

# Tobacco Cessation for Medical and Primary Care Settings



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**Center For a Tobacco-Free Finger Lakes**

# Center for a Tobacco-Free Finger Lakes

Serving:

Cayuga  
Chemung  
Livingston  
Monroe  
Ontario  
Schuyler  
Seneca  
Steuben  
Tompkins  
Wayne  
Yates

- Provides education and resources for healthcare organizations to **identify and effectively treat nicotine dependence**
- Uses **evidence-based** resources and programs to assist organizations in the design and implementation of policy and office-based systems to address nicotine dependence, especially in patient populations experiencing health disparities
- Assists healthcare organizations to **improve tobacco policy**



# *CTFFL Provides: Evidence-Based Best Practices for a Healthcare Tobacco Policy*

- Obtain strong administrative buy-in
- Definition of tobacco, nicotine & smokeless products
- Tobacco/Nicotine-Free Culture and Environment
- Definition of facilities and grounds including signage
- Policy, procedures, and EHR reflect best practices
- Tobacco Cessation Counseling & Referral:
  - For employees
  - For patients - 5 As
  - For visitors
- Policy Evaluation and Continuous Quality Improvement



# Summary and Objectives

- Understand Tobacco/Nicotine Dependence and its impact on Physical and Mental Health
- Recommendations for Screenings, Research, and Treatment
- Understand the pathology of nicotine use
- Provide an Overview of FDA-Approved Medication-Assisted Treatment, Pharmacotherapies, and Combination Therapy with Counseling
- Counseling Methods for Clients/Patients
- Refer Patients to Quitline and Resources For Cessation



# PRE-TEST

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# Harms of Tobacco Use

- 60% of lifelong cigarette users die prematurely from smoking
- Smoking causes one in five deaths in USA
- The leading cause of global preventable disease, disability and deaths
- A major contributing factor to poverty
- Vaping and smoking damages adolescent brains and leads to addiction



# Tobacco Companies Target Vulnerable Populations



- Black Communities
- LGBT+
- Rural
- Children
- Impoverished
- Psychiatric illness

picture taken from nysmokefree.com



# Chemicals in Tobacco Smoke

Acetone—found in nail polish remover

Acetic acid—an ingredient in hair dye

Ammonia—a common household cleaner

Arsenic—used in rat poison

Benzene—found in rubber cement and gasoline

Butane—used in lighter fluid

Cadmium—active component in battery acid

Carbon monoxide—released in car exhaust fumes

Formaldehyde—embalming fluid

Hexamine—found in barbecue lighter fluid

Lead—used in batteries

Naphthalene—an ingredient in mothball

Methanol—a main component in rocket fuel

Nicotine—used as an insecticide

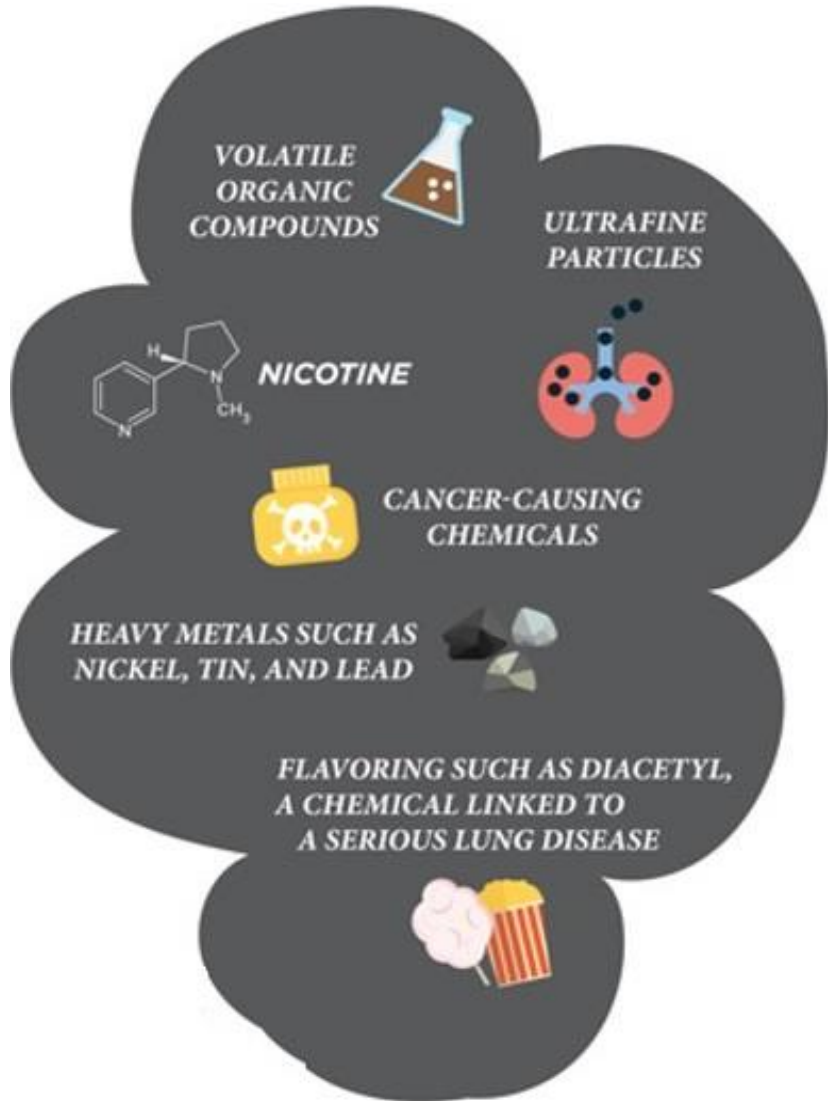
Tar—material for paving roads

Toluene—used to manufacture paint





# Chemicals in e-Cigarettes



- Nicotine
- Carcinogens
  - Acetaldehyde
  - Formaldehyde
- Toxins
  - Propylene glycol, Benzene, Heavy Metals
- Flavorings
  - *Unregulated: containing toxins and unknown ingredients*

