

Ask. Advise. Refer.

Three Minutes Or Less Can Save Lives



American Dental Hygienists' Association Smoking Cessation Initiative (SCI)

Nationwide Tobacco Treatment by Dental Hygienists

SCLC Annual Meeting

May 15, 2008

History of the SCI

- 14 member task force met September 2003
- Summit sponsored by the RWJF SCLC
- Grant awarded in November 2003
- A nationwide campaign designed to promote smoking cessation intervention by dental hygienists

"The advice of a dental hygienist can be a major motivation for a quit attempt by a patient who smokes."

-- Tammi O. Byrd, RDH, ADHA President 2003-2004

The Objective

Baseline and Target:

Increase to **50** the percentage of dental hygienists that screen their clients regarding tobacco use (rate, type and amount) by 2006.

Baseline 25% in 2001 *Journal of Dental Hygiene*
study (Winter 2001)

Main Elements of the SCI

Educational Program:

Ask. Advise. Refer

SCI Liaison Program:

Designate a liaison in each state

Dedicated Website:

www.askadviserefer.org

Ask. Advise. Refer.

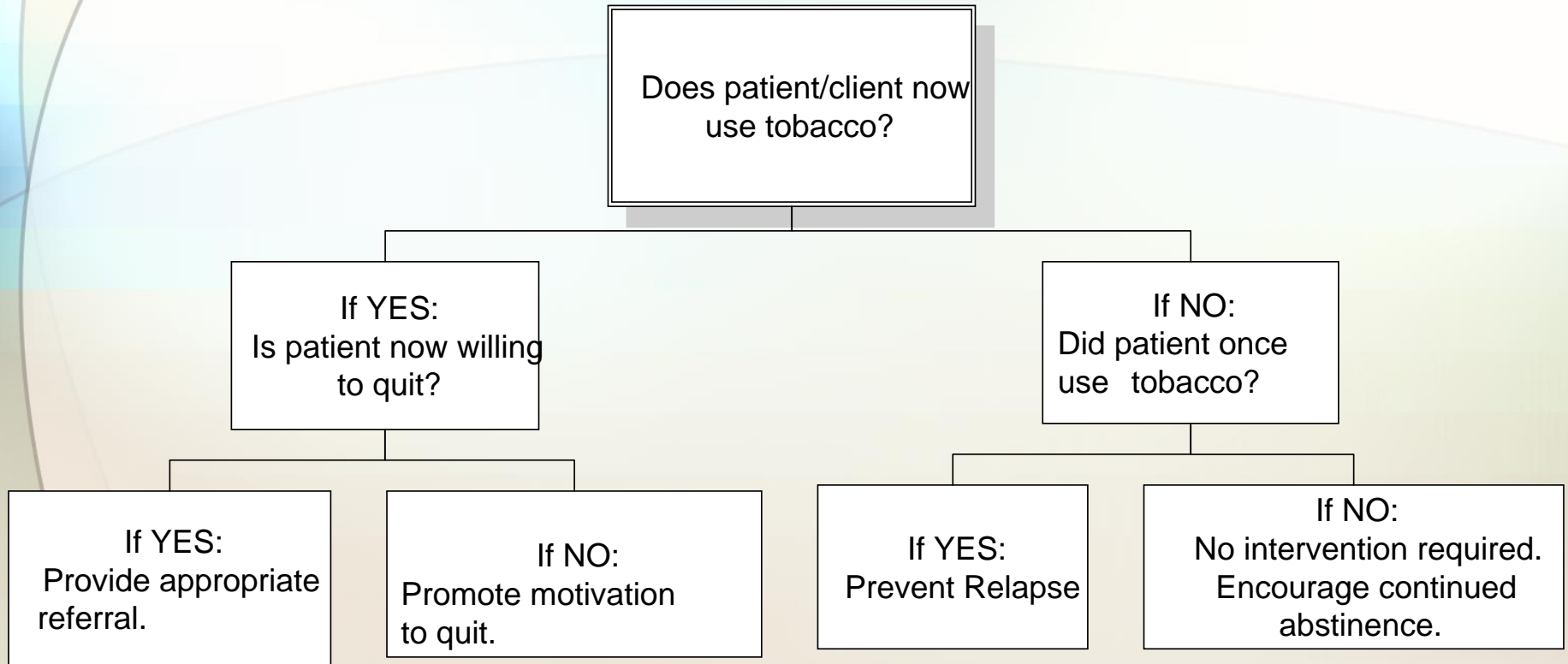
The Ask. Advise. Refer. approach integrates the “5 A’s” (Ask, Advise, Assess, Assist, Arrange) into an abbreviated intervention that remains consistent with recommended guidelines.

