

Beyond the 5 A's Outcomes Report

May 1, 2015

Executive Summary

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Beyond the 5 A's:

Improving Cessation Interventions Through Strengthened Training

November 13–15, 2013 | Scottsdale, Arizona

Background: Over 170 professionals currently designing and delivering smoking cessation provider education programs, public health tobacco cessation experts, systems decision-makers, healthcare providers and researchers gathered to translate recent advances in both evidence and practice into action that will improve the frequency and effectiveness of smoking cessation interventions delivered by health care professionals. *Beyond the 5 A's: Improving Cessation Interventions Through Strengthened Training* reflected a growing body of evidence and practice related to designing, delivering, and monitoring tobacco cessation training to healthcare professionals and the importance of translating this growth in information and expertise into improved practice.

Target Audience: Professionals currently designing and delivering smoking cessation provider education programs, public health tobacco cessation experts, systems decision makers, medical and behavioral healthcare societies, health care providers and researchers.

Method: National Jewish Health (NJH) and the North American Quitline Consortium (NAQC) used a participatory model to engage the Smoking Cessation Leadership Center (SCLC) and representatives from the 39 existing Pfizer's office of Independent Grants for Learning & Change (IGL&C) smoking cessation grantees who have implemented cessation education and quality initiatives. The conference brought together: a) on day one, the 39 existing grantees to strengthen their ties, reflect on their progress and challenges, and foster shared-learning; and b) on days two and three, the 39 existing grantees and a broader audience of health care provider training/educational professionals that discussed and made recommendations for improving provider training and education on tobacco cessation. The conference included breakout, interactive plenary, and poster sessions, as well as networking lunches, and ample opportunity for interaction. One interactive feature of day one was the world café, a structured conversational process in which groups discuss a topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a "table host".

Certification: National Jewish Health designated the live activity for a maximum of 17 *AMA PRA Category 1 Credits™*, 18.9 Nursing Contact Hours, and 10.25 Category I Continuing Education Contact Hours (CECH).

Main Findings: Attendee responses to program evaluations and follow-up surveys demonstrated:

- The world café was rated extremely or somewhat effective by **100%** of attendees
- **100%** indicated that the workshop fostered a learning environment that was informative and educational, and that they gained knowledge from other colleague's programs that will assist them in execution of their own programs
- **96%** discussed new ideas/strategies with colleagues for improved programs and practices
- **99%** indicated they developed new relationships with colleagues
- **90%** indicated they intended to make changes as a result of what was learned
- **91%** reported that they made all or some of their intended changes in practice

Conclusions: Activity participants showed that they gained knowledge, competence, and improved their performance in practice by participating in this live activity. The participants showed a significant commitment to making a change in their own practice. Gaps still exist in some areas, which allows us to better focus future education to this target audience.

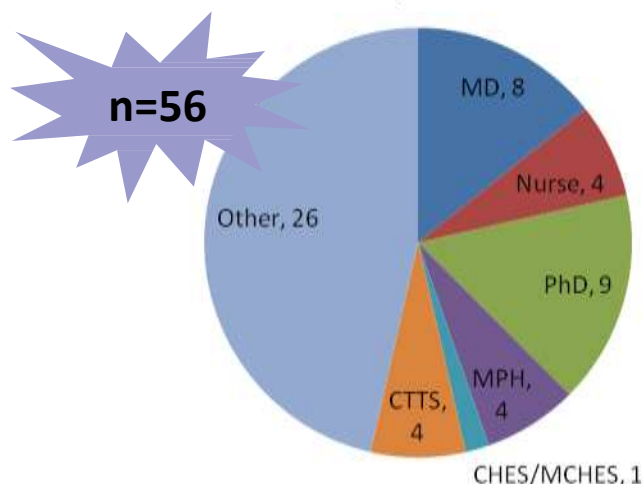
Funding: This activity was funded by an educational grant from Pfizer, Inc.

