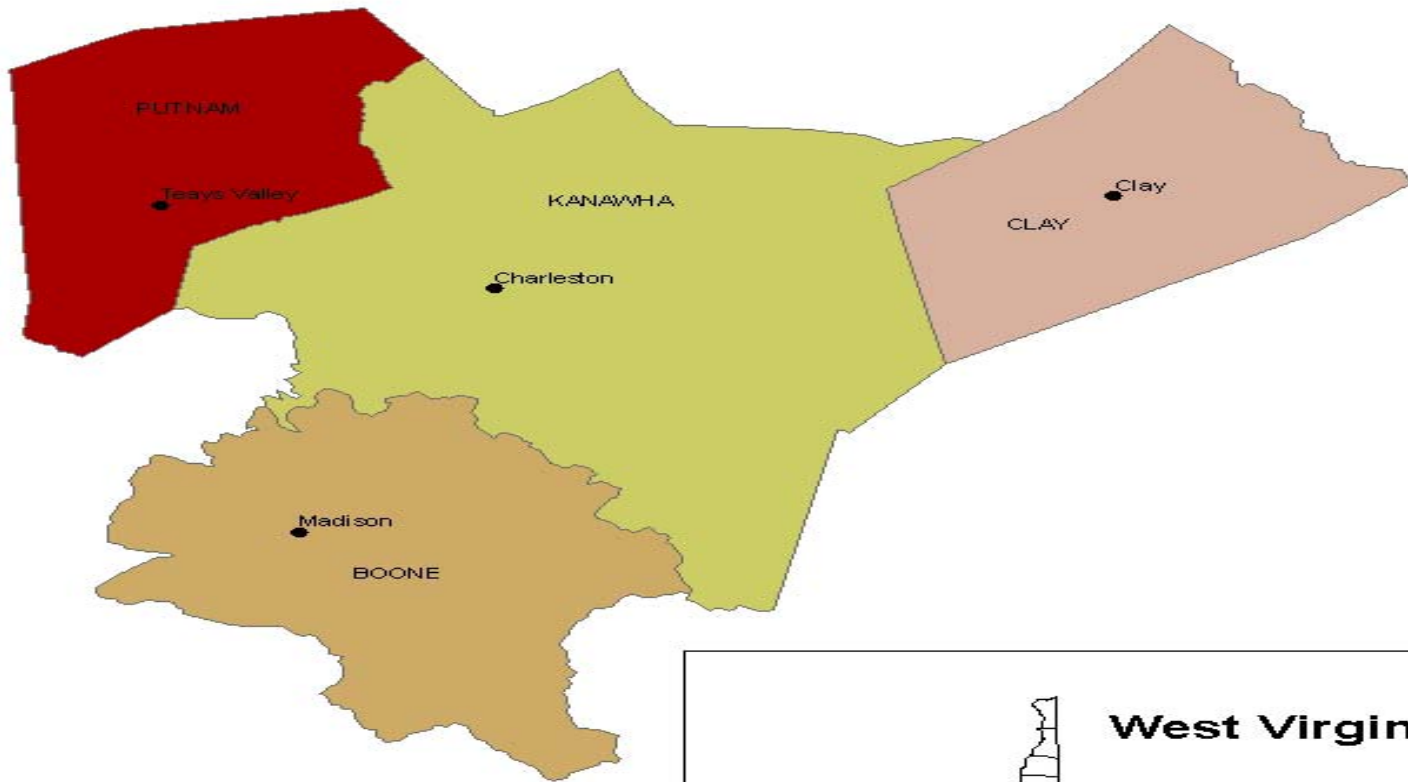
## Background

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- Research-based, IRB-reviewed protocol
- Tri-component program:
  - Education/behavior modification
  - Pharmacotherapy (Wellbutrin SR & NRTs)
  - Follow-up support



