

# Using Multiple Cessation Formats to Reach Underserved Tobacco Users

Scott Thomas, PhD  
American Legacy Foundation /  
Community Voices  
Tobacco Initiative

# American Legacy/Community Voices Tobacco Initiative

- Partnership between the American Legacy Foundation and W. K. Kellogg Foundation's Community Voices Initiative
- 10 sites throughout the U.S.
- 4 years
- Rural and Urban
- Cessation / Policy / Prevention

# Underserved

- Majority of Tobacco Users
- Lack of Medical Cessation Benefits
- Gender
- Race / Ethnicity
- Mental Illness
- Substance Abuse
- Uninsured ...

# Cessation Interventions Increase Quit Rates

	<u>Increase</u>
Minimal (< 3 minutes)	30%
Low intensity (3 – 10 minutes)	60%
Higher intensity (> 10 minutes)	130%

*Treating Tobacco Use and Dependence. Clinical Practice  
Guideline. Public Health Service. June 2000.*

# Multiple Cessation Formats

- Cessation Awareness Workshops
- Single Session Quit Workshops
- Information Tables
- Waiting Rooms
- Stealth (pre-existing groups)

# Multiple Cessation Formats – cont.

- Individual Counseling (on and off-site)
- Multi-session Classes
- Phone-based Quitline

# Contact information

Scott Thomas, PhD

917-658-0988

[beltane555@yahoo.com](mailto:beltane555@yahoo.com)

# Number of Participants vs. Quit Rates

$$\begin{array}{ccccccc} \# \text{ of} & & \times & & 1 \text{ year} & & = & & \text{Total} \\ \text{participants} & & & & \text{quit rate} & & & & \text{quit} \end{array}$$

# Multi-session Class vs. Single Session Workshop

# of pts                    x            1 yr quit            =            Total

Multi-session

90 (6 x 15)            x            30%            =            27

Single Session

Workshop

300 (12 x 25)            x            15%            =            45