Educational Outcomes Strategy

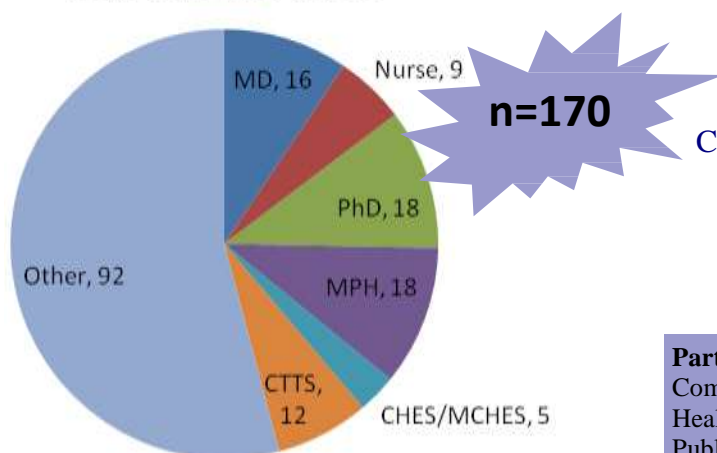
NJH aimed to measure knowledge, competence and performance for this activity. The success of the program was measured by:

- 1** Pre-test
- 2** Post-test
- 3** Intent-to-change survey
- 4** 60 day post-program survey

**Attendance by Credentials:
Day One**



**Attendance by Credentials:
Days Two and Three**



Learning Objectives and Core Competencies

To discover:

- Reflect on progress made by 39 grantees to improve cessation-related healthcare professional training and practice
- Translate lessons-learned into recommendations for quality training design and delivery
- Consider future strategies that may transform current practice (i.e., emerging technology)

Core Competencies addressed with these objectives:

- Professionalism
- Medical Knowledge
- Interpersonal and communication skills
- Systems-based Practice

To connect:

- Facilitate networking across the various systems to better share the expertise represented at the conference
- Foster shared-learning between the 39 grantees and other conference participants
- Build collaborative efforts to create new and improved practices

Core Competencies addressed with these objectives:

- Professionalism
- Interpersonal and communication skills
- Systems-based Practice

To disseminate:

- Strengthen participants' knowledge and application of best and promising practices
- Create an environment of learning that is informative and educational to an interdisciplinary and multidisciplinary audience
- Share successful approaches, strategies and techniques for improving the effectiveness and quality of cessation training for healthcare providers

Core Competencies addressed with these objectives:

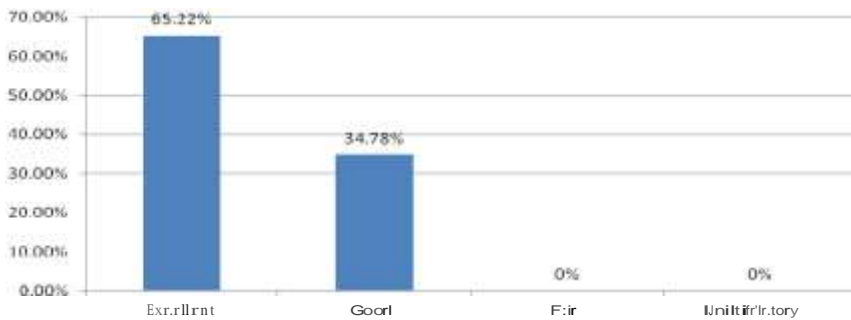
- Professionalism
- Medical Knowledge
- Interpersonal and communication skills
- Practice-Based Learning and Improvement

Participant specialty areas included Anesthesiology, Behavioral Health, Community Health, Emergency Medicine, Epidemiology, Family Medicine, Health Administration, Health Education, Nutrition, Pediatrics, Psychology, Public Health, Pulmonary, Respiratory, and Tobacco Prevention/Cessation

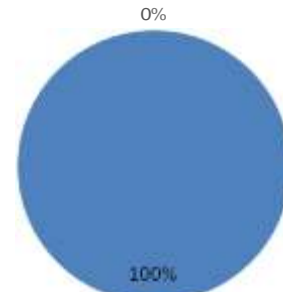
Conference Evaluation Results: Analysis of Participants' Responses

Evaluation data indicated that participants rated this conference very high in comparison to other activities that they had participated in over the last year, and found the activity to be informative and educational. In addition, we were extremely pleased to learn that participants gained new contacts for future collaboration, had the opportunity to share strategies with their colleagues, and took away tips for success from other conference participants that they could use in their own practices and projects, all main objectives of the conference.