# E-Cigarettes/ Vapes - Not Just Water Vapor

- E-cigarettes are a category of “tobacco products”
- They contain Nicotine and many chemicals
- Ultrafine particles are inhaled deep into the lungs
- Flavorings contain chemicals from food additives known to be directly and irreversibly harmful to the lungs (diacetyl, vanillin and cinnamaldehyde)
- Volatile organic compounds (vitamin-e acetate)
- Heavy metals (nickel, tin, copper, & lead)



# “Spit Tobacco” (smokeless, chew)

- Amount of nicotine in 8-10 chews/dips per day = 30-40 cigarettes!
- Smokeless tobacco delivers 3-4 times more nicotine than smokable tobacco
- Made from a mixture of tobacco, nicotine, sweeteners, abrasives, salts and chemicals
- Contains a mix of 4000 chemicals, more than 30 known carcinogens
- More addictive than cigarettes because it contains higher levels of nicotine



# Second & Thirdhand Smoke & Vapor



- Environmental tobacco smoke (ETS) and passive smoke/vapor
- Third-hand smoke/vapor is the left-over contamination in a room/car/clothing that persists after the cigarette is extinguished
- Toxicants in vape fluid, Propylene Glycol (PG) & glycerol are especially hazardous to pets
- There is no risk-free level of exposure to tobacco smoke, and vapor, and there is no safe tobacco product



# Take the Extra Minute or Two

- Treating tobacco dependence is “the single, most powerful, preventive intervention in clinical practice.”
  - Andrew Pipes CM MD, Ottawa Heart Institute
- “Smoking cessation would prevent more deaths than any other single known intervention.”
  - Steven Woolf, JAMA 1999; 282(24):2358-2365



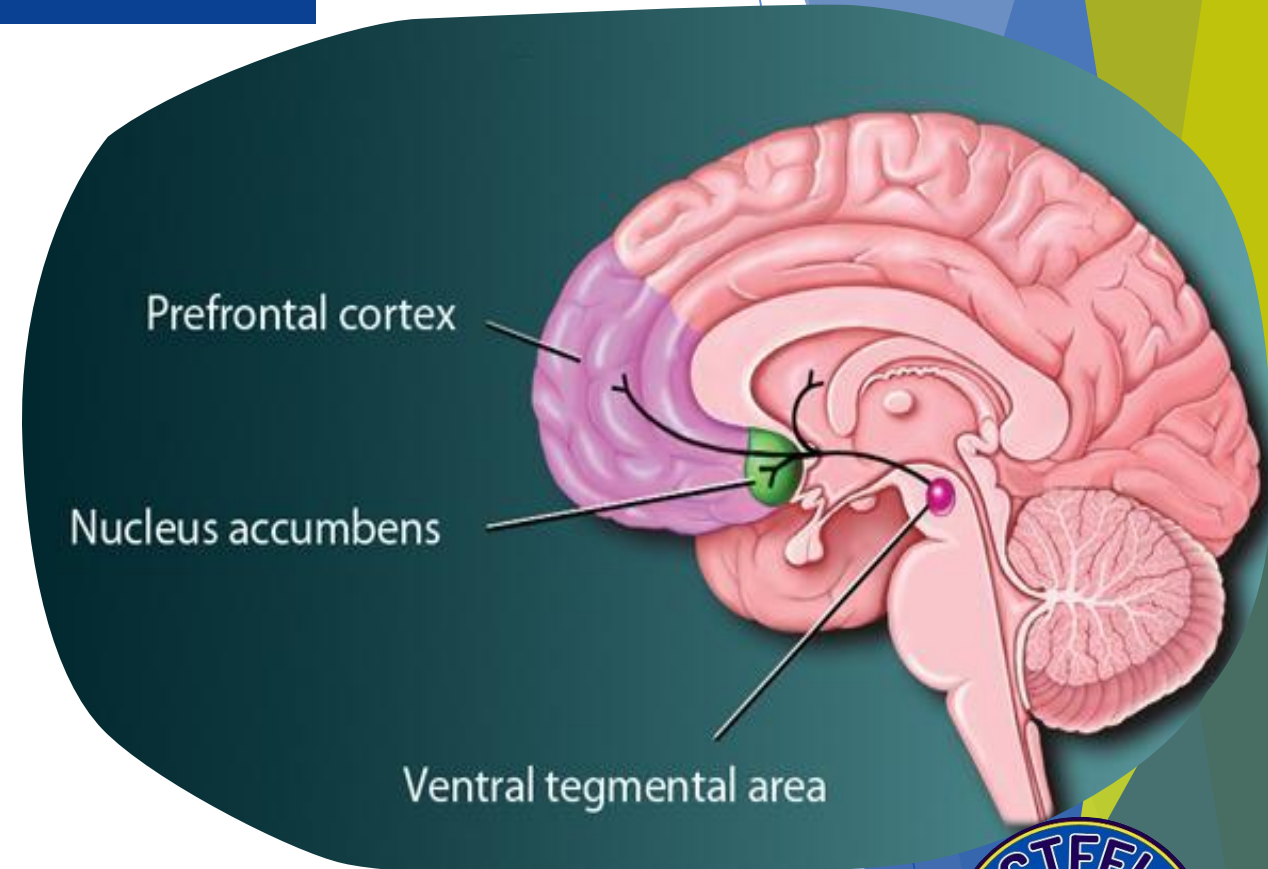
# Chronic Disease Model

- Tobacco Use Disorder, like all substance use disorders is a chronic disease
  - Long term disorder
  - Periods of relapse and remission
  - Requires a chronic disease model approach rather than an acute care approach



