



Pregnancy And Tobacco Cessation Help (PATCH) Initiative

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Center of Tobacco Prevention and Control
Prevention and Health Promotion Administration**



MISSION AND VISION

MISSION

- The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through:
 - provision of public health leadership
 - support community-based public health efforts
 - partnership with local health departments, work with providers, community based organizations, and public and private sector agencies
 - special attention to at-risk and vulnerable populations.

VISION

- The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.



Pregnancy and Tobacco Cessation Help (PATCH) Initiative

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- Pregnancy And Tobacco Cessation Help (PATCH) mobilizes existing resources and partners at the state and local level to better address smoking cessation, tobacco use screening, education, prevention and treatment offered and available to pregnant women and women of childbearing age and their households.
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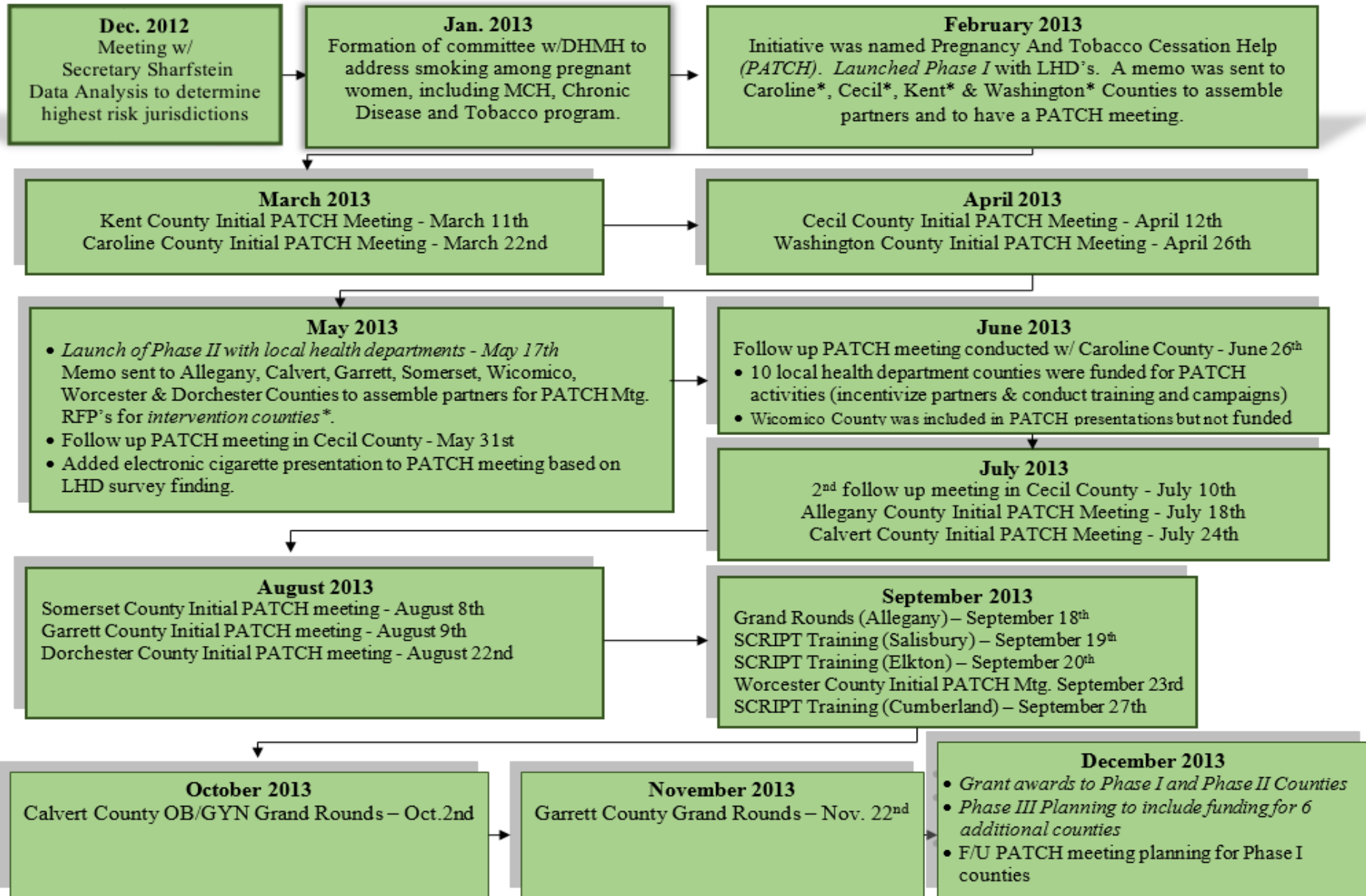