Dental hygienists will **ask** about tobacco use, **advise** every client who uses tobacco in any form to quit, **refer** tobacco users to quitlines as well as to web-based and local cessation programs.

Three Minutes or Less Can Save Lives

- The advice of a health care professional can more than double smoking cessation success rates.
- Tobacco dependence is a chronic disease that demands treatment.
- Effective interventions have been established and should be utilized with every current and former tobacco user.
- There is no other clinical practice that has more impact on reducing illness, preventing death, and increasing quality of life.

Ask. Advise. Refer. Systematic Approach



Coding for Treatment of Tobacco Use and Dependence

Record:

ADA Code 1320 – Tobacco Counseling for the Control and Prevention of Oral Disease

Quitnow Cards

- ***750,000 cards produced***
- ***5000 cards sent to each state liaison***
October, 2005 (250,000)
- ***70,000 additional cards distributed in grant year two (320,000)***
- ***400,000 cards distributed in grant year three (720,000)***
- ***30,000 cards distributed in grant year four (750,000)***

SCI Liaison Program

To facilitate the ADHA Smoking Cessation Initiative (SCI) on a national level, ADHA has established a national network of state SCI liaisons to disseminate pertinent information to the dental hygienists in their states on how to incorporate the Ask. Advise. Refer. model into clinical practice and curriculum.

SCI Role Description

- ***Serve as the communication link between ADHA, state constituents, local components and the dental hygiene community on issues related to tobacco treatment, including quitlines.***
- ***Create a partnership with state tobacco quitline, state and local tobacco control programs.***
- ***Promote SCI program information, resources and materials to constituents and component members.***
- ***Advocate utilization of the www.askadviserefer.org website to dental hygiene community.***
- ***Promote continuing education resources available on the www.askadviserefer.org website.***

Liaison Action Report - Arizona

- Promoted the AAR to 39 dental offices
- Provided a two hour CE tobacco and oral health class for 261 dental staff
- Provided professional presentations to Arizona School Dentistry and Oral Health, Phoenix College, Mesa County Community College, Rio Salado College, Northern Arizona University
- Providing a four-hour training at two dental hygiene schools which resulted in institutionalization of tobacco prevention and cessation intervention into curriculum
- Trained 468 dental professionals on cessation intervention
- Facilitated a preliminary exploratory meeting for formation of a spit tobacco coalition

Liaison Action Report - Colorado

- Partners with community organizations on tobacco cessation programs
- Working with the Colorado State Tobacco Education and Prevention Program (CSTEPP)
- Working with the Colorado Clinical Guidelines Collaborative (CCGC) which recently adopted the AAR model for official training purposes
- Working with CSTEPP and the Oral Health Unit at the Colorado Department of Public Health to promote cessation resources in CO and issuing a provider toolkit using the ADHA AAR model specifically for dental hygienists

Liaison Action Report – Michigan

- Presented “How to Help Your Patients be Tobacco Free” at Student American Dental Hygienists’ Association Annual Meeting, University of Michigan School of Dentistry, Michigan Primary Care Association, Marquette Dental Society
- Presented “Oral Effects of Tobacco Use” at Michigan Upper Peninsula Tobacco Coalitions, University of Michigan Tobacco Consultation Service,
- Presented “Tobacco Cessation, Prevention and Control” to University of Michigan School of Dentistry/Dental, Dental Hygiene/Faculty Staff
- Elected as Vice President, Michigan Tobacco Coalition Board of Directors
- Chairs the Washtenaw County Tobacco Reduction Coalition