# Involvement of Receptors

- Nicotine binds to **nicotinic receptors** in the brain, augmenting the release of numerous neurotransmitters
- Cigarette smoke also inhibits monoamine oxidase (the enzyme that breaks down the biogenic amine neurotransmitters norepinephrine, serotonin, and dopamine)



# Nicotine Addiction in Youth

- NO AMOUNT of nicotine is safe for youth
- Teens may not know about and don't think about the dangers of nicotine
- Nicotine harms adolescent (13-19) brain development and maturation
- Tobacco dependence leads to impotence, even in young people
- Decreased activation in the pre-frontal cortex can cause problems with:
  - Learning
  - Attention
  - Memory
  - Behavior problems
  - Leads to future addiction





# Pathology

## Lungs

- Current and former smokers: 54% have lung impairment
- 80% COPD deaths caused by smoking
- Vaping Associated Acute Lung Injury: EVALI

## Cardiovascular

- Smoking increases the rate of dying from heart disease in men by 4x, in women by 5x
- Stroke: smoking increases risk by 2x-4x
- Smoking ages the arteries at 2x the speed, leading to peripheral vascular disease and atrial insufficiency
- Reduces Wound Healing post injury or surgery

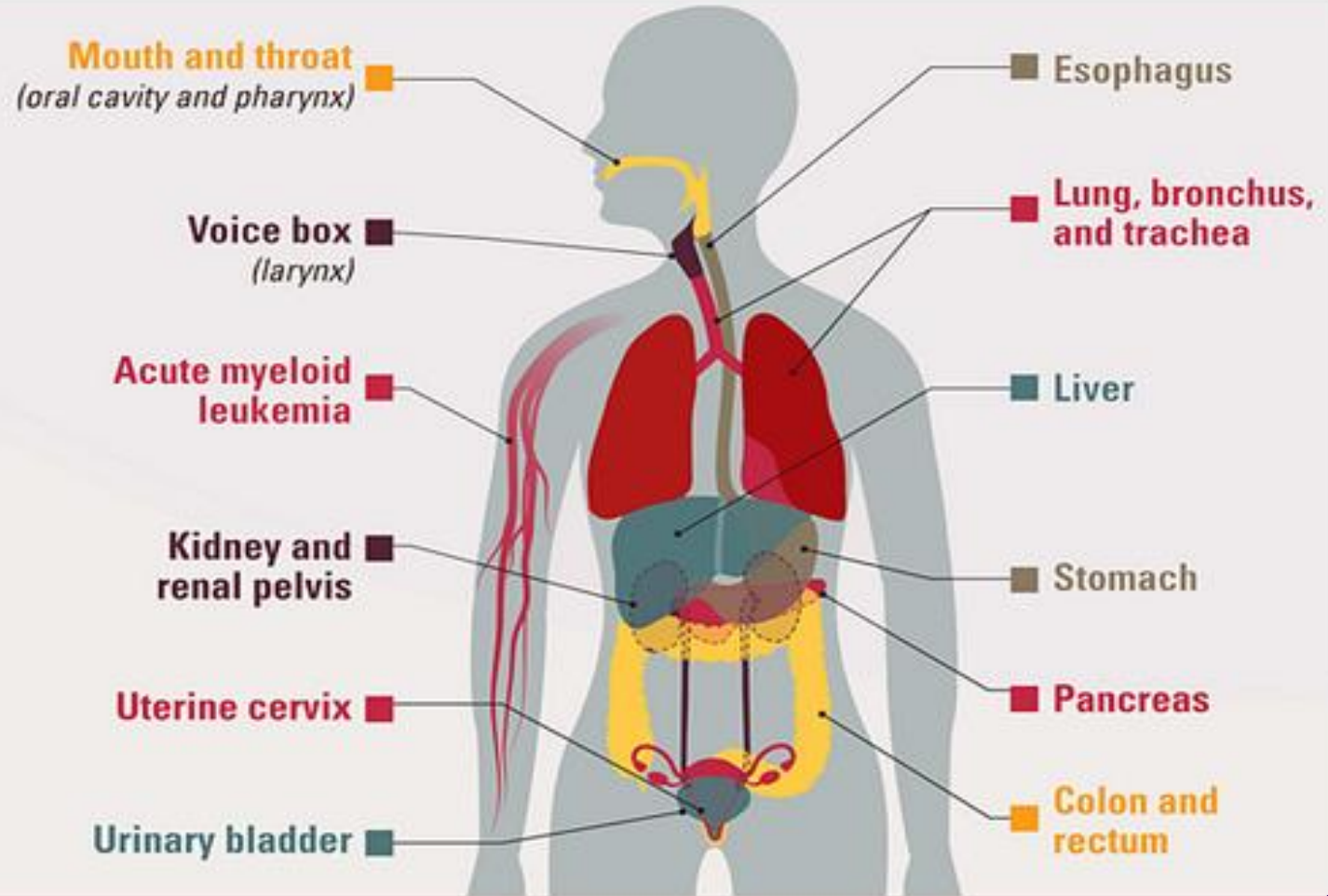
## Dementia

- Risk increased for Alzheimer's and vascular complications



Cancers linked to Tobacco Use make up 40% of all cancers in the U.S.

## Tobacco use\* causes cancer throughout the body.



\* Tobacco use includes smoked (cigarettes and cigars) and smokeless (snuff and chewing tobacco) tobacco products that, to date, have been shown to cause cancer.