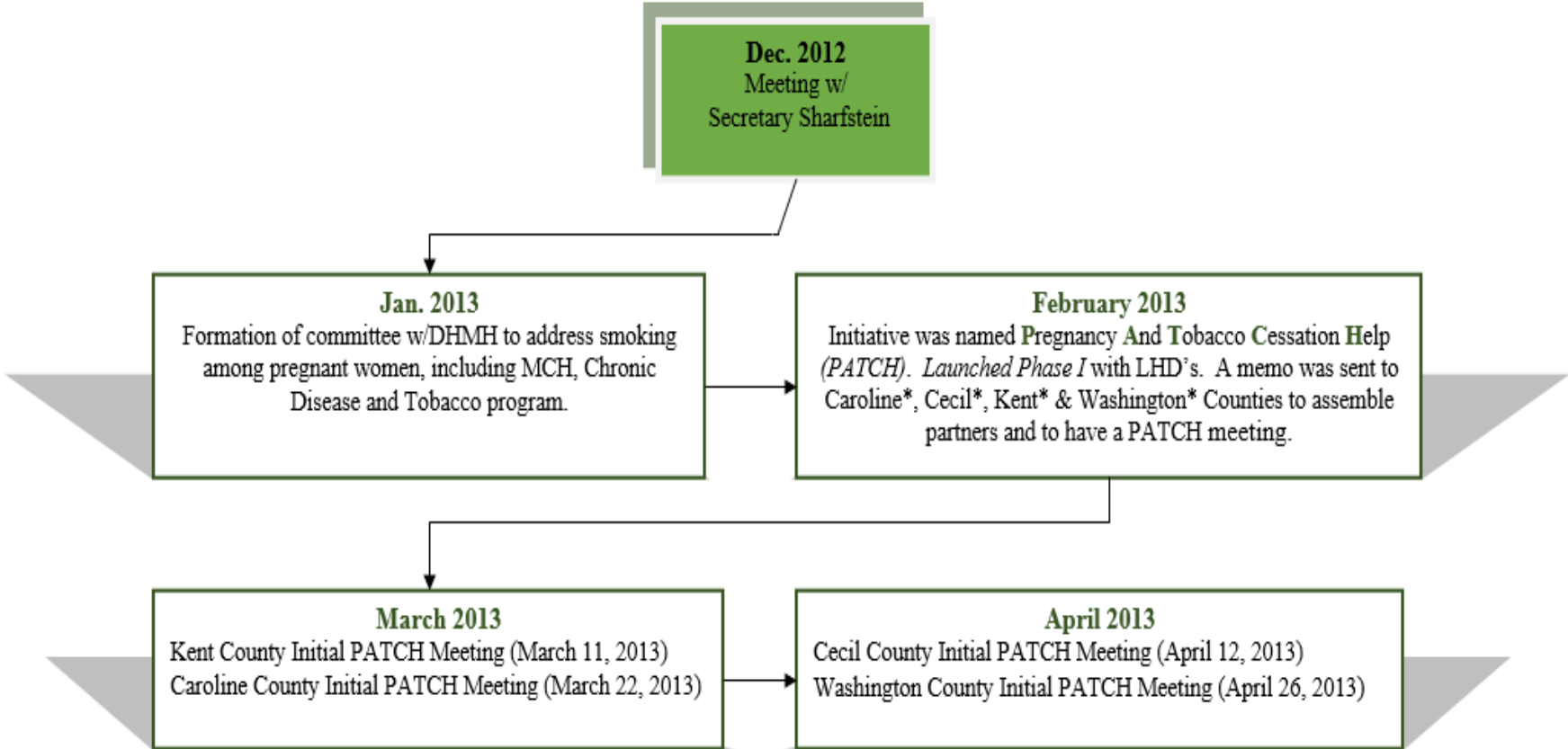
PATCH Initiative

- Building capacity
- Promoting leaders
- Leveraging
- Partnerships
- Inclusivity
- Community Messaging
- Community Action
- Norm Change

