

National Native Network
Technical Assistance Webinar

### **AICTP Updates**



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 Bachelor of Science, Business, University of Colorado – Colorado Springs, CO, 2001

### **AICTP Updates**



Hilary has worked for National Jewish Health in the Health Initiatives department for close to eight years, serving as a client relationship manager to our quitline clients. Those clients include state, corporate and health plans, and offer quitline services to their residents/employees/members.

Hilary has been involved in the creation and presentation of educational webinars and speaking engagements related to the Michigan Tobaco Quitline on many occasions. Most recently, Hilary has written and delivered an online webinar, which trains providers on the basics of the quitline and how to refer patients to services.

## Faculty Disclosure Statement

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## Faculty Disclosure Statement

- Funding for this webinar was made possible by the Centers for Disease Control and Prevention DP13-1314 Consortium of National Networks to Impact Populations Experiencing Tobacco-Related and Cancer Health Disparities grant.
   Webinar contents do not necessarily represent the official views of the Centers for Disease Control and Prevention.
- No commercial interest support was used to fund this activity.

### Accreditation

The Indian Health Service (IHS) Clinical Support Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The IHS Clinical Support Center designates this live activity for 1 hour of AMA PRA Category 1 Credit™ for each hour of participation. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The Indian Health Service Clinical Support Center is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity is designated 1.0 contact hour for nurses.

### CE Evaluation and Certificate

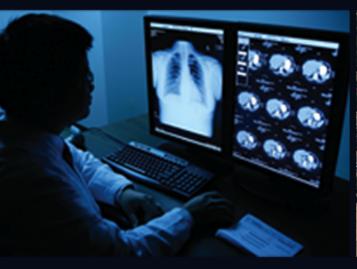
- Continuing Education guidelines require that the attendance of all who participate be properly documented.
- To obtain a certificate of continuing education, you must be registered for the course, participate in the webinar in its entirety and submit a completed post-webinar survey.
- The post-webinar survey will be emailed to you after the completion of the course.
- Certificates will be mailed to participants within four weeks by the Indian Health Service Clinical Support Center.

## Learning Objectives/Outcomes

By the end of this webinar, participants will be able to:

- Identify the key elements of the AICTP as a means to meet the needs of the population and improve engagement of evidence-based cessation strategies.
- Collaborate with state and tribal partners of the AICTP to lessen the impact of commercial tobacco on the American Indian population
- Appropriately refer patients with tobacco dependence to state and tribal smoking cessation programs provided by the AICTP.









### American Indian Commercial Tobacco Program (AICTP) Updates June 27, 2017



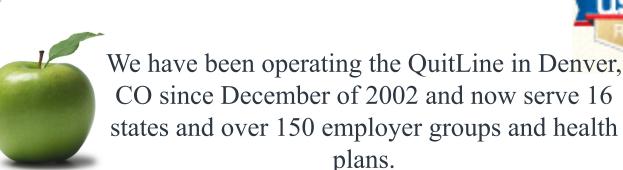
### Origins of Our Tobacco Cessation Program





In 1899 National Jewish Health began as a refuge for destitute tuberculosis patients. At that time, tuberculosis was the #2 cause of morbidity and mortality in the US. We are a non-profit, non-sectarian hospital.

Ranked the top Respiratory Hospital in America since 1998 by *U.S. News & World Report*, our focus today is on delivering preventive, personalized medicine.





### **Our Call Center**







## AMERICAN INDIAN

Commercial Tobacco Program

### Background

- NJH has observed that American Indian (AI) callers have lower rates of engagement and utilization of Quitline services, and lower quit rates, though there is a strong interest in quitting
- Almost 20% drop out at intake
- Almost 60% drop out after one coaching call
- About 20% complete 3 or more coaching calls, or the minimum number recommended for an effective cessation intervention
- AI callers complete an average of 1.7 coaching calls, just under half of the NJH average of 3.2 coaching calls per participant

#### **Goals for AICTP**

- Create dedicated coaching program with a culturally sensitive coaching protocol to better meet the needs
- Improve engagement of AI's in tobacco cessation services
- Help our state partners increase reach into AI populations
- Lessen the impact of commercial tobacco on this population
- \*It should be noted that while smoking cessation is considered a very positive outcome, with this population, we have set our goal to a reduction the use of tobacco products which is associated with harm reduction for the tobacco user.

