



Georgia Obstetrical and Gynecological Society

Presents

UPDATE ON SMOKING CESSATION

The information contained within this toolkit is to provide OBGyns with the most update resources on smoking cessation in Georgia. The information is an excellent resource to help with smoking cessation efforts in pregnancy and beyond. Please feel free to copy these resources for patients and utilize for staff in your office.

Contents:

1. Smoking Cessation brochures—These can be ordered FREE from the Georgia Department of Public Health. These are an excellent resource for women. Contact: Dwana Calhoun dwcalhoun@dhr.state.ga.us
2. Smoking Cessation press release—Smoking Cessation efforts targeted toward new mothers from the Georgia Department of Public Health. These resources are also provided to healthcare professionals in local health departments statewide as well. The public health department staffs are currently utilizing the Smoking Cessation and Pregnancy toolkit. Additional resources:

Georgia Department of Public Health Helps Georgians Quit Smoking for Life

http://health.state.ga.us/pdfs/press/2011/Release_Quit%20Line_7-25-11.pdf

Georgia Tobacco Quit Line Fax Back Referral Form & New Resources for Healthcare and Public Health Professionals

Live Healthy Georgia—www.livehealthygeorgia.org

American Academy of Family Physicians—Includes CME webcasts on tobacco issues and online CME courses in tobacco treatment and dependence.

<http://www.aafp.org/online/en/home/clinical/publichealth/tobacco/askandact.html>

American College of Obstetricians and Gynecologists – Contains a clinician guide and downloadable materials.

www.acog.org/departments/dept_web.cfm?recno=13

American College of Chest Physicians-Tobacco Dependence Treatment Toolkit

<http://tobaccodependence.chestnet.org/>

Nursing Staff Counseling Points - Treating Tobacco Dependence in Persons with Mental Illness

<http://www.apna.org/i4a/pages/index.cfm?pageid=3578>

3. List of Medications with descriptive information on its uses.
4. Information on Georgia Medicaid Coverage for smoking cessation treatment.
5. Provider Resource: Effective tools for Intervention utilizing the 5 R's Approach (to be utilized with 5A's approach): 5 A's: to help pregnant women quit smoking (Fiore 2008, Melvin 2000, and ACOG 2010).
6. Quit Contract: To help patients with an agreed-upon quit date with patient education material to be given to the patient to formalize the patient's decision to quit smoking.

Great Resource Sites:

- A. American Congress of Obstetricians and Gynecologist (ACOG) — Smoking Cessation: NEW Prenatal Smoking Clinicians Guide, The Smoking Cessation During Pregnancy Guide has been revised. CME's available.



- B. www.smokingcessationandpregnancy.org is a newly updated interactive multimedia program based on the "Virtual Practicum" model for clinicians of women who are pregnant or in their reproductive years.

The 5 As: Evidence-Based Smoking Cessation Counseling for Pregnant and Postpartum Women

An easy-to-implement, evidence-based clinical counseling approach, the 5 As, can double or even triple quit rates among pregnant smokers. This approach has been published by the U.S. Public Health Service in its Treating Tobacco Use and Dependence Clinical Practice Guideline, and by the American College of Obstetricians and Gynecologists. The approach is effective for most pregnant and postpartum smokers, including low-income women, the group most likely to smoke.

Studies show that a brief counseling intervention of 5-15 minutes, when delivered by a trained health care professional and augmented with pregnancy- and/or patient-specific self-help materials, can double or, in some cases, triple smoking cessation rates among pregnant and postpartum women.

The evidence-based intervention for providers to help their pregnant and postpartum smokers quit is based on the following five steps (the 5 As):

ASK – (1 minute) Ask patient about smoking status using the following structured questions:

- A. I have NEVER smoked, or have smoked LESS THAN 100 cigarettes in my lifetime.
- B. I stopped smoking BEFORE I found out I was pregnant, and I am not smoking now.
- C. I stopped smoking AFTER I found out I was pregnant, and I am not smoking now.
- D. I smoke some now, but I cut down on the number of cigarettes I smoke SINCE I found out I was pregnant.
- E. I smoke regularly now, about the same as BEFORE I found out I was pregnant.

ADVISE – (1 minute) Provide clear, strong advice to quit with personalized messages about the impact of smoking on mother and fetus.

ASSESS – (1 minute) Assess the willingness of the patient to make a quit attempt within the next 30 days.

ASSIST – (3 minutes +) Suggest and encourage the use of problem-solving methods and skills for cessation. Provide social support as part of the treatment. Arrange for support in the smoker's environment, such proactive referral to the state quitline. Provide pregnancy and/or patient-specific, self-help smoking cessation materials.

ARRANGE – (1 minute) Periodically assess smoking status and, if she is a continuing smoker, encourage cessation.

