

# **Shiprock Service Unit**

## **Four Directions Tobacco Initiative**



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# Introduction

## Shiprock Service Unit

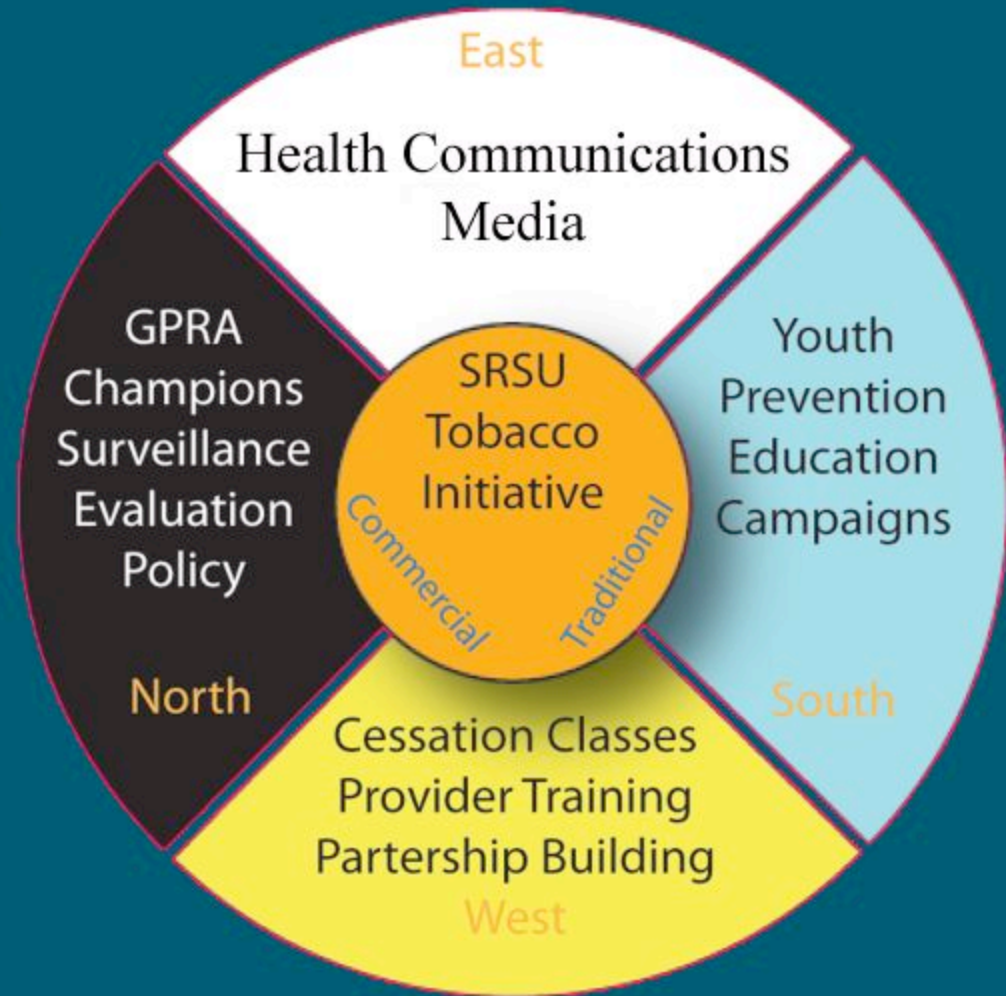
- Largest healthcare service unit in the Navajo Nation
- Area extends from Northwestern New Mexico into Southeastern Utah and Northeastern Arizona
- SRSU provides comprehensive health services to over 50,000 residents living within a 5,000 sq. mile area



**SRSU**

# Four Directions Tobacco Model


**Shiprock Service Unit  
(SRSU) Tobacco  
Initiative is based on the  
Four Directions Model**



# Health Communications

- Review of local and National American Indian/Alaska Native tobacco materials
- Community interviews and local photos
- Focus groups
- Implementation within SRSU communities

### Chewing Tobacco



Chewing tobacco is placed in the mouth rather than smoked. It comes in many forms including Copenhagen, red, and tobacco lozenges.

**Chewing tobacco is dangerous!**

- Chewing tobacco can lead to serious health problems including:
  - gum and tooth problems
  - high blood pressure
  - certain types of cancer
  - increased risk of heart attack and death

Chewing tobacco is very addictive because of **nicotine**, which is found in all forms of tobacco.