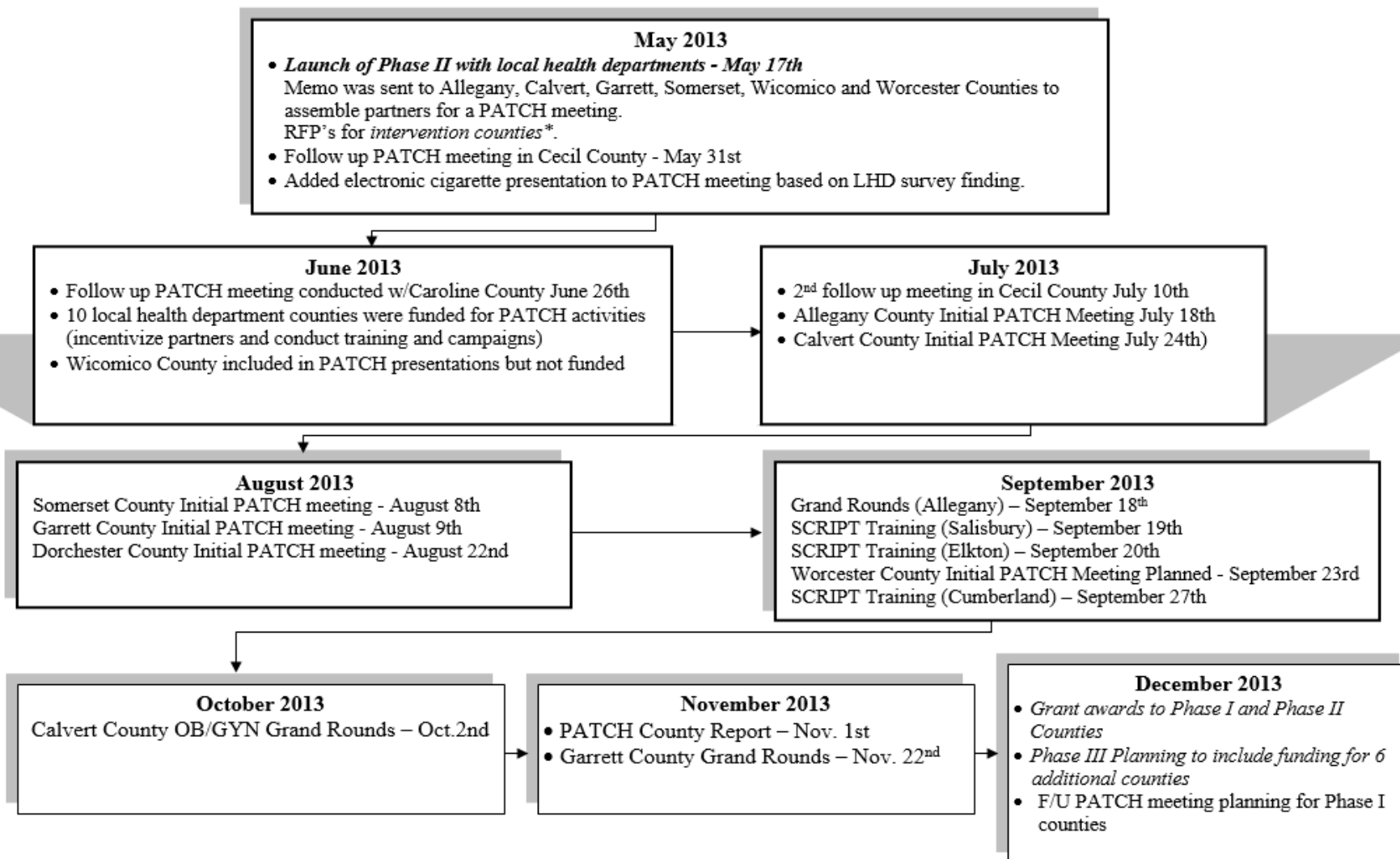
Maryland Pregnancy And Tobacco Cessation Help (PATCH) Timeline



Maryland Pregnancy And Tobacco Cessation Help (*PATCH*) Timeline Phase I



Maryland Pregnancy And Tobacco Cessation Help (PATCH) Timeline Phase II





Pregnancy and Tobacco Cessation Help (PATCH)

- Each Local Health Department **hosted a** PATCH meeting to mobilize partnerships and existing resources at the local level to better address tobacco use screening, education, prevention, and smoking cessation services offered and available to this target population.



