

# Ask, Advise, Refer

Conference Call:  
Tobacco Coordinators and Specialists  
September 1, 2009



Tobacco dependence is a chronic disease that often requires repeated interventions and multiple quit attempts.



70% of smokers say they want to quit.  
90-95% of unaided quit attempts fail.



Minimal interventions lasting less than 3 minutes  
increase overall tobacco abstinence rates.

Smoking cessation interventions during clinician visits were associated with increased patient satisfaction with their care among those who smoke.



Tobacco users expect to be encouraged to quit by health professionals. Failure to address tobacco use implies that quitting is not important.

# ASK

- Systematically identify all tobacco users at every visit.

**EVERY patient at EVERY visit**

ASK

Current, former, never tobacco users?

What form of tobacco?

How much/often?

**Document**

# ASK

## Examples:

“Quitting tobacco is the most important thing you can do to protect your health.”

Congratulations, you have made a wise choice to protect your health.”

Congratulations on being a non-smoker.”

# ADVISE

- Strongly urge all tobacco users to quit.

Advice should be clear, strong and personalized.

Examples:

“Have you thought about quitting?”

“Do you want to quit? I can help you.” Let me give you the phone number for the Kentucky Tobacco Quit Line for free counseling.

“Quit Lines have had proven success in helping people get through the difficult stages of quitting and most people prefer to use them.”

# REFER

Ask every tobacco user if he/she is willing to quit at this time.

## If willing to quit:

Set a quit date within next 2 weeks.

Provide a fax referral to the Kentucky Tobacco Quit Line. **OR**

Provide information about an upcoming Cooper Clayton class.

Document in patient's medical record.

## If unwilling to quit at this time:

Give them a Kentucky Quit Line Rx.

Identify reasons to quit in a supportive manner.

Build patient's confidence about quitting.

Document in patient's medical record.

# REFER

## Examples:

“I know quitting smoking is very difficult. **Most people who want to quit are successful.** Sometimes it takes more than one try. I know you can do it. Let me refer you to the Kentucky Tobacco Quit Line, they can help you quit.”

“I can’t see what tobacco is doing to your diabetes, heart, lungs, brain and other organs, but I would like to discuss some health issues and complications that could be due to your smoking.”

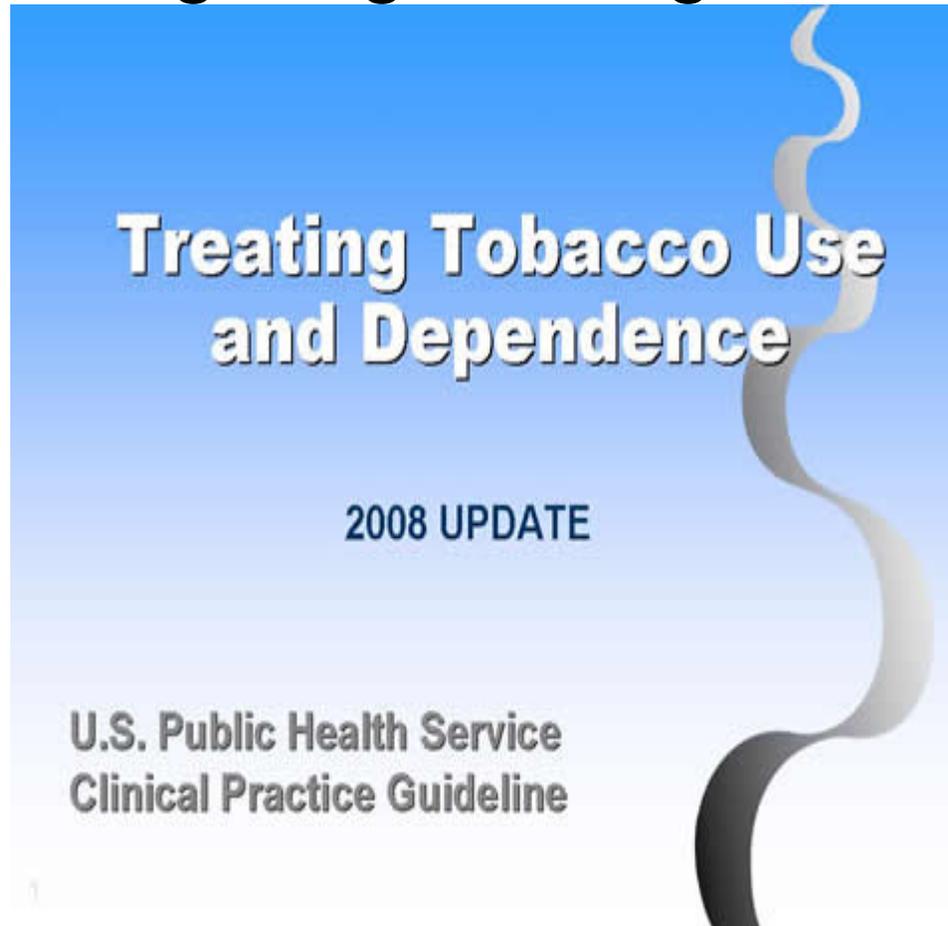
# Online Smoking Cessation Assistance

- Online smoking cessation services are now available for smokers who prefer using computers over telephones.
- Anonymity, flexibility, plus group support.
- Early studies show promising efficacy.
- [www.becomeanex.org](http://www.becomeanex.org)



# Resources

[www.surgeongeneral.gov/tobacco/](http://www.surgeongeneral.gov/tobacco/)



Bobbye Gray, RN  
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Tobacco Prevention & Cessation  
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