# Tobacco Cessation Project

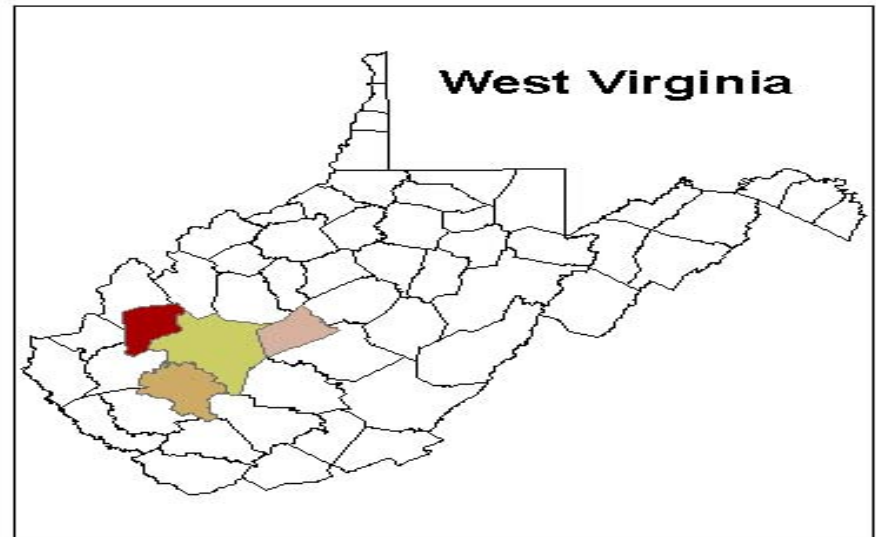


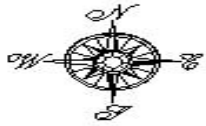
## Legend

• Site Locations

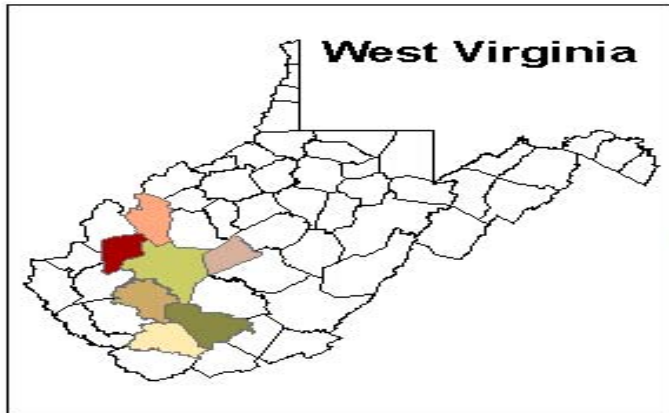
### COUNTY

-  BOONE
-  CLAY
-  KANAWHA
-  PUTNAM





# Tobacco Cessation Project



# Freedom from TOBACCO

## Demographics

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- 300,000 people or 17% of the state's total population
- 18,000 minorities or 25% of the minority population of the entire state
- 51% uninsured
- 43% high school diploma/GED
- 81% had at least one other person in home; 44% of those were <18

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## Overview

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- Based on the American Lung Association's Freedom from Smoking program, expanded to include spit tobacco
- Orientation plus seven sessions
- 7 weeks (one week there are two classes)
- 1.5-2 hours each session

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## Format Advantages (Participant)

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- Easy “out” after orientation
- Time to examine triggers and make alternate plans
- Length allows for group process/camaraderie-building
- More ownership in the process

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## Format Advantages (Systemic)

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- Built-in sustainability
- More interaction with patients
- Helps build patient base (outside referrals)

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## Format Disadvantages (Participant)

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- Time commitment
- Some people expect to quit first class
- Wait time for class (from referral to class start)
- Small group (four or fewer) harder to engage, build buy-in

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## Format Disadvantages (Systemic)

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- Time commitment
- Staff turnover/training issues
- Space
- Obtaining “critical mass” for class (cost/benefit)
- Making referral but no class scheduled

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## Lessons Learned

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- Partner/provider needs “champion”
- Market classes when scheduled
- Schedule classes different days/times to determine best mix
- Support—two-week check-back then activity-based



# Contact Information

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