

## Connecting Families to Free Quit Resources

April Williams: National Center on Health Podcast titled, "Connecting Families to Free Quit Resources." My name is April Williams and I'm the program coordinator for the Head Start National Center on Health.

Now I'd like to introduce to you our presenter, Dr. Jonathan Winickoff. Dr. Winickoff is a practicing pediatrician at the Massachusetts General Hospital, an associate professor of pediatrics at Harvard Medical School. He has training and experience in health services research, medical ethics, neurobiology, statistics, and behavioral therapy. He has backed the key tobacco control policy and served as a scientific advisor for the CDC Communities Putting Prevention to Work, the Massachusetts Tobacco Control Program, the Indiana Tobacco Control Program, Head Start, WIC, the Food and Drug Administration, the Department of Housing and Urban Development, the Institute of Medicine, and the U.S. Surgeon General through the Interagency Committee on Smoking and Health.

And now I'll turn it over to you Dr. Winickoff.

Dr. Jonathan Winickoff: Thank you April and welcome everybody. The objectives of this presentation are to describe the benefits of eliminating family tobacco use and use the Head Start Family Smoking Survey to connect families to free quit resources. Before we talk about the free quit resources, we're going to spend a few minutes talking about smoking in general. So who smokes? The smoking rate in the general adult U.S. population is around 18 percent. And that fluctuates, but right now it's about 18 percent. But 34 percent of Medicaid enrollees smoke, 32 percent of uninsured adults smoke, and this is compared to just 16 percent of adults with private health insurance. 34 percent of adults smoke who didn't graduate from high school, compared to only 9 percent of adults with a college education.

And there's certain groups who have particularly high rates of smoking. 31 percent of American Indian and Alaskan Natives smoke. And the Head Start population is particularly at risk because 29 percent of adults below the poverty level smoke. Many of the parents in your program may belong to one or more of these general demographic groups, which makes Head Start and Early Head Start an important player in helping people quit smoking. In terms of the cost of smoking, a pack-a-day smoker uses 20 cigarettes every day. The costs range from around \$5, or \$4.84 in West Virginia, which comes down to \$1,750 per year in West Virginia, per year for the pack-a-day smoker. To \$12.50 in New York City per pack. And that comes out to over \$4,500 per year. If the average price of a pack of cigarettes is \$6.61 around the United States and a typical smoker goes through one pack every day, that person spends over \$2,000 each year on cigarettes.

Keep in mind, this is for one person. In a home with more than one smoker, the cost might be higher. What could a family in your program do with \$2,400 extra dollars every year? So what happens when someone quits? There's an increased feeling of being in control. People look and feel better and healthier, and feel happier about themselves. They have extra money in their pocket, more energy to do the tasks of life. And they have much lower risk for stroke, cancers, coronary heart disease, ulcers, and low birth weight babies. Sometimes we hear from people that they don't feel it's worth it to try to quit because they believe that smoking has put them at such high risk for chronic health problems that they believe can't be reversed.

We can help correct this mindset, and here's a few examples of what you might be able to say. After two to five years of not smoking, the risk of stroke can reduce to about the same as someone who's never smoked. The risk of heart disease drops by half after one year of not smoking. And after 15 years, a person's risk is nearly the same as someone who's never smoked. Five years after quitting, the risk for bladder cancer, mouth cancer, throat cancer, and cancer of the esophagus drops by half. Risk for lung cancer drops by half 10 years after quitting. And the risk for low birth weight babies drops to normal if a woman quits before pregnancy or during her first trimester. Did you know that around 70 percent of adult smokers want to quit? Offering help to everyone in a non-judgmental way will ensure that everyone who's even a little interested will get linked to the free services they need to help them quit.

The key is to enroll in free quit programs. Head Start staff can help families take the first step toward a tobacco-free life. The statistics might be interesting some people, but here's what Head Start providers really need to know: in every family in our program, does anyone smoke? How do we know that? We use the Family Smoking Survey, making sure every family answers the simple question: Does your child live with anyone who smokes? For more information on the survey itself, please view the webcast, "How to Use the Head Start Family Smoking Survey," available on the Head Start website. Any member of the household who smokes can get linked to free services right at the Head Start center. That is power. If the answer to the first question is yes, that is your cue to offer to link this family to free quit resources.

Research studies show that every parent wants to be offered help, even if they're not ready to accept it yet. You can help someone start this quick process right now today. If they are ready to start, why wait? There are two options for getting someone to enroll in a free quit program. You can help them sign up for their state's free Quitline, or you can help them register for Smokefree TXT. Each state has its own Quitline. You can find information on how to connect someone to your state's Quitline at the Richmond Center website. All the websites that we mention during this webcast are going to be listed at the end of the presentation.

In addition to the 50 states, Quitline services are available in Puerto Rico, Guam, and the District of Columbia. State Quitlines are staffed by tobacco cessation counselors. The counseling support is offered for free. In addition to counseling, many state Quitlines can help people access other quit services such as group meetings or in-person counseling. Some Quitlines can also help people get medicine to help them quit. So once you've found your state's Quitline information, you'll find three ways for enrolling someone in the Quitline. Call the Quitline, which is the universal way, enrolling them online, which is available in some states, and more and more, and faxing a Quitline form in, and that's also available in some states.

There are two ways to reach your state's Quitline by phone. You can connect to the National Quitline by calling 1-800-QUIT-NOW. When you call this number, you will be connected to your own state's Quitline. Each state has a unique toll-free number available. By connecting the parent right then to the Quitline while they are in the center, you make sure that they get the help they need. This is the preferred method.

In addition to enrolling by phone, many states offer people who smoke the option of enrolling online. The image on the screen is from the Illinois online registration page. Online enrollment allows a person to request a call from a tobacco counselor at a time that is convenient for them.