Reference: www.YouQuitTwoQuit.com. You Quit. Two Quit. North Carolina's Program for Prenatal and Postpartum Tobacco Use Cessation



Brenda Fitzgerald, M.D., Commissioner

Nathan Deal, Governor

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NEWS RELEASE

FOR IMMEDIATE RELEASE:

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January 23, 2012

TOBACCO CESSATION EFFORTS TO TARGET NEW MOTHERS

After Birth, New Mothers At Elevated Risk Of Resuming Smoking

ATLANTA – The Georgia Department of Public Health (DPH), Health Promotion and Disease Prevention Programs recently expanded their free specialized tobacco cessation counseling services in an effort to help postpartum women quit tobacco products.

In Georgia, approximately 600,000 women smoke cigarettes. Among women who quit smoking during pregnancy, postpartum relapse rates for tobacco use remain high. According to Georgia Pregnancy Risk Assessment Monitoring System (PRAMS) data, approximately 8 percent or 11,000 pregnant women report that they smoked cigarettes during the last three months of their pregnancy. Evidence shows that more than 1/2 of pregnant women who quit smoking resume smoking within six months of giving birth.

More specifically, it is estimated that more than \$4.5 billion per year, in direct medical expenditures, can be attributed to parental smoking to care for smoking-related problems of newborns, infants and young children, as well as to treat pregnancy and birth complications. These estimates do not include the enormous costs associated with the physical, developmental, and behavioral problems of newborns, infants, and children related to smoke exposure over the years.

Parental or other household smoking following birth may further increase the chances that children will suffer from smoke-related coughs and wheezing, asthma, bronchitis, lower respiratory tract infections, sudden infant death syndrome (SIDS), eye and ear problems, as well as injury or death from cigarette-caused fires.

The Department is encouraging post partum mothers to quit tobacco with the assistance of free tobacco cessation counseling and web-based services which are administered through the Georgia Tobacco Quit Line (GTQL) to adults and teens 13 to 17. The expansion of the GTQL specialty counseling services is designed to increase awareness about the harmful effects of tobacco use and secondhand smoke, promote the benefits of cessation, and prevent relapse. Callers connect with professionals who develop an individualized plan customized to address tobacco cessation, withdrawal symptoms and relapse prevention. Callers receive free "Quit" kit and self-support materials. Referring healthcare professionals may also elect to receive customized patient/client progress or feedback reports.

The GTQL is operated by a national tobacco cessation service vendor under a contract with the Georgia Department of Public Health (GPH) through the Georgia Tobacco Use Prevention Program (GTUPP). The GTQL provides tobacco counseling services in accordance with current United States Public Health Services (PHS) Clinical Practices Guidelines for Treating Tobacco Use and Dependence. The Georgia Tobacco Quit Line (GTQL) numbers are: 1-877-270-STOP (7867) English; 1-877-2NO-FUME; (1-877-266-3863)-Spanish; and For Hearing Impaired (TTY services) 1-877-777-6534.

To learn more about adult smoking and the latest findings in the US, visit http://www.cdc.gov/VitalSigns/AdultSmoking/?s_cid=vitalsigns-086-bb and <http://www.cdc.gov/vitalsigns/SocialMedia.html#AdultSmoking>

About the Georgia Department of Public Health

The Georgia Department of Public Health (DPH) is the lead agency responsible for the health of Georgia's communities and the entire population. In 2011, the General Assembly restored DPH to its own state agency after more than 30 years consolidated under other departments. At the state level, DPH is divided into numerous divisions, sections, programs and offices, and at the local level, DPH functions via 18 health districts and 159 county health departments. Through the changes, the mission has remained constant – to protect the lives of all Georgians. Today, DPH's main functions include: Health Promotion and Disease Prevention, Maternal and Child Health, Infectious Disease and Immunization, Environmental Health, Epidemiology, Emergency Preparedness and Response, Emergency Medical Services, Pharmacy, Nursing, Volunteer Health Care, the Office of Health Equity, Vital Records and the State Public Health Laboratory. For more information on DPH, visit www.health.state.ga.us.

Suggestions for the Clinical Use of Medications for Tobacco Dependence Treatment^a

Medication	Precautions/Contraindications	Side Effects	Dosage	Duration	Availability
Nicotine Patch		Local skin reaction Insomnia	21 mg/24 hours 14 mg/24 hours 7 mg/24 hours	4 weeks then 2 weeks then 2 weeks	Prescription and OTC ^b
Nicotine Gum		Mouth soreness Dyspepsia	1-24 cigs/day-2mg gum (up to 24 pcs/day) 25+ cigs/day-4 mg gum (up to 24 pcs/day)	Up to 12 weeks	OTC ^b only
Nicotine Nasal Spray		Nasal irritation	8-40 doses/day	3-6 months	Prescription only
Nicotine Inhaler		Local irritation of mouth and throat	6-16 cartridges/day	Up to 6 months	Prescription only
Nicotine Lozenge		Local irritation of throat Hiccups Heartburn/Indigestion Nausea	First am cigarette after 30 minutes from waking: 2 mg (up to 20 pcs/day) First am cigarette before 30 minutes from waking: 4 mg (up to 20 pcs/day)	12 weeks	OTC ^b only
Bupropion SR	History of seizure History of eating disorder Use of MAO inhibitors in past 14 days	Insomnia Dry mouth	150 mg every morning for 3 days then 150 mg twice daily (Begin treatment 1-2 weeks pre-quit)	7-12 weeks maintenance up to 6 months	Prescription only
Varenicline	Monitor for changes in mood, behavior, psychiatric symptoms, and suicidal ideation	Nausea Trouble sleeping	0.5 mg once daily for days 5-7 before quit date 0.5 mg twice daily for days 1-4 before quit date 1 mg twice daily starting on quit date	3 months, maintenance up to 6 months	Prescription only

^aThe information contained within this table is not comprehensive.