PATCH Meeting Team

- Dr. Donald Shell
- Dawn Berkowitz
- Lawrence Carter
- Denise Albright
- Sara Wolfe



PATCH Meeting

- Remarks from Health Officers
- Presentation from Dr. Shell on health effects of smoking and pregnancy and local data findings
- Presentation from Lawrence Carter on Electronic Cigarettes and PATCH Initiative
- Presentation for Dawn Berkowitz or Sara Wolfe on the Maryland Quit line
- Next Steps planning session with community leaders and partners



PATCH Motto

- “Talk to people about PATCH and ask everyone for Help”



PHHS PATCH Funding

7/1/13 - 9/29/13

- Allegany
- Calvert
- Caroline*
- Cecil *
- Dorchester
- Garrett
- Kent*
- Somerset
- Washington*
- Worcester

* Intervention counties



PHHS PATCH GRANT Funds

7/1/13-----9/29/13

- Incentivize partnerships
- Provide training
- Promote system changes



Incentivized organizations

- Will be a portal for marketing and referrals for the PATCH project.
 - Outreach, education and training
 - Community based marketing campaigns
 - Interventions at their sites
 - Referral to local health department and Quit line
 - Implement system changes (screening, follow up, integration) in their organization to support non- smoking norms and facilitate PATCH referrals



Pregnancy and Tobacco Cessation Help (*PATCH*)

Local Health Department must incentivize *at least three* organizations to be a portal for marketing and referrals for the PATCH project. Organizations may use the funds to:

- Educate staff, community partners and women of child-bearing age.
- Provide training efforts to enhance services to pregnant women.
- Implement **system changes** that support non-smoking norms, prompt early intervention and increase referrals to the local health department and the Quit line.
- Attend Regional Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) training

PATCH PHASE I

Incentivized Organizations (Contracts Range from \$1,000-\$2,000)		ACTIVITIES				
		Outreach, Education & Training	Community Based Marketing Campaigns	Intervention at their Sites	Referral to LHD & Quit Line	Implement System Changes
Caroline County (\$10,000) *March 22, 2013	Choptank Community Health System (FQHC)	X	X		X	
	Union Bethel AME (MOTA)	X	X		X	
	Family Support Center	X	X		X	
Cecil County (\$10,000) *April 12, 2013	Cecil College	X			X	
Kent County (\$10,000) *March 11, 2013	Department of Social Services	X	X		X	X
	Univ. of MD WellMobile	X			X	X
Washington County (\$10,000) *April 26, 2013	Community Free Clinic	X		X	X	X
	Meritus Health (Hospital)	X	X		X	
	Tri-State Community Health Clinic (FQHC)	X		X	X	

Last updated 1/15/14

* Indicates date of initial PATCH Meeting



KENT COUNTY, MARYLAND PATCH

Pregnancy and Tobacco Cessation Help

Nicole Morris RN – Coordinator

January 13, 2014



RANK	JURISDICTION	% ADULT FEMALE SMOKING 3 MONTHS PRIOR TO PREGNANCY
1	Allegany	26.6%
2	Garrett	22.2%
3	Caroline	20.7%
4	Kent	20.7%
5	Cecil	20.6
6	Washington	20.0%
7	Dorchester	19.7%
8	Somerset	14.0%
9	Wicomico	13.7%
10	Worcester	13.3%
11	Calvert	12.4%
12	Talbot	12.4%
13	St. Mary's	12.2%
14	Queen Anne's	11.9%
15	Carroll	11.8%
16	Baltimore City	10.7%
17	Harford	10.2%
18	Frederick	9.5%
19	Charles	8.9%
20	Baltimore Co.	8.3%
21	Anne Arundel	8.2%
22	Prince George's	2.5%
23	Howard	2.2%
24	Montgomery	1.6%

SMOKING DURING PREGNANCY

Birth Certificates

Source: Unpublished data from 2011 Maryland Birth Certificates, Maryland Vital Statistics Administration



Incentivized

- Kent County Department of Social Services
- Well mobile, University of Maryland School of Nursing

Other partners

- Chester Movies 5
- WIC
- KCHD-Managed Care/Family Planning
- Kent County High School

Department of Social Services

4 turkeys were given away in the month of November through a raffle set up in the lobby.

Recipients were asked to fill out a smoking referral card to be entered for the drawing.



