


# **Beyond Smoking Cessation: Advanced Roles for Dental Hygiene in Controlling Tobacco Use**

**Saturday, 6/26/2010  
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**Sponsored by:**




**Beyond Smoking Cessation: Advanced Roles for Dental Hygiene in Controlling Tobacco Use**



Centers for Disease Control and Prevention  
Office on Smoking and Health

Monica H. Eischen  
(770) 488-1072 meischen@cdc.gov

American Dental Hygienist Association  
Las Vegas, Nevada  
June 26, 2010




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**Evidence Base**


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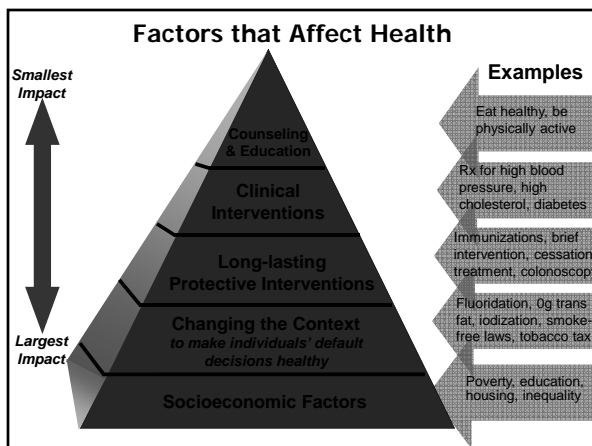
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### Comprehensive Programs Work

- Integrated programs influence social norms, systems, and networks.
- The more states invest, the greater the reductions in smoking prevalence and consumption.
- The longer states invest, the greater and faster the impact.



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### Best Practices 2007



- State and Community Interventions
  - Statewide Programs
  - Community Programs
  - Tobacco-Related Disparities
  - Youth (Schools and Enforcement)
  - Chronic Disease Programs
- Health Communication Interventions
- Cessation Interventions
- Surveillance/Evaluation
- Administration/Management



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### Best Practices 2007



- Provides recommended level of annual investment within the funding range
- Factors in state-specific characteristics



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**State and Community Interventions**

- Community resources must be the foundation of sustained solutions to pervasive problems like tobacco use
- Making tobacco less desirable, less accepted, and less accessible
- Importance of grassroots support for social norm change




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**The Community Guide's Tobacco Control Strategies in Communities**

Goal	<i>Recommended</i> Interventions When Implemented ALONE
Increase Cessation	Increase the price (excise tax)
Reduce Initiation	Increase the price (excise tax)
Reduce SHS Exp	Smoking bans




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**The Community Guide's Tobacco Control Strategies in Communities**

Goal	<i>Recommended</i> Interventions IN COMBINATION
Increase Cessation	Mass media campaigns * Telephone Quit lines *
Reduce Initiation	Mass media campaigns * <b>Community mobilization to reduce minors' access*</b> <b>School-based interventions coordinated with mass media and community interventions *</b>
Reduce SHS Exp	

\* When combined with other interventions




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**Cessation Interventions**

1-800-QUITNOW

Treating Tobacco Use And Dependence

NORTH AMERICAN QUITLINE CONSORTIUM

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**Cessation Interventions**

- Sustain, expand, and promote services such as quitlines
- Coverage of treatment under public and private insurance
- Eliminating cost barriers for underserved populations
- Making the PHS-recommended health care system changes

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**The Community Guide's Tobacco Control Strategies in Health Care Systems**

Goal	Recommended Interventions
Increase Cessation	Provider reminder systems * Telephone Quit Lines * Reducing patient out-of-pocket costs (NRT)
Reduce Initiation	
Reduce SHS Exposure	Smoking bans (in effect)

\* When combined with other interventions

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### The Community Guide's Tobacco Control Strategies in Health Care Systems

Goal	Interventions with <i>Insufficient Evidence</i>
Increase Cessation	Provider education programs (alone) Provider feedback systems
Reduce Initiation	Provider counseling: no studies reviewed
Reduce SHS Exposure	Provider counseling to reduce home SHS exposure




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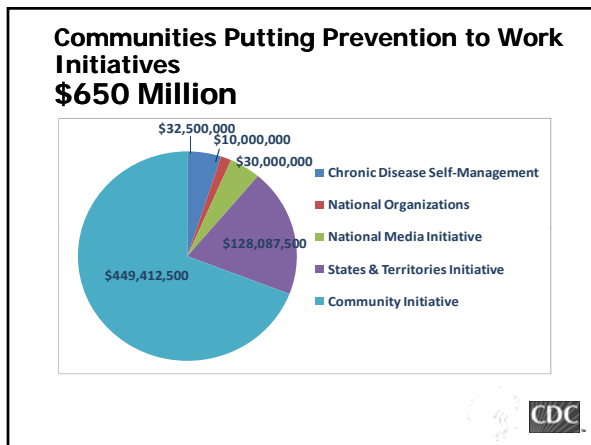
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### Policy Advocacy: Making the Case

- Impact of policy advocacy
  - Leads to Policy Change
    - Strong tobacco control policies are the outcome of thousands of local and state advocacy efforts throughout the United States.
  - Impacts large segments of the population
    - The policy changes that result from community efforts affect the tobacco-related health risks of many people simultaneously.