^bOTC refers to over the counter.

Please see medication package inserts for additional information.



Georgia



Legend: ✓ = Covered ▼ = Coverage Varies * = Not Covered

Medicaid Coverage

The Georgia Medicaid program only covers these treatments for pregnant women:

▼ NRT Gum	▼ Varenicline
▼ NRT Patch	(Chantix)
▼ NRT Nasal	▼ Bupropion (Zyban)
Spray	* Group Counseling
▼ NRT Lozenge	▼ Individual
▼ NRT Inhaler	Counseling

Smoking cessation products are specifically excluded from coverage for anyone not pregnant. Pregnant women are eligible for one 12-week course of treatment per pregnancy. No copays are required, but prior authorization and counseling are.

For more information, please call the Georgia Department of Community Health at 800-869-1150 or visit their website at <http://dch.georgia.gov/02/dch/home/0,2467,31446711,00.html>

State Employee Health Plan Coverage

Georgia's Flexible Benefits Program covers very limited cessation services:

* NRT Gum	* Bupropion (Zyban)
* NRT Patch	* Group Counseling
* NRT Nasal Spray	* Individual
* NRT Lozenge	Counseling
* NRT Inhaler	▼ Phone Counseling
* Varenicline	▼ Online Counseling
(Chantix)	

United Health Care offers phone counseling and online tools. Group classes are provided across the state. For more information, please visit

http://dch.georgia.gov/vgn/images/portal/cit_1210/50/29/113905017TobaccoUsersCessationPolicyClasses31909.pdf

For more information, please call the Georgia State Personnel Administration at 404-463-3517, or visit their website at

<http://www.gms.state.ga.us/>

Private Insurance Coverage

This state does not require private health insurance plans to cover cessation treatments. Cessation coverage in private health insurance plans varies by employer and/or plan. Smokers with this type of health insurance should contact their insurance plan for information on cessation benefits.

Quitline

Contact Information: 1-800-QUIT-NOW; <http://www.livehealthygeorgia.org/>

Hours: 8 AM - 12 AM Monday-Sunday

Eligibility to receive counseling: GA Resident; Age; Readiness to quit

Medications provided:

- * NRT Gum
- * NRT Inhaler
- * NRT Patch
- * Varenicline (Chantix)
- * NRT Nasal Spray
- * Bupropion (Zyban)
- * NRT Lozenge

(Source: North American Quitline Consortium, www.naquitline.org)

American Lung Association Resources

The American Lung Association of Georgia provides smoking cessation services statewide. Options include Freedom From Smoking® Online, a program available 24/7 at <http://www.ffsonline.org> and the American Lung Association's Lung HelpLine (800-LUNG-USA). For further information, please call 770-434-5864 or visit us online at <http://www.alase.org>.

Database Last Updated: Wed, Nov 23 2011 10:19:35



**Georgia Tobacco Quit Line (GTQL)
Fax Back Referral Program
Fax # 1-800-483-3114 or
Fax # 1-866-688-7577**



**Georgia Tobacco Quit Line
1-877-270-STOP (7867)**

Quitting takes Practice....

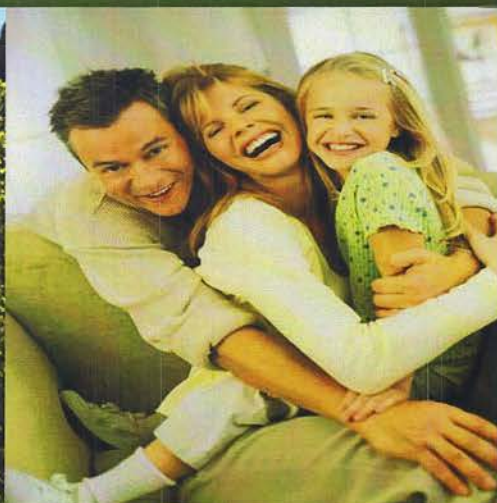
TTY : 1-877-777-6534 (Hearing Impaired)

Spanish speaking callers: 1-877-266-3863

www.livehealthygeorgia.org



From County to County



COMPLIMENTARY DELIVERY SHEET

Developed by the Georgia Tobacco Use Prevention Program (GTUPP)

Please Note: The Georgia Tobacco Quit Line (GTQL) is operated by a national tobacco cessation service vendor.

Funding provided by the Centers for Disease Control and Prevention-Office of Smoking and Health

**Live
healthy
Georgia**