You can complete an online enrollment form from any device that has an Internet connection, such as a desktop computer in the Head Start office, a smartphone, or a tablet. Some online enrollment forms give people the opportunity to sign up for emails or printed materials as well. To make it easy and fast to find the online enrollment form, bookmark it in your Internet browser so that you can pull it up as soon as someone says they're ready to quit. Many states also offer a fax enrollment option. If your state offers a fax to quit enrollment, you can copy the form onto the back of the Head Start Family Smoking Survey. When someone is ready to quit, turn over the survey, fill out the form, and fax it right away.

Another option for getting started with quitting is for someone to enroll in Smokefree TXT. There's one way to enroll in this program. You create a message on the phone "QUIT," or for phones without a keyboard, just use 7848. And you send the message to IQUIT, or 47848 for phones without a keyboard. At this point, let's pause the video and take a few minutes to practice connecting to a free quit service. Once you see how easy it is, you'll be able to help families connect right there together. So first, I want you to pause the video and try calling 1-800-QUIT-NOW. Great. Then, I also want you to try sending the text message, the word "QUIT," 7848, too, and to send the message to "IQUIT," 47848. Once you've connected, check back in.

Using the Quitline goes way beyond just receiving information and encouragement for quitting tobacco. The staff at Quitlines receive training in state-of-the-art best practices in helping people change their behaviors and their lives. This includes individual counseling, guidance, and support. In some states, the Quitline staff may be able to help get people medicine to help them quit. This includes nicotine replacement therapy; which is available in many states. Nicotine replacement therapy, by that I'm talking about nicotine patch, nicotine gum, and nicotine lozenges that can help replace the nicotine in the cigarette so a parent can quit. Even if someone is not ready to connect to a quit resource today does not mean that they will never be ready.

Don't be afraid to check back and offer to help your families again at different times during the year. Remember, people appreciate knowing that someone cares and wants to help. For some smokers, you may be the only support they have for making this important change. And remember, the programs are free. We really want to get everyone enrolled who needs the help. In addition to the Quitline and Smokefree TXT, your local health department, community health center, or other health services may have programs and resources to help people quit smoking. Your health services advisory committee can help you connect families to these resources as well as play a role in advocacy and making smoke-free environments in your community. Tobacco smoke is a community health problem.

There are several groups who are at higher risk for health problems related to tobacco smoke exposure. People who work in blue-collar jobs, people who work in the service industry, people with limited access to healthcare and children. The Quitline and Smokefree TXT are not only for families. If you have staff members who smoke or use tobacco, they can use these free resources too. Make sure that every member of your Head Start staff who smokes gets the help they need to quit. Connect them to the Quitline or Smokefree TXT. Another thing you might consider is implementing a "no smoking during the school day" policy for all staff members. Because tobacco-related disease is a public health problem, many cities and states are using policy as a way to protect residents from the harms of tobacco smoke exposure. These are several strategies that can have a positive health impact on an entire community, including

smoke-free, public, and multi-unit housing, smoke-free restaurants and public places, taxes on tobacco, and raising the purchase age to 21.

Starting in January of 2014, private insurance companies were required to cover tobacco cessation. Health insurance marketplaces and exchanges were required to cover cessation. And public insurance is now required to cover tobacco dependence medicine, including nicotine replacement therapy like patches and gum and lozenges. This includes even the pill, Bupropion and Varenicline that a person can get from their own doctor. Now what? You are ready to practice using the Family Smoking Survey. Practice using the survey to help parents who indicate a mom who really wants to quit but needs resources, a dad who thought about quitting but isn't sure he can be successful, and a mom who's not interested in quitting but wants to help her child stay healthy. Head Start and Early Head Start staff members have a unique opportunity to make a huge impact on children's health and safety by helping parents and caregivers connect to free tobacco quit resources. Pause the webinar and practice the language you will use to help parents get the help they need to quit smoking.

You can use the action plan to identify a process for connecting all families in your program to free quit resources. This action plan is available on the ECLKC Head Start website. Let's just talk through this sample action plan for a moment. For the goal, we want to help get every parent connected to a free quit resource. In terms of our target audience, all parents or caregivers who smoke and live with a child in our program. And for the time frame, I think we want to do this within one month of starting the program year so that everyone can benefit throughout the course of the year of these free quit resources.

So task one is administer the Family Smoking Survey to all parents in the center. And task two would be every family member who smokes receives an offer of help, connecting them to the free quit services. And then for task three, we want to be following up with families to check on progress or readiness to quit. In terms of task one, the administering the family survey, that could be the teacher. And when it could happen might be a drop-off. What resources will you use or need to help us? We'll need copies of the survey for every family so that the family name is on top and we have one for each person who needs a resource. And these completed family surveys can go into each child's file.

In terms of checking on making sure the family member who smokes receives the offer of connection to the free quit services, there can be a health manager or a teacher or anyone who wants to do that role. It can be during drop-off or pickup. And we can connect the family to those free state quitlines in each and every state and make sure to use the Smokefree TXT option as well. The enrollment form and information should be saved by family in each house file.

Remember, this is only one possible action plan. How you complete this will depend on the size of your program as well as the resources you have available to you. Only you know the best way to help the families in your program connect to free resources. Here are some of the free resources and sites. The first one is the Richmond Center site, and then the ECLKC website from Head Start to get the action plan and the smoking survey. And in terms of help with quitting, you can always go to [smokefree.gov](http://smokefree.gov).

If you have any questions about the Head Start Family Smoking Survey, the action plan, anything related to connecting families and staff to free quit resources, please contact the National Center on Health at the information on your screen, 888-227-5125, or [nchinfo@aap.org](mailto:nchinfo@aap.org).

Thank you very much.