

Syllabus

Title: Reaching Low-Income Smokers: Collaboration with 211

Place: Online - Zoom

Date: Wednesday, November 1, 2023

Time: 11:00 am - 12:00 pm PT

Brief overview/Description:

Low-income smokers often experience barriers to quitting. The 211 hotline is a social assistance program offered throughout many states nationwide. Often people call for assistance with finding housing, food, legal services or financial assistance. Kick It California has a partnership with 211s in California to refer eligible smokers who want help quitting to the quitline. Smokers who complete a counseling session with a counselor are currently eligible for an incentive. The program has been highly successful at helping low-income smokers to overcome hurdles and engage in a quit attempt. In terms of reach, the program appears to compare favorably to EMR referrals generated by existing, longstanding relationships with healthcare providers. The results presented have implications for public policymakers and stakeholders seeking to reduce disparities and make a difference to the health of vulnerable populations.

For CCAPP only: Describe at least one recent development in the field included in the content:

The results presented in this new study show great promise in reaching low-income smokers through the 211 hotline, which should be of great interest to those concerned with improving the health of vulnerable populations.

Instructor Bio with title and professional credentials:

Shu-Hong Zhu, Ph.D. is Professor of Public Health and the Director of the Center for Research and Intervention in Tobacco Control (CRITC) at the University of California, San Diego. Dr. Zhu is internationally recognized for his research on the effects of telephone counseling for smoking cessation, whose work has influenced the implementation of state tobacco quitlines in the U.S. and the practice of other quitlines across the world. In addition to continuing quitline research, Dr. Zhu examines the interface of individual- and population-based approaches to tobacco control and how public health interventions interact with market-driven influences. His team investigates the effects of social norms and the impact of emerging tobacco products on population tobacco use patterns. As a psychologist with a strong background in research methodology, he has published on intervention outcomes as well as on experimental design.

Dr. Zhu has received many awards, including the California Wellness Foundation/ University of California Wellness Lecture Award and the APHA Excellence Award from the American Public Health Association. He has consulted widely for various health and governmental agencies, including WHO and the World Bank on Tobacco Control Initiatives.

Educational Goals

- Understand how to reach and help low-income smokers stop using tobacco

Measurable Learning Objectives

1. Explain two ways that the 211 population is a good target for smoking cessation intervention efforts.
2. Describe three results of an outreach effort to smokers through 211 in California
3. Compare two results of 211 outreach with that of EMR referrals

Content

Which of the following is the course content based upon: (For CAMFT credit, check at least one that applies)

- Methodological knowledge base
- Research knowledge base
- Theoretical knowledge base
- Practice knowledge base

Which of the following is the course content based upon: (For CCAPP credit, check at least one that applies)

- Theoretical content related to scientific knowledge for practicing in the field of alcohol/drug counseling.
- Content related to the application of scientific knowledge in the field of alcohol/drug counseling.
- Content related to direct patient/client care.
- Content related to indirect patient/client care

Citations

Anderson, C. M., Cummins, S. E., Kohatsu, N. D., Gamst, A. C., & Zhu, S. H. (2018). Incentives and Patches for Medicaid Smokers: An RCT. *American journal of preventive medicine*, 55(6 Suppl 2), S138–S147. <https://doi.org/10.1016/j.amepre.2018.07.015>

Cummins, S. E., Kirby, C. A., Wong, S., Anderson, C. M., & Zhu, S. H. (2023). Re-engagement of Low-Income Smokers in Quitline Services: Effects of Incentives and Method of Contact. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*, 25(4), 796–802. <https://doi.org/10.1093/ntr/ntac246>

Zhu, S. H., Anderson, C. M., Wong, S., & Kohatsu, N. D. (2018). The Growing Proportion of Smokers in Medicaid and Implications for Public Policy. *American journal of preventive medicine*, 55(6 Suppl 2), S130–S137. <https://doi.org/10.1016/j.amepre.2018.07.017>

Tong, E. K., Stewart, S. L., Schillinger, D., Vijayaraghavan, M., Dove, M. S., Epperson, A. E., Vela, C., Kratochvil, S., Anderson, C. M., Kirby, C. A., Zhu, S. H., Safier, J., Sloss, G., & Kohatsu, N. D. (2018). The Medi-Cal Incentives to Quit Smoking Project: Impact of Statewide Outreach Through Health Channels. *American journal of preventive medicine*, 55(6 Suppl 2), S159–S169. <https://doi.org/10.1016/j.amepre.2018.07.031>

Garg, R., McQueen, A., Roberts, C., Butler, T., Grimes, L. M., Thompson, T., Caburnay, C., Wolff, J., Javed, I., Carpenter, K. M., Wartts, J. G., Charles, C., Howard, V., & Kreuter, M. W. (2021). Stress, depression, sleep problems and unmet social needs: Baseline characteristics of low-income smokers in a randomized cessation trial. *Contemporary clinical trials communications*, 24, 100857. <https://doi.org/10.1016/j.conctc.2021.100857>

Outline with Main Points for each topic

1) Introduction

- (a) Smoking is increasingly concentrated among those with low-SES
- (b) Low income smokers often face barriers in quitting smoking.
- (c) 211 is a good way to approach these smokers and offer additional support and encouragement.

2) Methods

- (a) Kick It California has partnered with 211s in California to offer counseling and an incentive to low-income smokers.

3) Results

- (a) Demographics, compared to physician referrals: 211 referrals are more likely to be female, Black, dual users (both cigarettes and vapes), have mental health conditions and physical conditions.
- (b) 211 referrals tend to use cessation medication at lower rates than physician referrals.
- (c) Quit attempt and 30-day quit rates, compared to physician referrals, show that these low-income smokers engaged in counseling, made quit attempts, and succeeded in quitting at similar rates as physician referrals.
- (d) The incentive did not result in fewer follow-up calls. It seemed to be just the push needed to overcome inertia and barriers, and once clients connected with coaches, they found it helpful and kept engaging.

4) Conclusions

- (a) 211 is a good way to approach these smokers and offer additional support and encouragement.
- (b) A \$20 incentive is a cost effective method to reach low-income smokers.
- (c) This approach can help reduce disparities in smoking among vulnerable populations.

Method of Evaluation

- post-activity set of evaluation questions, including an assessment of the learning objectives (***This is required for CCAPP-certified activities***)

Evaluation for CCAPP-certified Activities, please also confirm at least one of the following:

- post-test with passing score (submit a post-test and answer key with your application for credit.)
- graded teach-back/return demonstration of skills learned
- write an essay
- solve a problem to demonstrate applied skill
- Other: Please describe: