Community Health Workers’/Promotores’ Tobacco Cessation Resources

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Overview

• Community health workers/promotores
• Tobacco cessation through systems change
• Agencies that work with promotores
• Training/networking opportunities
• Ask-Advise-Refer-tobacco cessation resources using the TX Quitline App and Promotores App
• Outreach efforts
• Open Discussion
Tobacco Products
Why focus on Promotores?

• Texas has over 3,200 certified promotores
• Texas requires 160 hours of approved training and continuing education for promotores
• There is no known tobacco prevention training at this time for promotores
Texas Public Health Regions and Counties

Source: Texas Department of State Health Services, RLHS, Nov 2014-1st
Who are promotores?

- Community leaders: promotores often live and work in their own communities
- Involved with a variety of issues/causes beyond healthcare
- Trusted part of the healthcare team
- Clinic/hospital based promotores supervised by a member of healthcare team
- Promotores may visit homes in their communities (respect and trust)
Organizations that involve Promotores

- Educational, social, civic organizations
- Texas A & M University Colonias Program
- Area Health Education Center
- Mexican Embassy or Consulate
- Border Health agencies
- Migrant Health Foundation
- Federally Qualified Healthcare Centers
- Hospitals/Clinics
- Peer networks ranging from 35 to 350 members
Steps towards outreach

• Regional Tobacco Coordinators with the Department of State Health Services
• State liaison for promotores at the Department of State Health Services
• Texas A & M Colonias Program
• Attended workshops in El Paso, Harlingen, McAllen
Information gathering

• Conversations with key leaders for promotores
• Participation in two regional conferences to share information about tobacco cessation tools
• Survey conducted on the likelihood to use a smart phone or app for tobacco cessation resources and referral
Apps for Promotores

- Promotores Resource App, English & Spanish

- TX Quitline App, English & Spanish
Topics of interest for App

- Tobacco & Asthma
- Tobacco & Diabetes
- Tobacco & Pregnancy
- Tobacco & a Safe home
- Tobacco & Cancer
- Tobacco & Heart disease and stroke
- Community resource information
- Fitness and BMI
- Tobacco & Oral Health
- Emotional Wellbeing
- Tobacco Addiction
- Tobacco & Fertility
- Tobacco & Allergies
App for Promotores/Community Health Workers

<table>
<thead>
<tr>
<th>Promotores</th>
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<tbody>
<tr>
<td><strong>TOBACCO BASICS</strong></td>
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<tr>
<td>Why it Matters</td>
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<tr>
<td>Tobacco and Youth</td>
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<tr>
<td>Tobacco Use at Home</td>
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<td>e-cigs, Smokeless &amp; More</td>
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<td>Tobacco Marketing</td>
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<td><strong>CHRONIC DISEASES &amp; TOBACCO</strong></td>
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<td>Allergies</td>
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<tr>
<td>TOBACCO CESSATION</td>
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<tr>
<td>Ask, Advise, Refer</td>
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<tr>
<td>ABOUT THIS APP</td>
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<td>About</td>
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App Screen Shots

**For Patient Referrals**

1. **ASK** patients if they use tobacco and whether they want to quit.
2. If yes, **ADVISE** patients to quit and educate them on treatment options.
3. **REFER** patients to the Quitline, explaining the benefits and success rate of doing so when coupled with Nicotine Replacement Therapy or prescription medication.

**ASK**

At every visit, ask patients about their smoking status.

- Are you a current or former user?
- What type of tobacco is used (including any exposure to secondhand smoke)?
- How often is tobacco used?

**REFER**

You can make a difference!

- Assess if the patient is ready to quit.
- Use a referral system to tobacco cessation support services, such as the Quitline.
- Refer the patient to local tobacco cessation programs when available.

You can refer patients to the Texas Quitline directly from this app using the Refer tab below.
App Screen Shots (cont’d)

ADVISE
Patients listen to and respect the advice of their health providers.
- Urge every tobacco user to quit in a clear and personalized way.
- Remind the patient that most smokers attempt to quit 3-8 times before quitting for good.
- Link the patient’s current situation to reasons for quitting.

REFER
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You can refer patients to the Texas Quitline directly from this app using the Refer tab below.

Badges

Badges you earned
You have earned this badge after your first patient referral to the Texas Tobacco Quitline!

Badges you not yet earned
You will earn this badge after your 5th patient referral to the Texas Tobacco Quitline!
App Screen Shots (cont’d)
App Screen Shots (cont’d)

Patient Name

John Doe

Date of Birth MM/dd/yyyy

10/10/1960

Primary Phone

(512) 555-2222

Tobacco Types (check all that apply)

- Cigarettes
- Smokeless Tobacco
- Cigar
- Pipe

☑ The patient is ready to quit tobacco in the next 30 days and requests the Quitline contact him or her with quit plan help.

☐ The patient DOES NOT give permission to the Quitline to leave a message when

Language

- ☐ English
- ☐ Español

Best time to call

- ☐ 6 am - 9 am
- ☐ 9 am - 12 pm
- ☐ 12 pm - 3 pm
- ☐ 3 pm - 6 pm
- ☐ 6 pm - 9 pm

Refer this patient

Referer Info

- Referrer Name
  - Jane Roe

Referer Info

Update profile

Refer
### App Screen Shots (cont’d)

![App Screen Shots](image)

**Carrier**

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<tr>
<th><strong>6:38 PM</strong></th>
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<tbody>
<tr>
<td><strong>Patient Name</strong></td>
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<td><strong>Patient Phone</strong></td>
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<td><strong>Tobacco</strong></td>
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<td><strong>Ready to quit in 30 days?</strong></td>
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<td><strong>Can leave message?</strong></td>
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<tr>
<td><strong>Language</strong></td>
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<tr>
<td><strong>Best contact time</strong></td>
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**Referer Information**

| **Referrer Name** | Jane Roe |
| **Clinic** | ACME Clinic |
| **Phone** | (512) 555-1111 |
| **Fax** | (512) 555-1112 |

**Carrier**

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<td><strong>Patient Information</strong></td>
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| **Referrer Name** | Jane Roe |
App Screen Shots (cont’d)
eTobacco Training Resources

• www.uttobacco.org
• The Training video
  https://www.youtube.com/watch?v=qqNhyfXbEvg&feature=youtu.be
• Information: UT Tobacco Research & Evaluation Team, 512.232.9307
Open Discussion
References:


Thank you!