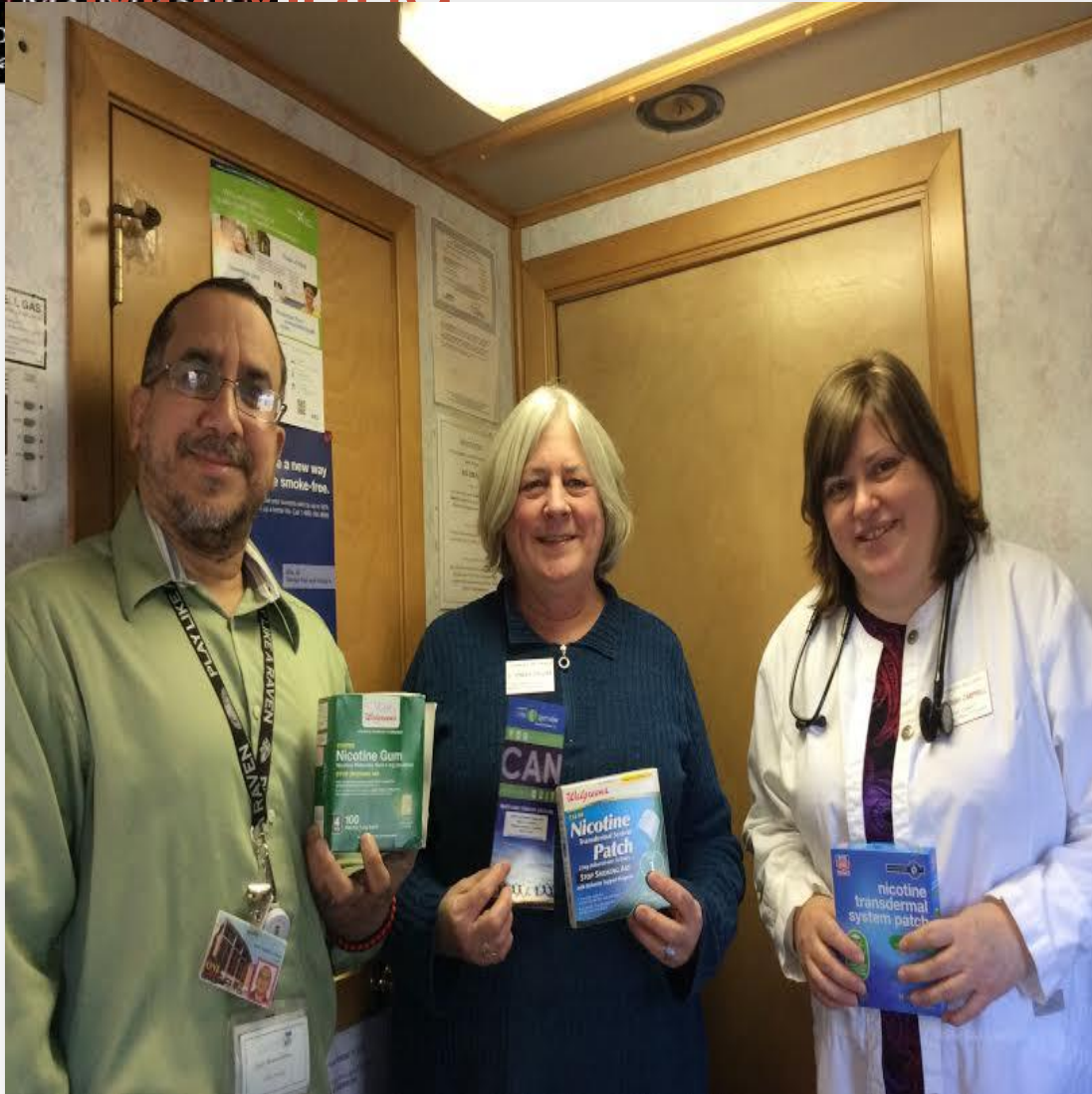
Enter to Win!!!!

Interested in quitting smoking?

Fill out the 1-800 Quit Now Card and you will be entered to win a FREE TURKEY.

4 Turkeys will be given away during the month of November.

SS



Script Training
90- Letters to
Clients for Great
American Smoke
out
Carbon Monoxide
Detector
Screen all clients
for tobacco
NRT to clients

Systems Change

- "Systems change" is a shift in the way that a community makes decisions about policies, programs, and the allocation of its resources — and, ultimately, in the way it delivers services to its citizens. To undertake systems change, a community must build collaborative bridges among multiple agencies, community members, and other stakeholders.
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- (Foster-Fishman et al, *Using a Systems Change Approach to Evaluate Comprehensive Community Change Initiatives*)



What was the System Change ?



