



LEAVE THE PACK BEHIND

Campus-Based Brief Tobacco Intervention Bulletin

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Special Interest:

- Nicotine Replacement Therapy
- Motivational Interviewing Corner

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Nicotine Replacement Therapy

Nicotine Replacement Therapy (NRT) is Effective

Nicotine replacement therapies are recommended in the clinical practice guidelines as a first-line medication for smoking cessation. They are proven efficacious smoking cessation treatments that your patients should be encouraged to use. In particular, both the nicotine patch and the nicotine gum can almost double long term abstinence rates compared to placebo.¹



Young Adults Do Not Get Offered NRT Often

Brief tobacco interventions delivered by health professionals in a variety of settings can double or triple smokers' likelihood of successfully quitting smoking. Despite this, only 20% to 30% of smokers who make serious quit attempts use assisted methods of quitting.²

There is consistent research that shows that young adult smokers are the least likely of all age groups to use assisted methods of quitting. This is *not* because young adults have less interest in quitting or make fewer quit attempts than adults; most young adult smokers want to quit, are able to quit, and have tried to quit before.³ Unfortunately, young adults are also the least likely of all age groups to be asked about their smoking status and offered a proven assisted-method of smoking cessation such as NRT. The view that pharmaceutical aides are used as a last resort after many failed quit attempts³ can prevent health professionals from offering young adults the assisted-methods as often as they should. This combined with the reservations that young adults have about using medications for smoking cessation⁴ can make it difficult for them to get adequate treatment.

Many young adult smokers will continue to use tobacco well into their adulthood unless they are offered some form of intervention.⁵ Young adults are receptive to health professional's advice and assistance to quit.⁶ It is important for health professionals to follow the clinical practice guidelines with *all* of their patients. If appropriate, NRT should be offered to smokers who want to quit.

ASK	every patient about their tobacco use
ADVISE	every smoker to quit smoking
ASSESS	readiness and confidence to quit
ASSIST	offer LTPB's 'Quit Kit', NRT or an appropriate treatment method
ARRANGE	follow-up visit, Smokers' Helpline Fax Referral or refer to other health care provider

¹ Fiore, M.C. et al. (2008). Treating Tobacco Use and Dependence: 2008 Update. *Clinical Practice Guideline*. U.S. Department of Health and Human Services.

² Cokkinides, V. E., Ward, E., Jemal, A & Thun, M. J. (2005). Under-Use of Smoking-Cessation Treatments: Results from the National Health Interview Survey, 2000. *American Journal of Preventive Medicine*, 28 (1), 119-22

³ Curry, S. J., Sporer, A. K., Pugach, O., Campbell, R. T., & Emery, S. (2007). Use of tobacco cessation treatments among young adult smokers: 2005 National Health Interview Survey. *American Journal of Public Health*, 97 (8), 1464-1469.

⁴ Mooney, M.E., Leventhal, A.M., & Hatsukami, D.K. (2006). Attitudes and knowledge about nicotine and nicotine replacement therapy. *Nicotine & Tobacco Research*, 8, 435-446.

⁵ Gilpin, E. A., White, V. M., & Pierce, J. P. (2005). What fraction of young adults are at risk for future smoking, and who are they? *Nicotine & Tobacco Research*, 7 (5), 747-759.

⁶ Kviz, F. J., Clark, M. A., Hope, H., & Davis, A. M. (1997). Patients' perceptions of their physician's role in smoking cessation by age and readiness to stop. *Preventive Medicine*, 26, 340-349.



Motivational Interviewing Corner

Many young adult smokers are hesitant about changing their smoking behaviour; often because they do not believe that their smoking will be long-term.⁷ One way to help a patient move to a decision to quit or reduce their smoking is through Motivational Interviewing (MI). Research has suggested that MI may be a promising counselling technique for smoking cessation.⁸ Given MI's non-confrontational approach, young adults may find it very acceptable.⁹



What is motivational interviewing?

An effective way to talk to smokers about their tobacco use. It is a counselling technique used to help guide the patient and increase patient readiness to change their smoking behaviour. MI techniques can be incorporated into your appointments. It focuses on expressing empathy, avoiding arguments, developing dissonance, rolling with resistance and supporting self-efficacy. When using MI, active listening skills known as OARS (open-ended questions, affirmations, reflections, and summaries) should be used to develop rapport with a patient. It can be used to facilitate any behavior change

After developing rapport with a patient, to elicit a patient's readiness to change, ask the following questions:

On a scale of 1 to 10, with 1 as the lowest and 10 as the highest...

1. How would you rate your motivation to quit at this time?
2. How confident are you that you can quit at this time?

1	2	3	4	5	6	7	8	9	10
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For each of the questions, ask the patient to reflect on why they are at their number and not at 1. If they have a low number, ask them "What do you think it would take to get you to a higher number?" Help your patients strategize ways to get them to a higher number. Use this opportunity to offer NRT to patients who are ready to make a change in their smoking behaviour. This technique can easily fit into your brief tobacco interventions.

Cessation Supports for Students

Medical Intervention to Stop Smoking among Young Adults (MISSYA) project - Free NRT for Students!

Great news! LTPB received funding from Health Canada to provide nicotine replacement therapy *free of charge* to all Ontario campus clinics currently working with LTPB! The nicotine replacement therapy (NRT) provided to the student health services will include full course treatment, with multiple strengths of both the patch (21mg; 14mg; 7mg) and the gum (2mg). For more information about this project please contact Shona Riggi. Shona at: 905.688.5550 x5472 or sriggi@brocku.ca.

Smokers' Helpline Fax-Referral Program: Leave The Pack Behind can provide you with a campus-specific one page form to refer any student smoker to the Canadian Cancer Society Smokers' Helpline (SHL) Quit Coaches. Each student you refer will receive proactive calls to support them through the quitting process. If you have not set up this service, please contact Sharon Lawler to order the LTPB-SHL referral forms. Sharon at: 905.688.5550 x4243 or slawler@brocku.ca.

Rewards List: This year, student teams will be providing additional social support to smokers through e-mail, phone and texting. At outreach events, smokers will be encouraged to join a campus 'Rewards List' to receive updates about special events, contests, free stuff and the opportunity to receive peer support from their campus peer team. Please refer smokers to this new service offered by your campus LTPB team.

⁷ Murphy-Hoefer, R., Alder, S. & Higbee, C. (2004). Perceptions about cigarette smoking and risk among college students. *Nicotine & Tobacco Research*, 6 (3), S371-S374.

⁸ Lai, D. T., Cahill, K., Qin, Y. & Tang, J. L. (2010). Motivational interviewing for smoking cessation. *Cochrane Database of Systematic Reviews* 2010, Issue 1. Art. No.:CD006936.

⁹ Lawendowski, L. A. (1998). A motivational intervention for adolescent smokers. *Preventive Medicine*, 27, A39-A46.