Chewing tobacco also contains:

- carcinogens - causes cancer
- lead - poisonous to the nervous system
- hydrocarbons - found in car exhaust
- cadmium - used in car batteries
- salt - which should be used in moderation
- grit and sand - damages tooth enamel
- sugar - causes tooth decay and cavities

### Pregnancy and Tobacco Use



Quitting tobacco any time during pregnancy increases the chances of having a healthy baby.

- Quitting tobacco helps a baby get more oxygen and grow better
- Quitting tobacco increases the chance of having a healthy baby that is a normal weight
- Quitting tobacco decreases the risk of health problems in the last 3 months of pregnancy
- Quitting tobacco decreases the chance of having a premature baby
- Quitting tobacco decreases the risk of miscarriage
- Quitting tobacco decreases the chance of Sudden Infant Death Syndrome, or SIDS

### Becoming Tobacco Free



Traditional tobacco use is sacred. Commercial tobacco use is not healthy. Tobacco contains many unhealthy and cancer-causing chemicals, and nicotine. Nicotine is very addictive and makes it difficult to quit tobacco. The average user tries to stop 5-7 times before successfully quitting.

Becoming Tobacco Free can be hard, but here are some ways to help you get started:

- Tell your healthcare provider you want to quit, and ask for help
- Set a quit date and stick to it
- If you feel irritable, light-headed, have trouble sleeping, and feel cravings for tobacco, call your counselor or support person
- Ask your family and friends for support
- It helps to drink 8 glasses of water a day, exercise at least 30 minutes a day, and get 8 hours sleep every night
- Consider using nicotine replacement therapy to help you quit

# Youth Prevention and Education

- Presentations at Health Fairs, Schools, and Community Events
- Coordinated School Health Spring Campaign
  - Includes tobacco prevention and education Navajo Area wide
  - Events for the Great American Smokeout
- Teen Life Center
  - Sweat Lodges for teens (monthly)
  - Traditional tobacco teaching and modeling



**Youth and Tobacco Use**

The tobacco industry wants young people to start using tobacco as soon as possible so they can make a lot of money. But nationwide, youth tobacco use is actually decreasing.

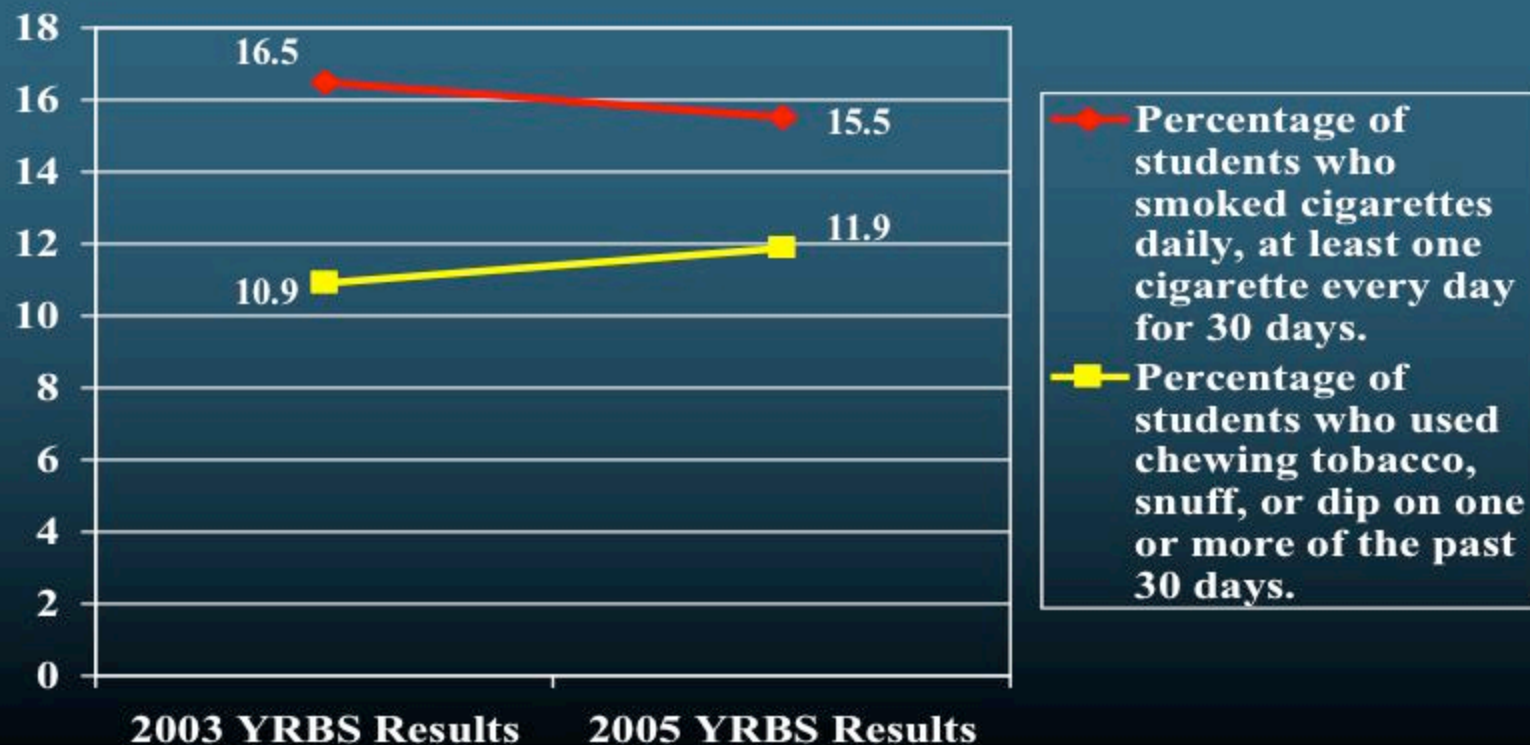
Young people may be more concerned about their personal hygiene and appearance. Smoking causes bad breath, stinky hair and clothes, bad smelling hands, and a smelly room and car interior. Smoke and chew offend many people, making it hard on your love life.