Kent County Health Department

Rebecca Rice 410-778-2167

Mary Jo Carpenter 410-778-7028

Client's Name: _____

Phone #: _____ cell/home/work

Currently Smoke? Y N Pregnant? Y N

If yes, have you stopped smoking during this pregnancy? Y N

Would you like help quitting smoking? Y N

Race: African American / Asian / Caucasian / Hispanic / Other

Referred by (Agency): _____



Planning
TOTAL 37



Smoking History

Patient Name: _____ DOB: _____ MR#: _____
 Wellmobile visit date: _____ Wellmobile Site: _____
 Requested By: _____ NP APRN student PI CM CW Other _____

Visit Code

Code	Code	Code
0320(136) Nurse Visit - New	0325(137) Nurse Visit - Established	0326(138) Nurse Visit - Screening

<p><input type="checkbox"/> Primary Adult Care application/Maryland Healthcare Exchange</p> <p><input type="checkbox"/> CRHS financial application</p> <p>Referral to:</p> <p><input type="checkbox"/> Queen Anne's County Health Dept</p> <p><input type="checkbox"/> Kent County Health Dept 125 Lynnhourg St, Chestertown, Maryland MaryJo Carpenter 410-776-7026</p> <p>Next Classes: Jan 2-Jan 30 TH 3:30-4:30 Mar 6-Apr 3 Apr 10-May 8 May 15-Jun 12</p> <p>Signature / Role of Person involved in health education (Nurse, Student, OR, etc.)</p> <p>1) _____ Date _____</p> <p>2) _____ Date _____</p>	<p>Additional Instructions (Check)</p> <p><input type="checkbox"/> Exercise 30-60 min. 5x/wk</p> <p><input type="checkbox"/> Weight reduction tip sheet, if a concern</p> <p>Dietary modifications: <input type="checkbox"/> portion size (small freq. meals) <input type="checkbox"/> fiber <input type="checkbox"/> fried/greasy <input type="checkbox"/> meats/skies <input type="checkbox"/> acidic foods/coffee <input type="checkbox"/> DM <input type="checkbox"/> hypohyperglycemia <input type="checkbox"/> Monitor BSG testing & pp <input type="checkbox"/> Check feet daily <input type="checkbox"/> Diabetic diet: DASH d</p> <p>Smoking Cessation Information</p> <p><input type="checkbox"/> Quit Smoking Basics <input type="checkbox"/> Quitting Smoking: Resisting cravings <input type="checkbox"/> Maryland's Quit Line 1-800 Quit Now</p> <p><input type="checkbox"/> Carbon Monoxide monitor readings and smoking intake</p> <p>1) _____ on _____ (date) Intake _____</p> <p>2) _____ on _____ (date) Intake _____</p> <p>3) _____ on _____ (date) Intake _____</p> <p>BP Check</p> <p><input type="checkbox"/> Monitor BP q wk & record</p> <p>Original Smoking intake _____ on _____ (date)</p> <p>Original time of first tobacco each day _____ on _____ (date)</p> <p>Quit Date: _____</p> <p>Quit Tries</p> <p>1) _____ (Gum/Patch/Chantix) on _____ (month/year)</p> <p>Results : (why did you fail prior attempt(s)) What were side effects (if any) What were your successful strategies</p> <p>2) _____ (Gum/Patch/Chantix) on _____ (month/year)</p> <p>Results : (why did you fail prior attempt(s)) What were side effects (if any) What were your successful strategies</p> <p>What is working/not working for your quitting today?/how?</p> <p><input type="checkbox"/> PI verbalized understanding of info, agreed to update Wellmobile staff on results</p>
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11/25/13 (draft for trial)

Tobacco History Form

Discussed the program initiatives with each client along with tips on motivation (handouts) and establishing a quit date.

Medical evaluation by the NP and cleared for nicotine replacement therapy. Once a quit date is established (within no more than a 2 week period) clients given the appropriate strength of gum or patch.



Next Steps

- ❑ Bring in new partners
 - ❑ (Washington College,
 - ❑ Chester River OBGYN,
 - ❑ University of Maryland Shore Health at Chestertown).

- ❑ Offer Continuing Education Classes for Primary Care Providers

FEEDBACK

Barriers

timeframe

confusion about ACA rollout

limited providers

High Points and Residual benefits

excited partners/new partners

establishing a formal referral system

establishment of portals

local e-cigarette policies



Message from Kathleen Sebelius

Secretary of Health and Human Services

- “ All of these tobacco control interventions are known to reduce tobacco use, and as a result. Tobacco extraordinary toll of death and disease. But in order to free the next generation from these burdens, we must redouble our tobacco control efforts and enlist nongovernmental partners – and society as a whole – to share in this responsibility. Ending the devastation of tobacco related illness and death is not the jurisdiction of any one entity. We must all share in this most worthwhile effort to end the tobacco epidemic”
- The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General