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**Policy Advocacy: Making the Case cont.**

- Provides a vehicle for community members to help reduce tobacco use
  - Policy advocacy provides an avenue for people from different groups and backgrounds to become engaged

**Mobilizes tobacco control resources and forces**

- The urgency of a policy effort and the coordination required for its success can help put the right people and resources together, in the right places, and at the right time in a given community.



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**Policy Advocacy: Making the Case cont.**

- Undermines the power of the tobacco industry
  - The potential impact of policy advocacy strategies by community groups has been recognized by the tobacco industry as a powerful anti-tobacco force.
- Increases the immediacy and awareness of tobacco control
  - By bringing people together and media attention to a particular tobacco control policy, advocacy efforts raise the priority of the harmful effects of tobacco use and exposure within a community.



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**Policy Advocacy: cont.**

- Influences Policy Makers
  - City councils, county commissioners, and local boards of health have been integral in enacting a vast majority of tobacco control policies.



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### IOM Recommendation



*"Each state should fund state tobacco control activities at the level recommended by CDC. A reasonable target for each State is in the range of \$15 to \$20 per capita, depending on the State's population, demography, and prevalence of tobacco use."*



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### State Examples

▪ Recommended Annual Investment

Tennessee: \$11.89 per capita    \$71.7 million

Alaska: \$16.11 per capita    \$10.7 million

Utah: \$9.23 per capita    \$23.6 million

Oklahoma: \$12.54 per capita    \$45.0 million

New York: \$13.15 per capita    \$254.3 million



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### Each day in the United States:

- The tobacco industry spends \$36 million to market and promote its products
- Almost 4,000 youth start smoking
- Approximately 1,200 smokers die prematurely
- The nation spends \$260 million in direct medical costs related to smoking
- The nation experiences \$270 million in lost productivity due to premature death



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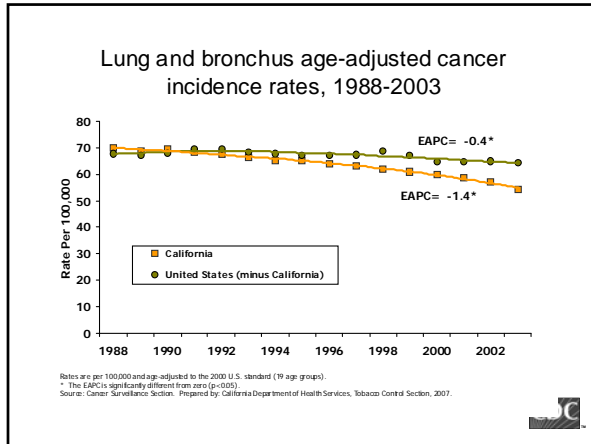
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*"Knowing is not enough; we must apply.  
Willing is not enough; we must do."*

- Johann Wolfgang von Goethe

*"Never doubt that a small group of thoughtful,  
committed citizens can change the world. Indeed,  
it is the only thing that ever has."*

- Margaret Mead



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**American Dental Hygienist Association**

**Beyond Smoking Cessation: Advanced Roles for  
Dental Hygiene in Controlling Tobacco Use**

Monica H. Eischen  
Centers for Disease Control and Prevention  
Office on Smoking and Health  
Atlanta Georgia  
E-mail: meischen@cdc.gov

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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Traditional Roles of the Dental Hygienist in Tobacco Cessation and Chronic Disease Prevention

Theresa Anselmo, MPH, RDH

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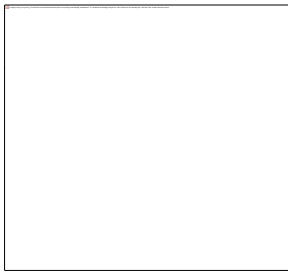
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Traditional Roles of the Dental Hygienist in Health Promotion and Disease Prevention



- Particularly within the context of ...
  - Clinician
  - Educator
  - Advocate

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Dental Hygienists as...