It's expensive, too. If you had \$3000 would you buy a year's worth of cigarettes and chew, or would you want something else?

90% of adult smokers say they started using tobacco before the age of 18. 70% say they want to quit, but can't. That's because tobacco contains nicotine, which is very addictive. Addiction to nicotine can happen after using tobacco just a few times.

**South Direction**

# Navajo Area 9-12 Grade Youth Risk Behavior Survey (YRBS)



Source: 2003 and 2005 Youth Risk Behavior Survey for Navajo Area

**South Direction**

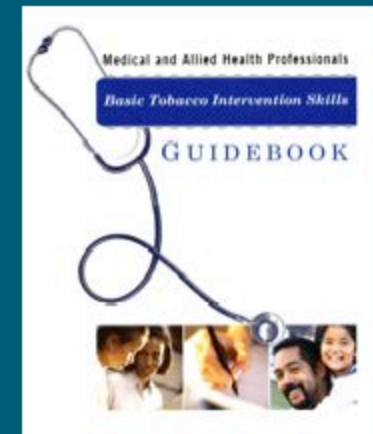
# Community Partnerships

- Community non-profits
- Navajo Area Indian Health Service Programs
- Southern Navajo Tobacco Education Prevention Project
- University of Arizona Healthcare Partnership
- Local SRSU Chapters
- SRSU area schools
- Navajo Nation



# Provider Training SRSU and Navajo Area

- Evidence based 5 A's (ask, advise, assess, assist, and arrange)
- Partnership with University of Arizona Healthcare, I.H.S. National Tobacco Taskforce, Southern Navajo Tobacco Education Prevention Project, Black Hills Center for American Indian Health, Navajo Area Indian Health Service, and Navajo Nation
- Certification with post-test

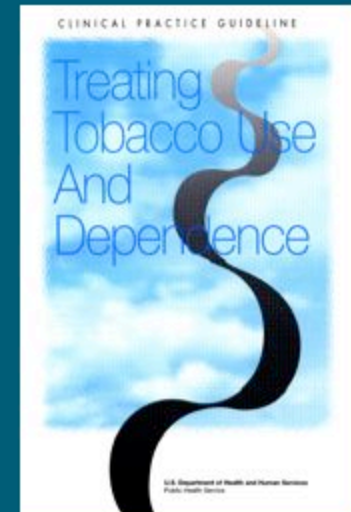




# Quit Tobacco (Cessation) Classes

- Evidence-based 2 hour class once a week for 3-weeks
- SRSU cessation classes integrated into the Diabetes Education and Counseling Center (DECC)
- Referrals by provider with walk-ins welcome
- Referrals also to 1-800- QUITNOW and San Juan County Partnership Cessation Program
- PCC/EHR used for billing for SRSU classes
- Follow up within 2 weeks
- Tobacco survey given to participants