Liaison Action Report – New Mexico

- Promoted AAR program in the 3 dental hygiene programs
- Presented Tobacco Cessation Seminar for UNM juniors students
- Collaborated with the NM Department of Health Public Relations for distribution of Quitnow cards to state high schools and health centers
- Presented Tobacco cessation Protocols to Kirkland Air force Base Dental clinic
- NMDHA Liaison and Committee Member of the NM Medical Society Clinic Prevention Initiative; attended quarterly meetings and small working groups focused on tobacco cessation
- Committee member to redesign NM Medical Society CPI Tobacco Cessation Training manual

Liaison Action Report – Texas

- **Received SCLC Practice Impact Award**
- Promoted AAR website in state and local newsletters
- Placed a link on the TDHA website to the AAR website
- Distributed Quitnow cards at component meetings
- Coordinated 2 SCI presentations
- Panel member of Tobacco SIG at ADHA Annual Meeting
- Partnered with Fort Bend Council on Substance Abuse

Liaison Action Report – Utah

- **Received SCLC Creativity Award**
- Panel member of Tobacco SIG at ADHA Annual Meeting
- Partnered with Weber-Morgan County Board of Health
- Partnered with Coalition for Tobacco free Utah
- Partnered with Utah Quitline
- Submitted tobacco cessation articles to Fulcrum Point Newsletter
- Promoted Tobacco Cessation in core curriculum at all dental hygiene schools in Utah
- Educated UDA board regarding SCI

Liaison Action Report – Vermont

- Partnered with the Vermont State Dental Society to form a statewide committee addressing tobacco use
- Partnered with the Vermont Department of Health
- Presented “Blow Away the Smoke” at Wilmot Lecture Series
- Presented “Train the Trainer Program” to dental educators
- Presented 2 courses on Tobacco Control in the dental office
- Presented a course on Smokeless Tobacco for the Governor’s Youth Leadership Conference
- Presented a training workshop for the Vermont Lung Association

Liaison Action Report – Washington

- Updated the Tobacco Cessation page on the WSHDA website with a link to a Tobacco Cessation PowerPoint Program and with tobacco cessation links for consumer and dental professionals
- Communicated with Dental Hygiene Program Directors re the SCI encouraging inclusion of the AAR model into core curriculum
- Presented to SADA
- Wrote quarterly articles on state tobacco cessation issues for the WSDHA Newsletter
- Promoted SCI program information, resources, materials to constituent and component members
- Included ADHA website information on the WSDHA website
- Distributed Quitnow cards to WSDHA Annual Spring Session

About the Website

www.askadviserefer.org

Available to download for dental hygienists and their clients:

- ***Protocols & Scripts***
- PowerPoint Presentations
- Fact Sheets (for the Consumer & the Dental Hygiene Professional)
- ***Ask. Advise. Refer.*** Flyer
- Liaison Resource List
- Quitline Resource List
- Relevant State & National News and Announcements
- Webcasts



Home	Cessation Toolkit	Consumer Resources	Continuing Education	Contacts	Related Links
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Tobacco News

[Tobacco Companies Make Payments on Settlement](#)

Tobacco companies Philip Morris USA and R.J. Reynolds have made their full yearly payments as mandated under the 1998 settlement.

[Middle Aged Drinking, Smoking Linked with Earlier Alzheimer's](#)

Researchers found an apparent link between heavy drinking or heavy smoking by people in their 40s and earlier onset of Alzheimer's disease decades later.

[Tobacco State At Historic Lows in Teen Smoking](#)

A state-administered survey of more than 7,500 middle and high school students in North Carolina shows teen smoking at historic lows.