# Effects on Oral Health

- **Malignancies**
- **Oral mucosal lesions**
  - Leukoplakia
  - Nicotine Stomatitis
- **Periodontal diseases**
  - Higher levels of plaque, calculus formation (tartar)
  - Gingivitis, Periodontitis, and Acute necrotizing ulcerative gingivitis (ANUG)
- **Dental Implants**
  - Damaging to both the initial and long-term success
  - Delayed wound healing/less favorable treatment outcomes
- **Dental Caries**
- **Salivary changes/dry mouth**



# Study: Smoking Cessation Improves Mental Health

Quitting tobacco use can improve the likelihood of long term sobriety from alcohol and other drugs by 25% if addressed at same time as alcohol/drug recovery.

A meta-analysis of 26 studies that assessed mental health, depression and psychological quality of life, **concluded that:**

- **Cessation reduces depression**
- **Cessation reduces anxiety, lowers stress**
- **Improved positive mood and quality of life**
- **Effects of quitting smoking are equal to or greater than treatment with antidepressants**



# Nicotine Affects Mental Health Medication

- Nicotine affects medication absorption
- When nicotine use is reduced medication dosage adjustments may be necessary
  - Tri-Cyclic anti-depressants
  - Serotonin-Reuptake Inhibitors
  - Specific meds -
    - Clozapine - serum levels increase 72%
    - Alprazolam



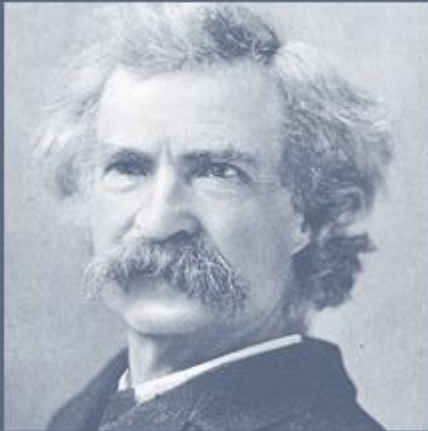
# Nicotine Affects Caffeine Absorption

- Nicotine use will shorten the half-life of caffeine
- The combination of nicotine and caffeine in the system at the same time increases the stimulation effect
- Drinking Caffeine can create an associated nicotine craving
  - *Individuals quitting nicotine may want to limit or be more mindful of caffeine intake to avoid potential associated cravings*



# Treatment

- Treatment should address the physiological and the behavioral aspects of dependence



Quitting smoking is easy, I've done it hundreds of times.

~ Mark Twain

# Elevator Speech

Jumping out of 4<sup>th</sup> story windows is dangerous, right? How about if I just jump out of 2<sup>nd</sup> story windows?

However, as your healthcare provider, it's important for me to explain to you the options that are APPROVED by the FDA.... Including Escalators and Elevators.





# It's never too late!

- Smokers benefit from quitting smoking even after the development of smoking-related morbidity
- Smoking cessation is associated with decreased all-cause mortality, even for smokers with airway obstruction
- Smoking cessation can slow or partially reverse the accelerated bone loss caused by years of smoking

*Older smokers are less likely to make an initial quit attempt, but are more successful than younger smokers when they do*



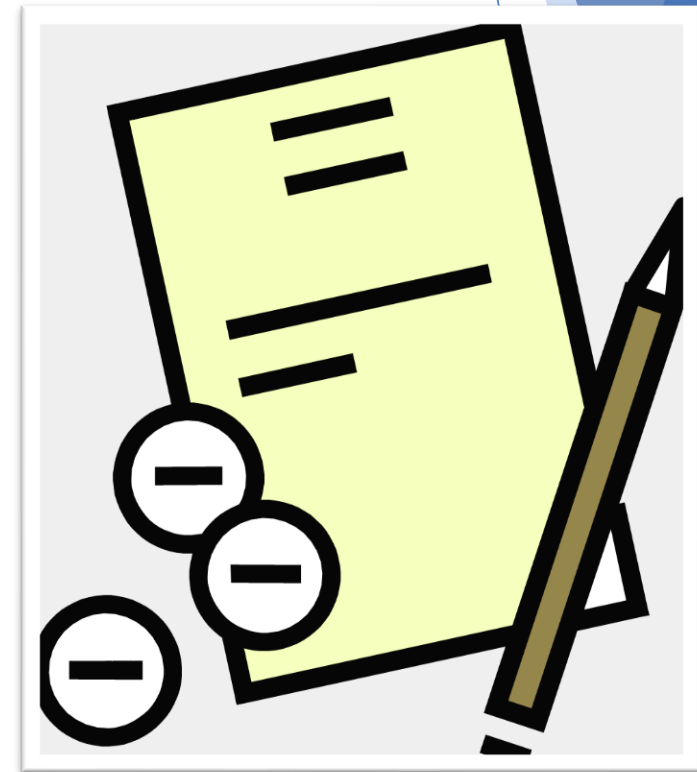
# Medication-Assisted Treatment: FDA-Approved Nicotine Replacement Therapies and Cessation Medications

## Over the Counter

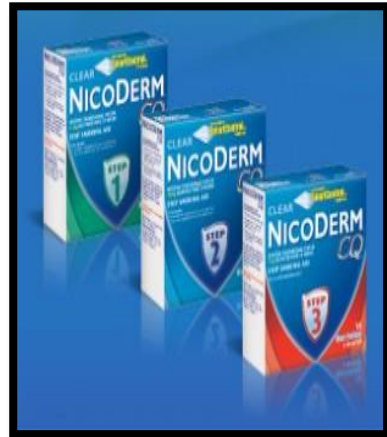
- Nicotine Patch, Gum, Lozenge

## Prescription

- Nicotine Inhaler
- Nicotine Nasal Spray
- Bupropion (Wellbutrin)
- Varenicline (Chantix)



# Pharmacotherapy



These are the brand names, but there are emerging NRT products and “store brand” alternatives of the nicotine containing products (e.g., CVS, Rite Aid) which have the same levels of nicotine. Zyban has two other forms: as Wellbutrin (for Depression) and generically as “Bupropion SR”. Alternatives are often cheaper for clients/patients.

