Can Fax To Quit Encourage Cessation Among West Virginia Pregnant Smokers?

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Health Effects

- Prenatal smoking one of the most common preventable causes of poor birth outcomes, including
  - reduced fertility
  - preterm delivery
  - low birthweight
  - restricted fetal growth
  - pre-term related death and SIDS

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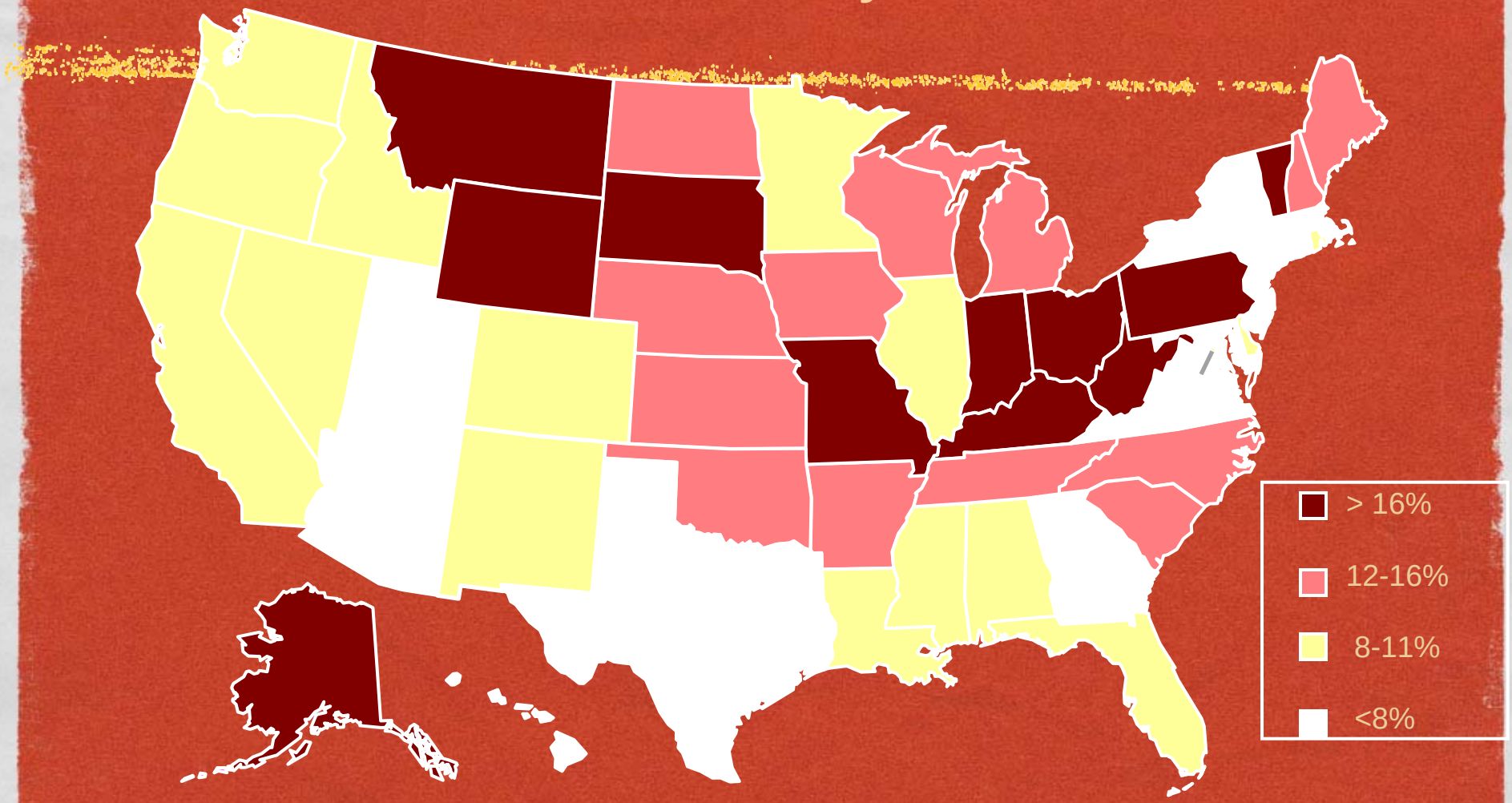
Prenatal Smoking Reported On 2003 US Birth Certificates By State



State-specific range was 3.5% (DC) to 26.1% (WV).