- Educator
- Clinician
  - Recognition of disease (perio, oral cancer)
  - Controlling disease (progression of perio)
- Advocate

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**Dental Hygienists as...**

- Clinician
- Educator
  - Screening patients (for tobacco use, hypertension)
  - Advising/counseling cessation
  - Educating patients on the impacts, signs and symptoms (chronic conditions, tobacco related diseases etc...)
- Advocate

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**Successful Practices**

- ADHA Tobacco Intervention Initiative (TII)

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**History of TII**

- 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

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### Goal

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)

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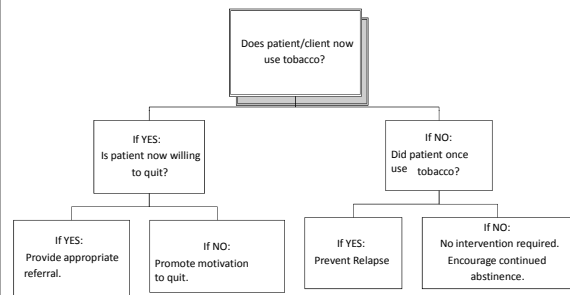
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### Algorithm




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### The Initiative

- Develop an educational program Ask. Advise. Refer.
- Designate points of contact in each state for technical assistance and expertise Smoking Cessation Initiative Liaison Program
- Create a dedicated Website [www.askadviserefer.org](http://www.askadviserefer.org)

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### The Initiative

- Hired project manager and support staff
- Developed support materials, presentation templates and resources.
- ADHA conducted presentations in each of ADHA's 12 districts
- Conducted webcasts

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### Colorado Examples

- Tobacco Cessation tool kit
- Quitline cards and resources
- Tobacco Rapid Improvement Activity
  - Training in dental offices
- Chew Tobacco "summit" in fall of 2010

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### Dental Hygienists as...

- Educator
- Clinician
- Advocate

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## Moving Beyond Tobacco Cessation: New Roles for Dental Hygienists

Kathleen Mangskau, RDH, MPA  
Public Health Consultant  
KM Consulting



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**Organized advocacy efforts** are the key to making changes that will advance the practice of dental hygiene and the role of the dental hygienists as well as improving oral health and overall health

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### Moving Beyond Tobacco Cessation: New Roles for Dental Hygienists

- Policy advocate
- Coalition leader
- Coalition coordinator/executive director
- Community intervention specialist
- Local tobacco control coordinator
- State tobacco control program manager
- Initiative/referendum leader
- Local, state or national policy maker

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## Policy Advocate



- Develop position statements/resolutions
- Educate the public on policy issues
- Contact policy makers, voice opinions and urge action
- Write letters to the editor

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## Coalition Leader

- Serve as president, chair or spokesperson
- Prepare policy statements, issue briefs and talking points
- Participate in policy forums
- Participate in press conferences
- Write letters to the editor on policy issues
- Respond to media requests
- Testify at policy hearings



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## Coalition Coordinator/ Executive Director

- Plan, direct, control and evaluate coalition activities
- Prepare policy statements and issue briefs
- Prepare press releases and participate in press conferences
- Testify at policy hearings
- Lobby policy makers

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### Community Intervention Specialist

- Lead community policy initiatives
  - Develop policy plans
  - Organize grass roots
  - Organize community forums
  - Coordinate public education efforts

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### Local Tobacco Control Coordinator

- Plan, direct, control and evaluate local tobacco control projects
  - Develop and implement local education projects
  - Promote use of statewide quitlines
  - Implement tobacco cessation system changes
  - Implement local media campaigns

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### State Tobacco Control Program Manager

- Manage and lead state tobacco control efforts
  - Implement statewide education efforts
  - Implement statewide quitline services
  - Implement statewide media campaigns
  - Develop partnerships

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## Initiative/Referendum Leader

- Coordinate activities for ballot measures
  - Prepare petitions
  - Outline petition gathering strategies
  - File petitions according to laws
  - Educate the public on the policy issue
  - Develop “Get out the Vote” strategies
  - Coordinate grass roots and grass tops efforts



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## Local, State or National Policy Maker

- Serve as a city council member, county commissioner, state legislator or state representative or senator in Congress
- Propose and support strong tobacco control policies



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## Why Hygienists Can Be Effective Policy Leaders

- Good at public education
- Understand the opposition
  - Tactics used (Scare tactics, junk science)
  - The tobacco industry is like antifluoridationists
- Experience as leaders



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- ## Identifying Key Leaders in Tobacco Control Efforts
- State level
    - State tobacco control programs in state health departments  
[http://www.ttac.org/TCN/state\\_info/index.html](http://www.ttac.org/TCN/state_info/index.html)
    - State tobacco control coalitions
  - Local/community level
    - Local public health departments
    - Local coalitions

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## Questions



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## Contact Information

Kathleen Mangskau, RDH, MPA  
KM Consulting  
[kmconsult@btinet.net](mailto:kmconsult@btinet.net)  
701-258-7919

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