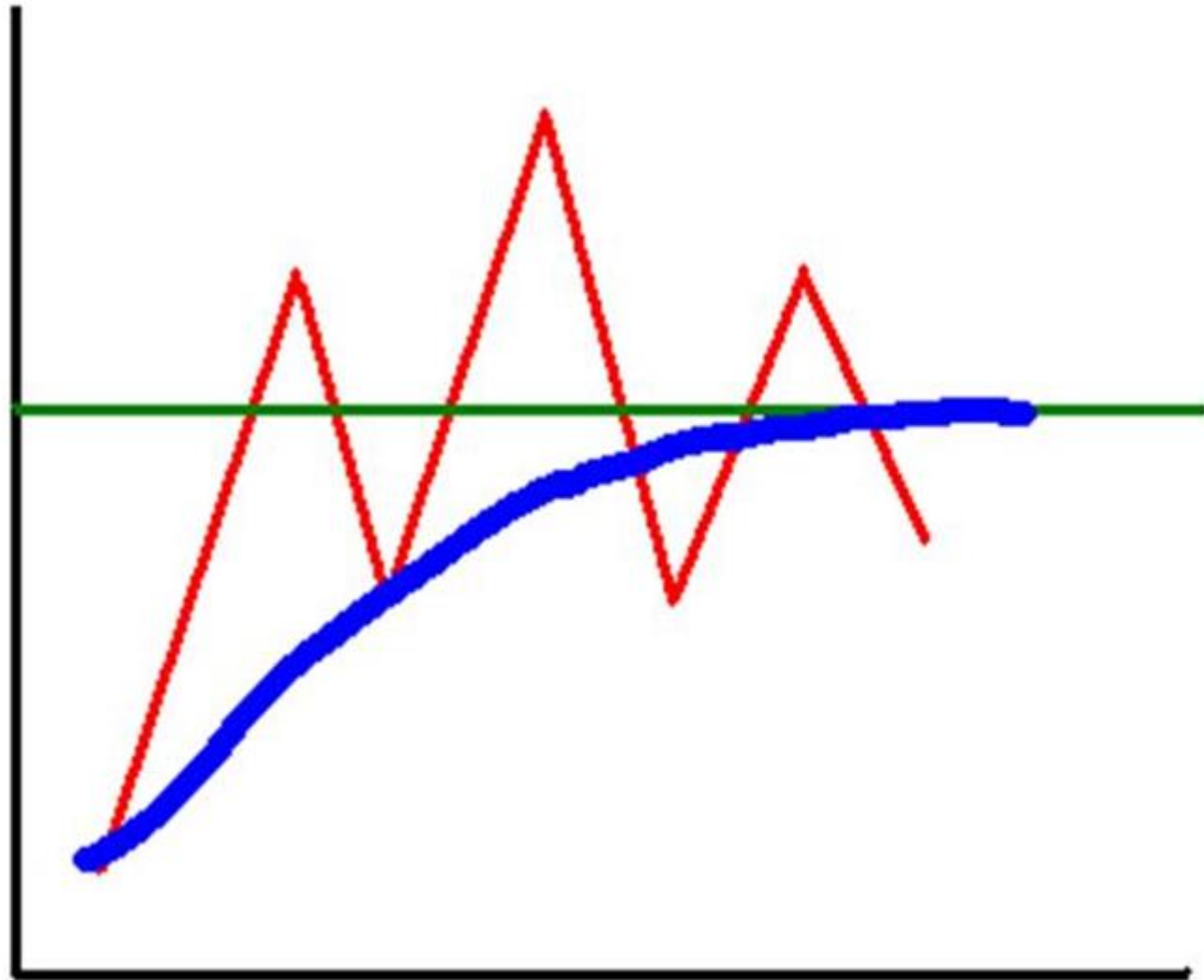


# Blood Nicotine Levels

Red = Cigarette

Green = Average Daily Level

Blue = Nicotine  
Replacement Therapy (NRT)



# Optimizing Treatment - Combination Therapy and Pre-Loading

- Combine drugs of different classes
- Combinations of short- and long-acting forms of nicotine replacement therapy increases smoking cessation
- The evidence is suggestive that pre-loading (e.g., initiating cessation medication in advance of a quit attempt), especially with the nicotine patch, can increase smoking cessation
- Reduce to quit paradigm



# USPSTF Preventive Screenings

## Screen for Use: Tobacco, Cigar, Chew, Vape

- Every Patient, Every Encounter

## Lung Cancer - LDCT Eligibility

- Low-dose computed tomography (LDCT)
- Adults aged 50 to 80 years
- 20 pack-year smoking history
- Every Year
- Currently smoke or quit within the past 15 years

## Abdominal Aortic Aneurism

- Physical Examination and Ultrasonography
- One Time Screening
- Men
- Aged 65 to 75 years
- Who have ever smoked.



# Treatment - Perinatal Populations, Children and Adolescents

- Pregnancy - Avoid Varenicline in pregnant patients; data are lacking
- Breastfeeding - NRT is passed in the breastmilk, however the positive effect of breastfeeding outweighs the negative impact of both NRT and tobacco, therefore...
- **We do recommend breastfeeding in these circumstances**
- Children and Adolescents - No smoking cessation medications are FDA approved for use in children or adolescents
- For more information on lactation and medication: interactions:

<https://www.ncbi.nlm.nih.gov/books/NBK501922/?msclkid=980c57a0b1c911ec97eee1ecdebcd06>



# Nicotine Overdose Symptoms

- Muscarinic signs
  - Vomiting
  - Diarrhea
  - Bronchorrhea
  - Salivation
  - Wheezing
- Nicotinic effects
  - Muscle fasciculations
  - Paralysis
  - Coma
  - Seizures
- These typically present rapidly after exposure and resolve in about two hours. In most patients, supportive care until resolution of toxicity is sufficient
- Although uncommon, life-threatening effects such as seizures, coma, respiratory arrest, and cardiac arrest have been reported in children