Source: CDC SAMMEC: http://apps.nccd.cdc.gov/sammec/

Natural History Of Smoking During Pregnancy

- 25%-50% spontaneously quit smoking after learning of pregnancy (Floyd et al., 1993; LeClere & Wilson, 1997; Severson et al., 1995; Tong, 2008)
- Another 12% quit later on; however, the majority of pregnant smokers cut down, but do not quit (Fingerhut et al., 1991)
- Of women who quit during pregnancy, about 70% relapse within 1 year following delivery (Fingerhut et al., 1991)

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Telephone-based Quitlines

- Eliminates barriers of access
  - free, no transportation issues
  - convenient, with flexible hours
  - trained staff
  - all states have a CDC-funded quitline
- But, not all quitlines are “equal”

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- Background
- Methods
- Results
- Conclusions

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Introduction

- WV women have a high unmet need for help with smoking cessation
- WV - highest adult smoking rate (26.5%) in the US (2008 BRFSS data)
- 2008 smoking and pregnancy rate - 27%

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Introduction

- We conducted a 12-month evaluation of this process to
  - Establish a collaborative of stakeholders
  - Develop and pilot the Fax-to-Quit protocol
  - Assess program feasibility and impact
  - Disseminate findings

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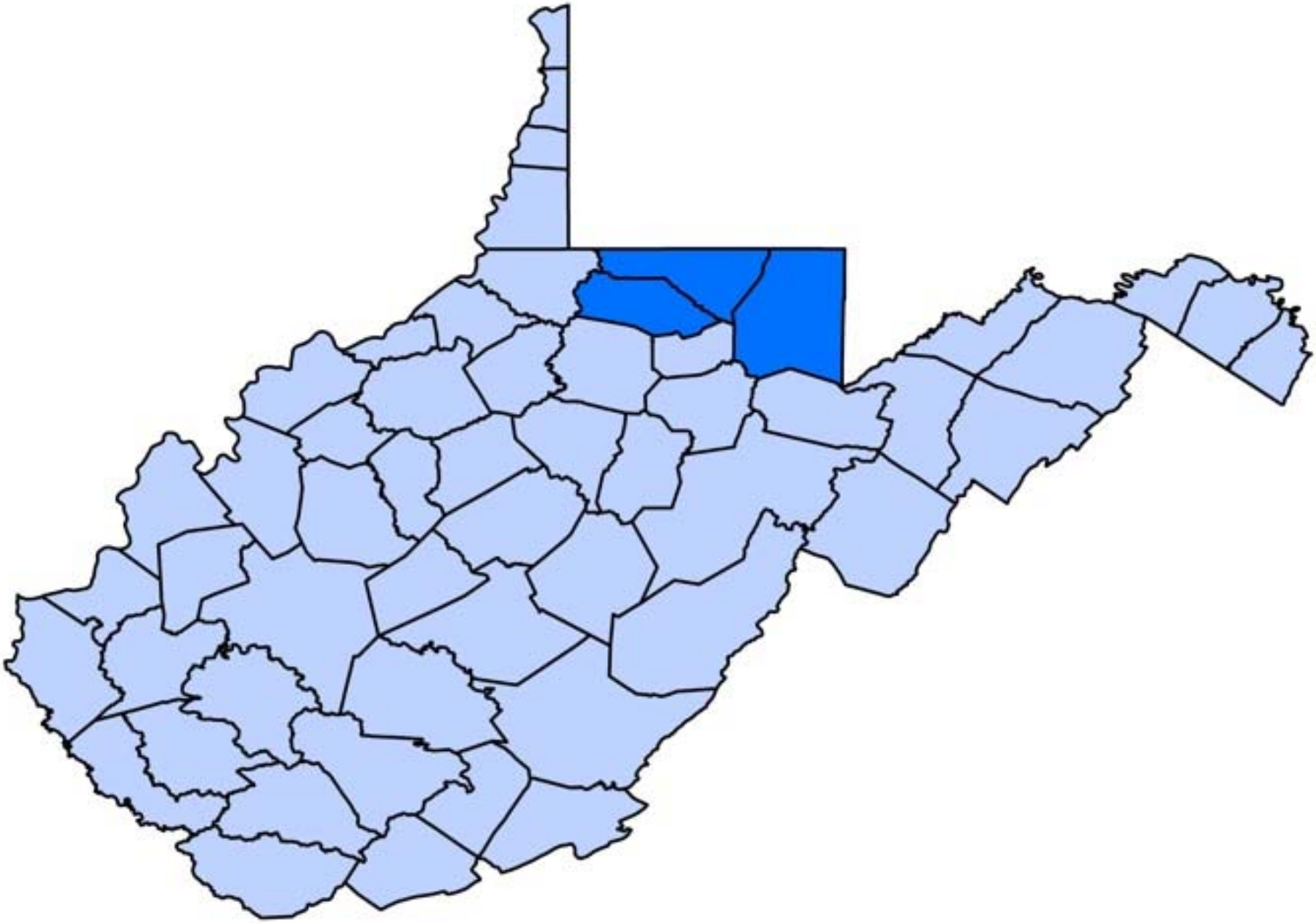