### **Participating States**

- Alabama
- Arkansas
- Colorado
- Michigan
- Montana
- Nevada
- Pennsylvania
- Wyoming

### **Program Design**

- Phone or Web-phone protocols offered
- 10 coaching calls with dedicated AI coaches
- 7 reset attempts for enrolled participants
- 3 reset attempts for referrals
- NRT: Benefit varies by state, but most offer a choice of patch, gum or lozenge, up to 8 weeks
- Chantix is also available with prescription for states that offer this option: Montana, Wyoming and Colorado



#### **Dedicated Toll-Free Number: 1-855-372-0037**

- This number connects directly to our AICTP coaches.
- Callers can also reach the AICTP by calling 1-800-QUIT-NOW

#### Three designated coaches- Kim, Sereina and Marie

- These coaches only take inbound calls for the AICTP
- Schedules cover Monday-Friday, 6:30am-7pm MST

#### Website: <a href="https://americanindian.quitlogix.org">https://americanindian.quitlogix.org</a>

- Online enrollment available
- Additional cessation resources available



#### Program eligibility is assessed before intake

- If a caller identifies as AI/AN, the AICTP is explained and they can opt in or out of the program
- Those that opt out of the AICTP typically identify with more than one race

#### Intake Process

- Intake is divided into required and optional questions
- Additional scripting with intake questions, more conversational
- **An abbreviated portion of the intake can be completed online ahead of a call with the Quitline coach**

## **QuitLine Materials**



#### My Quit Journey + 8 page booklet:

Welcome letter

3 pieces of static content:

Secondhand Smoke

Vaping

**Stress** 

2 personalized pieces (13 possible options)
We have added new topics and updated information

Behavioral health

**Electronic Nicotine Delivery Systems** 

(ENDS) – "Vaping"

**COPD** 

High Blood Pressure/Heart Disease

**Diabetes** 

**LGBT** 

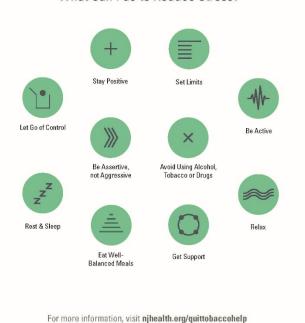
**Commercial Tobacco** 

## **QuitLine Materials**

### STRESS & TOBACCO USE

Stress is the #1 reason people use tobacco or relapse after quitting.

#### What Can I do to Reduce Stress?



### Personalized Content based on answers to intake questionnaire:

#### Priority Group #1

- American Indian/Alaskan Native
- Smokeless
- Pregnancy
- Teen/Tween
- LGBT

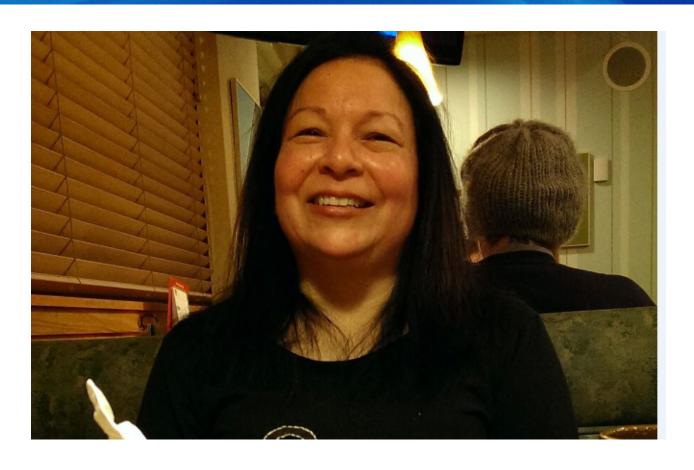
#### Priority Group #2

- High Blood Pressure
- Diabetes
- COPD

#### **Default Priority List**

- High Blood Pressure
- Mental Health

### **Our AICTP Coaches**



Lorelei (Kim) Akiwenzie

### Lorelei (Kim) Akiwenzie

#### Tribal Affiliation

Anishnabe - Chippewas/Ojibway and Pottawatomi

#### **Experience**

- Community Health -Nawash Health Center
- Sheltering Women and Children
- Dbinooshnowin Crisis Center worked with women and children escaping violence.
- Massage Therapy worked in variety of settings delivering Massage and Hydro Therapy.

#### **Education**

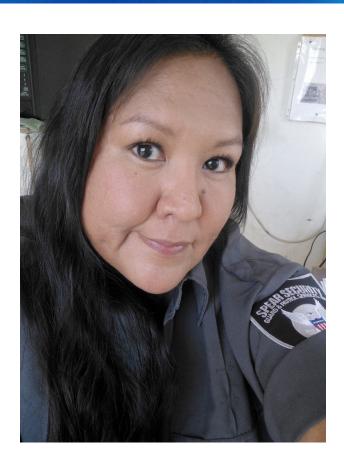
- Native Community Care Counselling and Development
- Massage and Hydro Therapy

#### **3** Goals

- To assist people with their health and wellness journey by joining NJH
- To practice my own cultural practices and to live a good life —One of the ways I choose to this is I am a helper to traditional tobacco, I plant and grow it; I exchange it for other plants; I share it and offer it in prayer.