**West Direction**



# GPRA Champions Committee

## GPRA Champions Committee

- **Tobacco subcommittee**

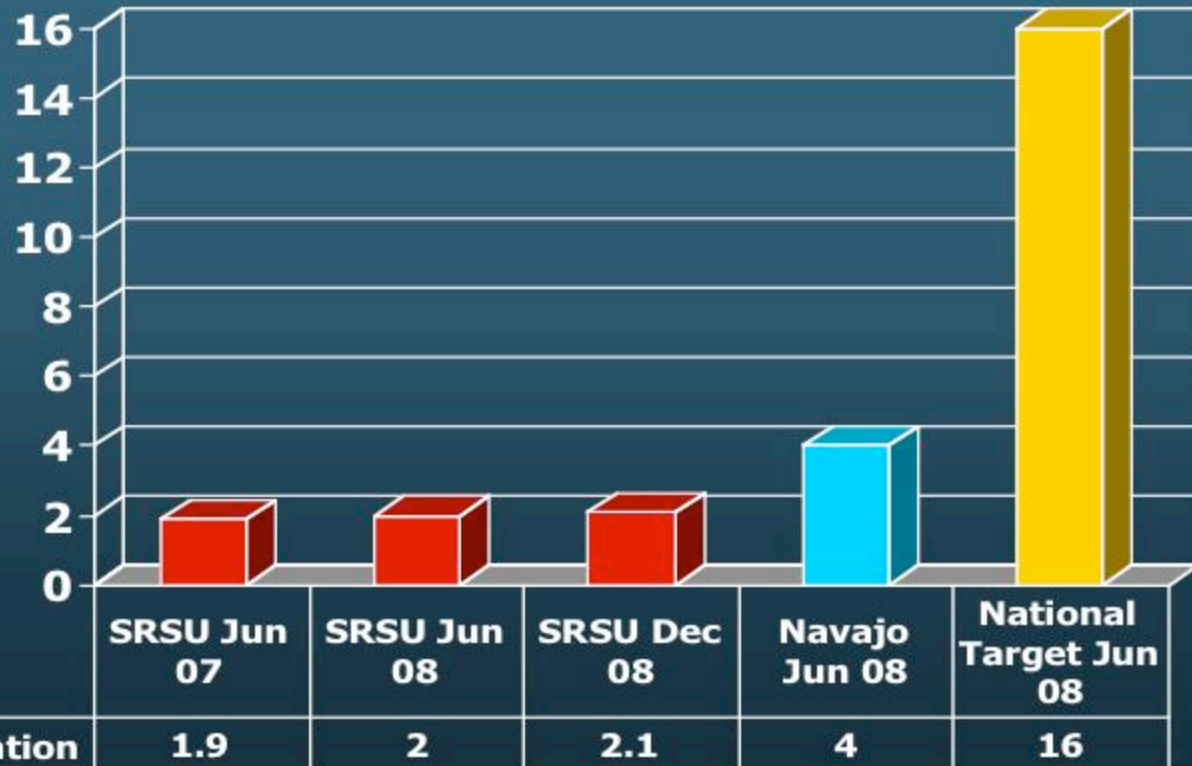
- **Provide structure for tobacco initiative**
- **Advocate for Nicotine Replacement Therapy (patches) on the SRSU core formulary**
- **Facilitate tobacco screenings at satellite clinics**