# Nicotine Withdrawal Symptoms

| Symptoms                | Duration   | Prevalence |
|-------------------------|------------|------------|
| Urges to smoke          | > 2 weeks  | 70%        |
| Increase appetite       | >10 weeks  | 70%        |
| Poor concentration      | < 2 weeks  | 60%        |
| Depression              | < 4 weeks  | 60%        |
| Restlessness            | < 4 weeks  | 60%        |
| Irritability/aggression | < 4 weeks  | 50%        |
| Mouth ulcers            | > 4 weeks  | 40%        |
| Night-time awakenings   | < 1 week   | 25%        |
| Constipation            | > 4 weeks  | 17%        |
| Light-headedness        | < 48 hours | 10%        |



# Counseling, Referrals, and Policy



# Combining Counseling with Pharmacotherapy is the Gold Standard

First-line therapy should include both Pharmacotherapy and Behavioral Support

- Cessation medication is most effective when combined with counseling
- Brief (or intensive) behavioral support can be delivered effectively in person or by telephone, text messages, or the internet
- Combining a clinician's advice to quit with cessation medication is effective when it is routine with tobacco users in virtually all health care settings

# Face to Face Counseling

- The Healthy Living Program, based in Rochester, is located in the Center for Community Health and Prevention
  - <https://www.urmc.rochester.edu/community-health/programs-services/healthy-living-center/stop-smoking-program.aspx>
- Face to Face Counseling provided, including phone call follow-up
- Individuals will be screened for NRT/medications
- Individuals can also be referred to the NY State Smokers' Quitline at the same time



# Components of Smoking Cessation Group Therapy Program

- **Example:**

- 6-10 weekly sessions of manualized group smoking cessation counseling
- Flexibility in setting a target quit date if unsuccessful on initial attempt
- Emphasis on motivational interviewing (MI) and psychoeducation pre-Quit Date
- Modified cognitive behavioral therapy (CBT) emphasizing small amounts of material at each session with frequent repetition
- Focus on building social skills and emphasis on relapse prevention



# 5A's Treatment Model

Current Practice Guidelines of the Monroe County Medical Society (recommended statewide) and based on National clinical guidelines:

- **Ask** patients/clients about tobacco product use
  - Every patient/client, every visit
- **Advise** them to quit for good
- **Assess** their willingness to quit for good
- **Assist** in a quit attempt (counseling, meds, referral)
- **Arrange** follow-ups (notes, appointments, electronic health records)



# Stages of Change Model

- **Pre-contemplation**
  - Can discuss the “5R’s”
- **Contemplation**
  - Yes, but not now
- **Preparation**
  - Set a Quit Date
- **Action**
  - Quit Date/vulnerable to relapse
- **Maintenance**
- **Relapse/Recycle**
  - Emphasize successes and “re-trying”



# For Those Not Ready to Quit

## The Five R's (PERSONALIZE)

- **Relevance** (Relationship/how does it affect their life?)
- **Risks** (Short and long term health and economic risks)
- **Rewards** (Health and quality of life improvement)
- **Roadblocks** (Stress, other tobacco product users, boredom, lack of confidence)
- **Repetition** (Think “dose response”: more discussion leads to increased success)





# Motivational Interviewing

*a conversation about change*

- Express Empathy
- Develop Discrepancy
- Roll with Resistance
- Support Self-Efficacy



# Decisional Balance

Motivation & Ambivalence

Advantages

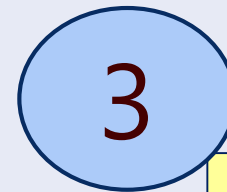
Disadvantages

No Change



Change

Finish with Advantage of Quitting



Develop Discrepancy

# New York State Smokers' Quitline & Quitsite

- **Quitline:** Free and confidential telephone Quitline provides evidence-based tobacco cessation services to New York State residents who want to quit tobacco product use for good



THE NEW YORK STATE  
**SMOKERS'**  
**QUITLINE**  
**1-866-NY-QUITS**  
**(1-866-697-8487)**

- **Quitsite:** [www.nysmokefree.com](http://www.nysmokefree.com)



# NY State Smokers' Quitline - Resources and Referral

- Palm cards (passive referral)
- Refer-to-Quit (active referral)
- Electronic Health Record Referral



New York State Smokers' Quitline 1-866-NY-QUITS (1-866-697-8487)

### Refer-to-Quit Referral Form

Patient stamp, label, OR info (name, record number, DOB, date):  
 Fax form to: 1-866-QUIT-FAX (1-866-784-8329)

**Step-by-Step:**

- If a tobacco user would like help from the Quitline, complete form.
- Fax completed form to 1-866-784-8329.
- A Quitline Quit Coach will contact the tobacco user and offer free cessation services. A progress report will be sent to the provider listed on this form.
- The Quitline program is a free service for all New York State residents regardless of insurance status.