[Prenatal Smoking May Cause Infant Heart Defect](#)

Babies born to women who smoke during pregnancy are more likely to have heart defects that are not related to genetics.

[Atlantic City Council Calls for Casino Smoking Ban](#)

After years of waffling, the Atlantic City Council has voted unanimously to ban smoking on the floors of the city's gambling casinos, and Mayor Scott Evans endorsed the proposal.

About The Ask. Advise. Refer. Program

[What is Ask, Advise, Refer.?](#)

[Why Quitlines?](#)

[What do I need to help smokers quit?](#)

[How do I promote my state cessation program?](#)



If you are interested in purchasing QUIT NOW cards (19c per card including shipping and handling), please contact the Smoking Cessation Leadership Center.

[Order Cards](#)

National Network of Tobacco Cessation Quitlines

1 (800) QUITNOW (784-8669)
Web Site: www.smokefree.gov

The toll-free number is a single access point to the national Network of Tobacco Cessation Quitlines. Callers are automatically routed to a state-run quitline, if one exists in their area. If there is no state-run quitline, callers are routed to the National Cancer Institute (NCI) quitline.

[Find my State Quitline](#)

1-800-QUIT-NOW

Free Call.
Free Quit Coach.
Free Quit Plan.

Smoking Cessation Initiative (SCI) Forum

The Smoking Cessation Initiative (SCI) Forum has been established to facilitate an exchange of ideas and support among the State SCI Liasons, dental hygienists and any interested in promoting smoking cessation and tobacco quitlines.

http://groups.google.com/group/ADHA_SCI

<http://www.adha.org/forum/index.php>



SCI District Presentations

Carol Southard, SCI project consultant, presented a **Tobacco Cessation Practice Guidelines** workshop in each ADHA district in grant year 3. This presentation provides information, skills and strategies necessary for effective smoking cessation intervention by registered dental hygienists. This presentation is now available for download.

[Learn More](#)

Continuing Education

Please note the newly designed section of the AAR website regarding continuing education. ADHA is committed to providing the most up-to-date, evidence-based information on the prevention and treatment of nicotine dependence. Please visit this link for a unique continuing education opportunity!

The University of Massachusetts Basic Skills for Working with Smokers Program

ADHA and the University of Massachusetts will **jointly** award **continuing education credits** for this nationally recognized program designed by the University of Massachusetts Medical School. By completing the "Basic Skills for Working with Smokers" course, **dental hygienists** will possess the requisite skills to deliver moderate to intensive tobacco treatment services within any health care or community setting.

[Learn More](#)

SCI Project Consultant

- Tobacco Cessation Practice Guidelines presentations/training workshops
 - Each of the twelve ADHA districts (+ eleven)
 - Tobacco Conferences (NIH, NCOTH, ISPTID, GNYDC, NNTTPP, NAATEN, PCNA)
 - ADHA annual meetings
- Partnerships
 - NAQC
 - Pharmacy Partnership for Tobacco Cessation
 - RxforChange
 - Tobacco Free Nurses
 - ADA

SCI Impact

National Survey Results

- 56% of dental hygienists offer cessation treatment at every or most visits
- 71% intervene with “higher risk clients”
- 78% of those respondents who had accessed the AAR website had incorporated cessation information into practice

Sustainability Plans

- ADHA budget inclusion for a national tobacco treatment initiative
 - Maintain consultant
 - Maintain website
 - Maintain liaison network
- Infusion of the SCI into ADHA strategic plan
- Inclusion in ADHA Council on Public Health
- Advisory Committee
- Continuing presence at ADHA annual meetings (Tobacco SIG)
- CE for ADHA Center for Lifelong Learning

ADHA's SCI Project Consultant

Carol Southard, RN, MSN

Smoking Cessation Initiative

Project Consultant

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ADHA's Smoking Cessation Initiative



- **Ask about tobacco use**
- **Advise those who use to quit**
- **Refer to a tobacco quitline and/or provide cessation treatment options**

www.askadviserefer.org