### **Our AICTP Coaches**



**Sereina House** 

#### Sereina House

#### Tribal Affiliation

- Ute Mountain Ute Tribe in Towaoc, Colorado
- She grew up on the reservation.

#### **Education**

- BS in Criminal Justice & Psychology from Metropolitan State
- Currently seeking a Native American Law degree from University of Tulsa College of Law.

#### Interests

- fishing, poetry writing and playing tennis.
- Sereina comes from a traditional family

#### **g** Goals

• To continue healing those around her in all aspects of her life.



- August 1, 2015- June 25, 2017
- Total number of enrollees across all pilot states: 1,702
- NRT Utilization: 42%
- Coaching Call Length: 17 minutes on average
- Quit Rates: We have not yet reached a statistically significant number of outcome surveys, but we are seeing quit rates close to the average of 30%

#### Average number of coaching calls for AI callers

**NOT** enrolled in AICTP:

**1.7** 

Average number of coaching calls for those enrolled in AICTP coaching:

**3.25** 



#### **Success Stories**

This Montana AI participant was bursting with enthusiastic energy about his quit. He had a lot of ideas to support his own quit, including traditional remedies. He has also been speaking to youth about quitting because now that he knows he can quit, he believes everyone can do it and he is now the AIQL strongest advocate.

He feels that both the coaches and quit smoking medications were factors that contributed to his quit. Plus, his traditional knowledge was most useful and he applied it to his own quit plan.

This participant now uses tobacco in a traditional, sacred, prayerful way and is no longer hooked to commercial tobacco use. He feels that he is free, untainted and now a blessing to the world. He honors the sacredness of his physical being (through the ability to dance without running out of breath); he honors his mental being (by sharing his thoughts and experiences and knowledge with youth about the harms of smoking and the sacredness of tobacco); he honors his emotional being (by living in the now, being happy, untainted, inspired, from him flows this positive energy, and now looks in the mirror and sees he is renewed with internal strength); He honors his spiritual being (by using traditional tobacco in a sacred way- only 2x a week; participating in ceremony and using tobacco in a prayerful way only).

### How to refer to the AICTP

- Provide the toll-free dedicated number
- Fax Referral
- Provider web referral
- Online enrollment
- Whenever possible, offer assistance to those that do not have regular access to a landline or cell phone, or try to connect them to the Quitline while they are in your office

### **Common Questions**

#### Hold times

- Maximum hold time is 7 minutes, then call is forced to voicemail
- Prompt to leave a voicemail every 1:20 during hold

#### Languages served by the QuitLine

- Spanish-speaking coaches on staff at NJH
- Arabic-speaking coach on staff at NJH
- All other languages translated real-time during call by Language Line

#### How many attempts do we make to reach someone?

- Fax referrals: 3 attempts
- Missed scheduled appointment: 3 attempts

#### Does the QuitLine serve callers using other types of tobacco?

- Yes!
- We serve callers using all types of tobacco
- This includes vaping devices



### **Common Questions (cont'd)**

#### • How long does it take to receive NRT?

- Orders are typically shipped within 1-2 business days
- Sent via USPS/UPS
- Participant can call coach for tracking info, but this is also available online and via text/email
- Package will be left on doorstep if no one is home

#### How do we schedule appointments?

■ We schedule appointments in a 3-hour window. For example, 12-3pm. But we encourage the participant to call us when it's convenient for them. A participant does NOT have to wait for a scheduled appointment in order to do a coaching call!

#### What do we do to prepare for higher volume times?

- Hiring fairs
- Shorter training
- Workforce team- constant call monitoring



### **Common Questions (cont'd)**

#### When is voicemail returned?

 As long as the proper contact information is left on our voicemail, a callback should occur within 24-48 hours

#### How many times can someone enroll?

- There is no limit on re-enrollment in coaching
- NRT availability varies by state and will typically only be available once per year
- After a file has no activity for over 90 days, if a participant calls back to re-enroll, a new intake will be done

#### What shows up on caller ID when the Quitline calls?

- Typically, 1-800-784-8669 will show on caller ID, but this will vary by carrier.
- We will leave a voicemail whenever possible



### **Questions and Answers**



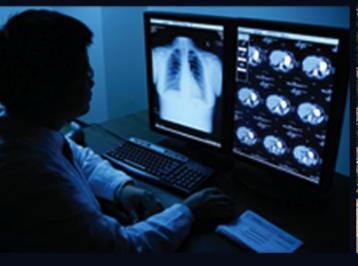


## Thank you!!

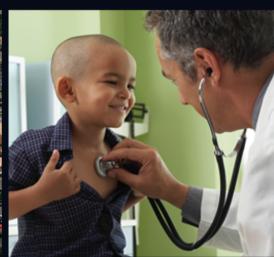
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# National Native Network Online

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