**Tobacco Users: Complete This Section**

(Please print)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Male  Female  
 Gender ( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
 Primary Phone (area code + number) \_\_\_\_\_ Secondary Phone (Area code + number) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

When should we call?  Morning  Afternoon  Evening  No preference May we leave a message?  Yes  No

Language Preference:  English  Spanish  Other (specify) \_\_\_\_\_

*I (undersigned) give permission for the support staff of the New York State Smokers' Quitline to contact me, coach me in quitting smoking, and give feedback regarding my progress to the health care provider listed below and permission for that provider to forward the information to other relevant health care providers.*

**Required Tobacco User's Signature (or agent if authorization was verbal) \_\_\_\_\_ Date \_\_\_\_\_**

**Health Providers/Employer/Other: Complete This Section**

Referrer: \_\_\_\_\_ ( ) \_\_\_\_\_ Phone number \_\_\_\_\_

Facility: \_\_\_\_\_ ( ) \_\_\_\_\_ Fax number \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address: \_\_\_\_\_

**SEND PROGRESS REPORT VIA SECURED:**  Secured Site Access  E-mail (Secured Attachment)  
 Fax (Provider Secured)  DO NOT SEND PROGRESS REPORT

*If a selection is not indicated, no progress reports will be made available.*

Send feedback report to:  
 Same as above or  
 Name \_\_\_\_\_ ( ) \_\_\_\_\_ Phone number \_\_\_\_\_  
 Facility \_\_\_\_\_ ( ) \_\_\_\_\_ Fax number \_\_\_\_\_

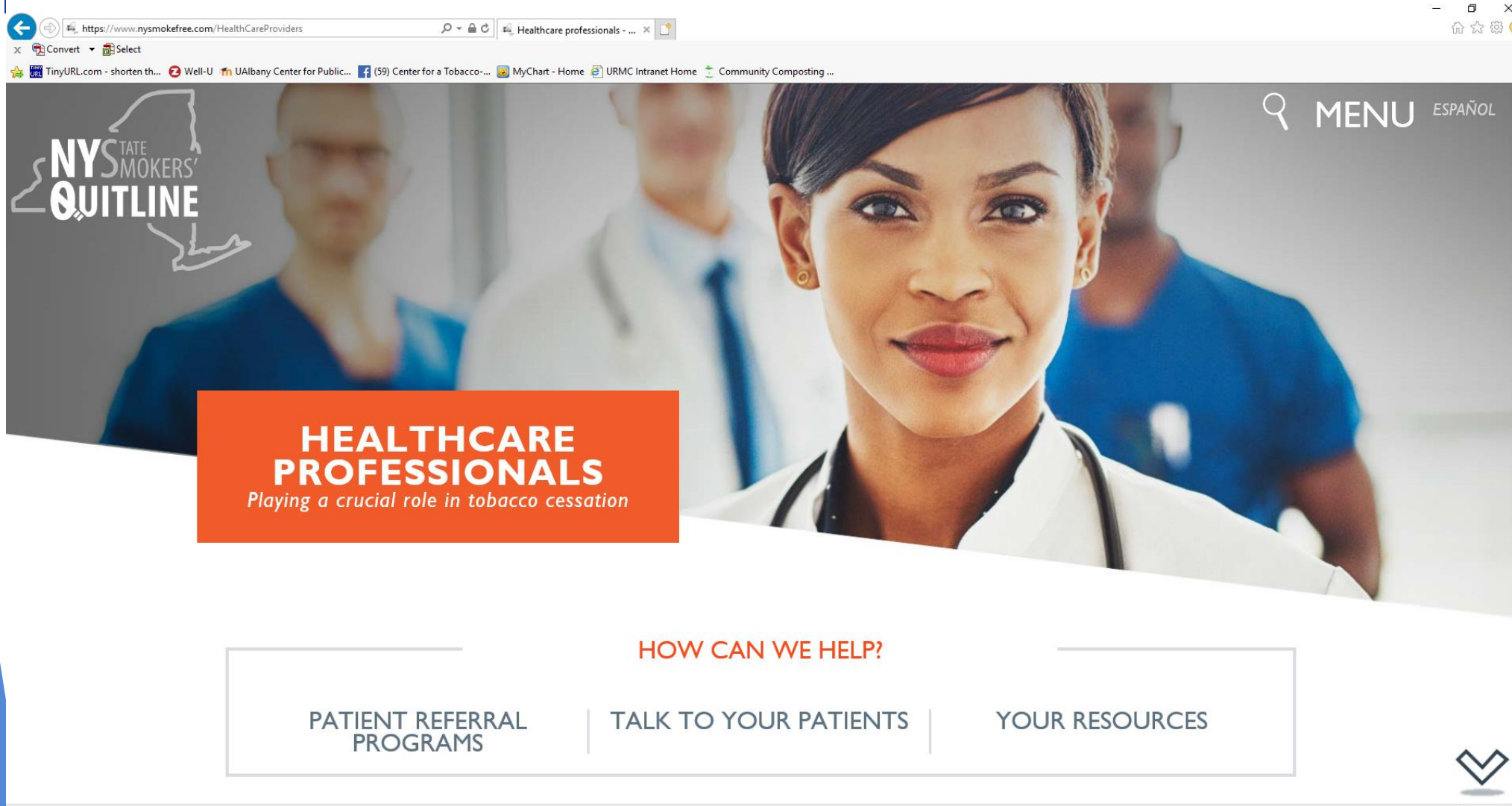
E-mail address: \_\_\_\_\_

**PEDIATRICS ONLY:** Tobacco Users' relationship to child:  Mother  Father  Other (specify) \_\_\_\_\_  
 Child/Children's name: (to help with recordkeeping) \_\_\_\_\_

RTQ 1.11



# New York State Smokers' QUITLINE Resources for Clinicians, Counselors, etc.



# New York State Smokers' Quitsite for tobacco product users

NYS STATE SMOKERS' QUITLINE 1-866-NY-QUITS (1-866-697-8487)

Search Español MENU

## SMOKING IS AN ADDICTION

Get support. Don't give up.

Talk now Patch and more Tools

Talk now!