**North Direction**

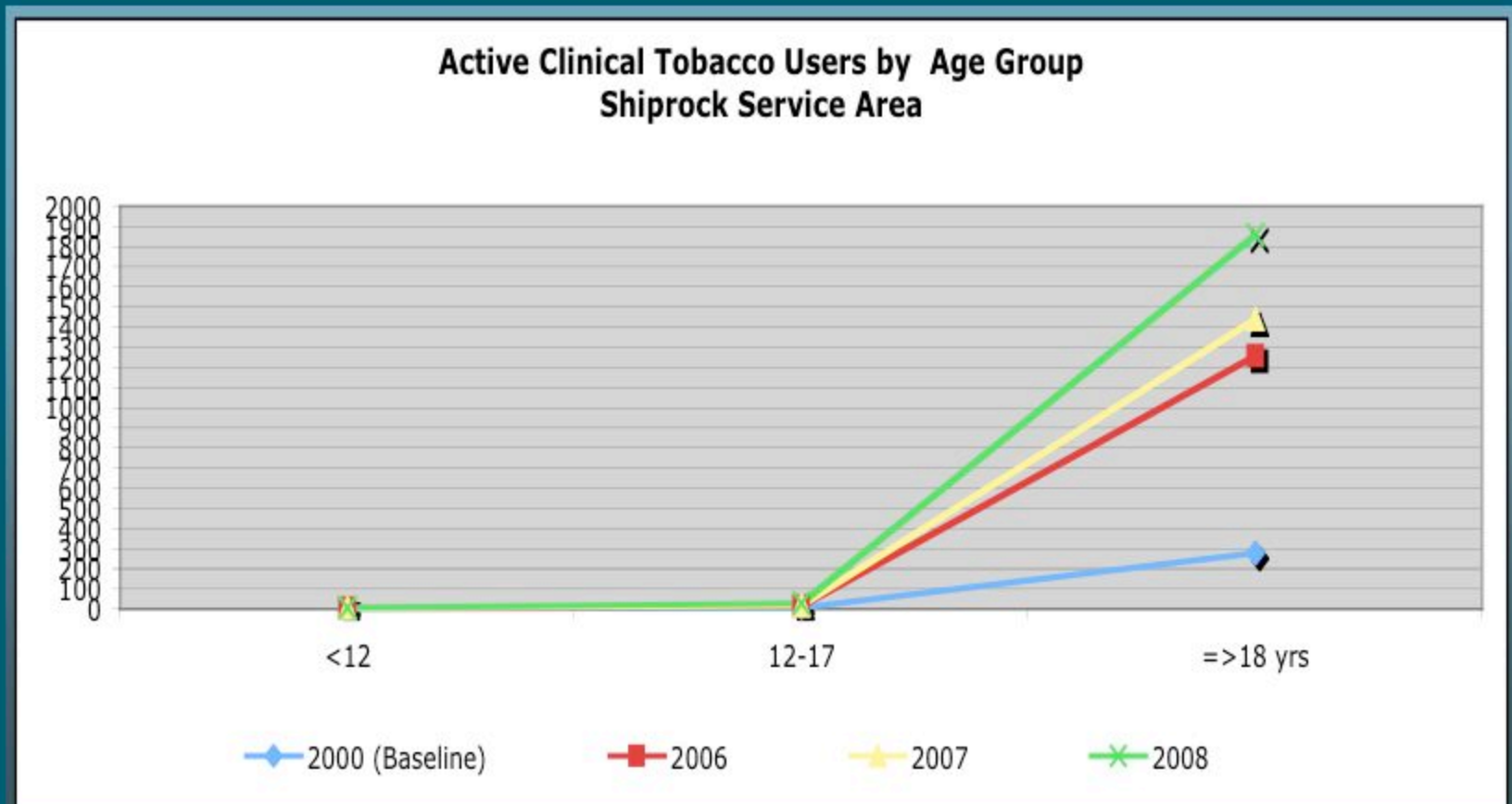


# Shiprock Service Unit FY GPRA Tobacco Cessation

Prevention 32



# Tobacco Users by Age Group (SRSU) 2000 - 2008



**North Direction**

# Chart Reviews

## SRSU 2007 - 2008

- 2 Reviews - 57 charts
- All 57 identified as tobacco users
- Tobacco users ranged from 2 to 67 years of age
- 3 charts without documentation of tobacco use and dates
- 5 charts with documentation of tobacco cessation, counseling, or refusal but without documentation of dates
- Remaining charts showed tobacco use documentation but no cessation was offered

The image shows a sample of a 'POC AMBULATORY ENCOUNTER RECORD' form. The form is filled with handwritten notes and has a large diagonal line drawn through it, indicating it is a sample or redacted. The form includes fields for patient information, medical history, and a section for 'PURPOSE OF VISIT'. The text 'Tobacco User' is written in the form, and there are various other handwritten notations and dates.



# Recommendations

- More data needed
- Accurate documentation at data entry points
- Consistency with coding
- Community ownership
- Collaborate with local, regional, and national partners



# References

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- **Smoking-Attributable Mortality and Years of Potential Life lost in U.S. MMWR. (1997, May).**
- **The Health Consequences of Smoking: Report of the Surgeon General. (2004).**
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