Methods

- Training provided to all sites
- Clinic's role
  - Screen patients for smoking
  - Assess readiness to quit
  - Complete and submit fax to quit form to Quitline

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West Virginia TOBACCO QUITLINE
1-877-966-8784

DRAFT

FAX-TO-QUIT Referral Form

FAX TO: West Virginia Tobacco Quitline
304.345.2009
TODAY'S DATE: ___/___/___

FAX BACK #: (___) ___-___
Referred By: _____
Organization: _____
Address: _____
City: _____ Zip: _____
Phone: (___) ___-___
☐ Physicians Office ☐ Dentist Office
☐ Other Setting: _____

QUITLINE USE ONLY
Participant Enrolled ☐
Unable to Reach Participant ☐
Date: ___/___/___

Patient Consent and Personal Information Section:

Patient Name (please print): _____
✔ Patient or Guardian Signature: _____
☐ Verbal Consent Received (if no signature above)
✔ Person Obtaining Verbal Consent (sign and print): _____
Date of Birth: ___/___/___
County of Residence: _____
Insurance Carrier: _____
If Medicaid, ID#: _____

Phone: (___) ___-___
☐ Home ☐ Work ☐ Cell
Best Time to Call:
☐ 8am to 12pm
☐ 12pm to 5pm
☐ 5pm to 8:30 pm
☐ Specific: _____
May We Leave a Message?:
☐ Yes ☐ No
☐ English Speaker
☐ Spanish Speaker

Provider covered contraindications and gives consent for participant to use NRT: ☐ YES ☐ NO
✔ Physician Signature: _____

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2009 Faxed To Quit - Enrollment Statistics

Demographic	Enrollment	
	#	%
Clinic Site-County-City		
Preston- Kingwood	4	26.7
Marion-Fairmont	6	40.0
Monongalia-Morgantown	5	33.3
Ethnicity		
White	15	100.0
Non-White	0	0
Age		
18-24	9	60.0
25-34	4	26.7
35-44	2	13.3
Education		
Less Than High School	8	53.3
High School Graduate	4	26.7
Some/College Graduate	3	20.0
Live With Smoker		
Yes	10	66.7
No	5	33.3
Packs of Cigarettes/day		
Less than 1 pack	7	46.7
1 pack	8	53.3
> 1 pack	0	0
Tobacco Type Used		
Cigarette Only	14	93.3
Chew Only	0	0
Snuff Only	0	0
Snus Only	0	0
All Smokeless Only	0	0
Poly - Cigarette & Smokeless	1	6.7

Results

- 57 referrals March-December 2009
- 15 (26.3%) enrolled; most were
  - white, 18-24
  - no HS diploma
  - lived with a smoker
  - smoked 1 pack/day

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Results

- Key components of successful Fax-to-Quit implementation are:
  - Coordination among office staff and providers
  - Monthly site visits to all clinics
  - Regular communication

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Conclusion

- Fax-to-Quit is a feasible option to engage providers and pregnant smokers with the West Virginia Quitline.
- Fax-to-Quit may increase quit rates by connecting these women with cessation services through provider-faxed referrals to the Quitline.
- Fax-to-Quit may begin to bridge the cessation gap among underserved pregnant smokers in this rural West Virginia population.

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