79°F Mostly cloudy 12:51 PM 8/18/2022



# Referral Resource:

UR Medicine Wilmot Cancer Center, Community Outreach: Quit Center

The Quit Center offers counseling, personalized treatment, free NRT, and offered in Spanish

- “Kick Buts” text to quit program
- Text messaging support
- Free NRT
- English and Spanish
- Free of cost

To speak with a tobacco specialist,  
call 585-504-9461 or  
email [quitcenter@urmc.rochester.edu](mailto:quitcenter@urmc.rochester.edu)



Community  
Outreach,  
Engagement,  
and Disparities

# Another Referral Resource:

URMC Healthy Living Center, Center for Community Health & Prevention

## Nicotine Dependence Treatment

- Healthy Living Center offers one-on-one counseling, and
- “Commit to Quit” group program
- Zoom online format
- Free of cost

Phone: 585-602-0801

[healthy\\_living@urmc.Rochester.edu](mailto:healthy_living@urmc.Rochester.edu)



Healthy Living Center



# Newsletter

- If you are interested in receiving our monthly newsletter,
- please type your email address and name in the chat,
- or send us a request @ [treatnicotine@URMC.Rochester.edu](mailto:treatnicotine@URMC.Rochester.edu)

(June '22 Newsletter Shown)



## Treat Nicotine

Center for a Tobacco-Free Finger Lakes

Partnering with Cayuga, Chemung, Livingston, Monroe, Ontario, Schuyler, Seneca, Steuben, Tompkins, Wayne, & Yates Counties

Contact us: Phone: 585-802-9944 | [Click for Website or Facebook](#)

### ADULT SMOKING RATE DROPS TO 12% IN NYS; WORK STILL TO BE DONE.

New York State Department of Health Announces Rate of Adults Smoking Cigarettes Dropped Consecutively Over Past Four Years.

The prevalence of cigarette smoking among NYS adults in 2020 is down to 12.0% from 15% four years prior and 14.7% in 2017. While cigarette smoking rates among young adults ages 18-24 have dropped to a new low of 5.5%, New York young adults remain the primary users of e-cigarettes and vape pens. The data show that nearly 40% of 12th-grade students and 27% of all high school students in New York State had used e-cigarettes.

<https://tinyurl.com/twelvepercent>

### LEARN2QUITNY TEXT PROGRAM LAUNCHED

The Quitline recently launched Learn2QuitNY, a free comprehensive six-week text program with step-by-step guidance for New York State residents to learn and practice skills that promote freedom from nicotine dependence. Residents can enroll by visiting [nysmokefree.com/text](https://nysmokefree.com/text) or by texting QUITNOW to 333888.

### IMPORTANT DATES & WEBINARS

#### Juneteenth - June 20th

Progress being made to help Black and African Americans quit:

[Click for JAMAQuitProgress](#)

#### Latest Report from the NYS Bureau of Tobacco Control

[Click for BRFSSsmoking2022](#)

#### June is National Pride Month

How tobacco companies target the LGBTQ+ Community

[Click for cancer-network](#)

#### Mens Health Month

Wear Blue Day - June 17th

[menshealthnetwork.org/wearblue](https://menshealthnetwork.org/wearblue)

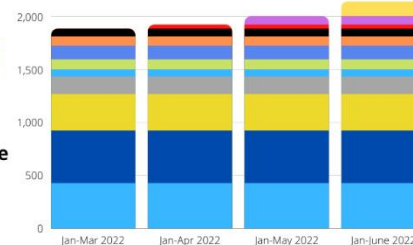
#### "Addressing Tobacco, E-cigarette & Alternative Product Use with Young Adults"

Webinar on July 14th

[Click for July14VapeWebinar](#)

### NYS Smokers' Quitline

Quitline usage up 140 users since May



Free Nicotine Patches/Gum Call: 1-866-697-8487

The Check-Up: [tinyurl.com/thecheckup](https://tinyurl.com/thecheckup)

Visit: [nysmokefree.com](https://nysmokefree.com)

### SURVEY RESULTS UNVEILED; WEBINAR NOW ON-DEMAND

2021 New York State Healthcare Professional Communication Preferences Survey found half (50.2 percent) of state-licensed healthcare professionals believed the COVID-19 pandemic effected "no noticeable change" on their patients who use tobacco or vape products.

<https://tinyurl.com/nysurveywebinar>

June "Treat Nicotine" Newsletter - 06/15/2022

# Questions?

- **Website:** [tinyurl.com/CTFFL-URMC](http://tinyurl.com/CTFFL-URMC)
- **Facebook:** [Facebook.com/CTFFL](https://www.facebook.com/CTFFL)
- **Email Addresses:**
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# POST-TEST

- 1.



# Bupropion (Wellbutrin XR)

**Delivery:** 150mg slow-release tablet, 8 hour time action

**Screening:** Screen for seizure risk (epilepsy, head injury, brain surgery), eating disorder, MAOI current or recent, heavy alcohol use, depression or other psychiatric illness

**Mechanism:** Blocks some nicotine receptors. Antidepressant and anorexigenic actions that are useful in smoking cessation patients. Metabolized in the liver

**Instructions:** Plan to quit 2nd week after starting. Take with food.

**Dose:** 150mg SR daily for 3 days then increased to BID, 2nd dose in afternoon (After 8 hours). Some patients do not need 2 doses

**Side Effects:** Insomnia, dry mouth, Risk of seizures in susceptible individuals, headache, nausea, agitation, anxiety.



# Varenicline (Chantix)

**Screening:** Screen for kidney disease and mental illness.

**Mechanism:** Partial agonist of  $4\beta 2$  nicotinic acetylcholine receptors. Reduces cravings and prevents nicotine reward.  
Metabolizes in the kidney

**Dose:** Begin 1-2 weeks before quit date

Begin with 0.5mg OD days 1-3, 0.5mg BID days 4-7, then 1mg BID. Take after eating with full glass of water (helps avoid side effects)

**Side Effects:** Nausea, vivid dreams, insomnia, immediate hypersensitivity, skin reactions, neuropsychiatric illness

**FDA 2015 Warning:** Increases intoxication with alcohol