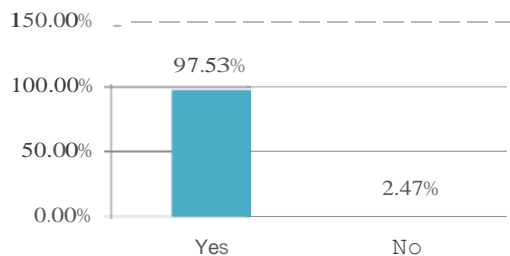
Compared to other activities in which you have participated over the past year, how would you rate this workshop?



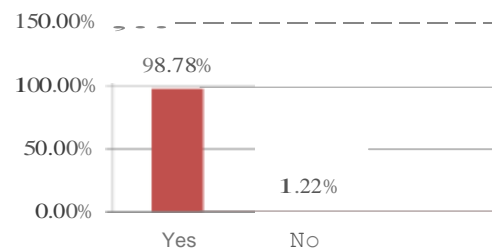
This CME activity was informative and educational



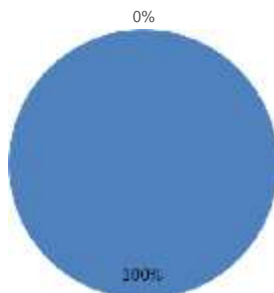
Participants that indicated that the learning environment fostered sharing of ideas and strategies



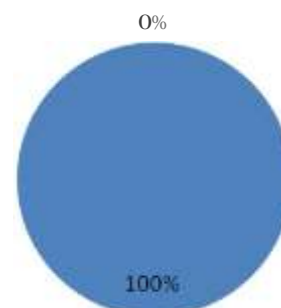
Participants indicated that they developed new relationships with colleagues at this conference



I gained knowledge from other colleagues' programs that will assist me in my programs



The material was presented in a manner free of commercial bias



Conference Outcomes Results: Analysis of Participants' Responses

Pre-test to Post-test Comparison: NJH aimed to measure knowledge, competence and performance for this activity. A change in knowledge was measured via pre-test and post-test questionnaires.

Results: On average, participants answered pre-test questions correctly **73%** of the time. In the post-test, participants answered questions correctly **92%** of the time. Overall, there was a **19%** improvement in knowledge as a result of the conference.

Intent to Change and 60-day Follow-up Survey Results

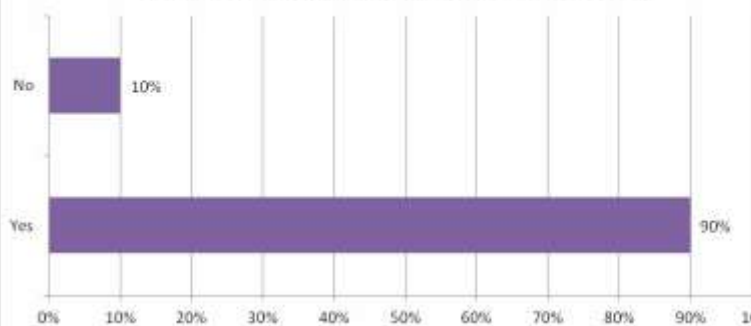
The pre-conference attendees were asked to complete an “Intent to Change” letter, which asked them to reflect on their experience at the conference, and based on what they had learned, make specific commitments to improve their practice. They were asked to document these intentions in self-addressed envelopes, which were mailed to the pre-conference attendees 60 days after the conference. Immediately following the mailing, an email survey was sent to the pre-conference attendees asking them to reflect on their letters and report on their progress.

- **90%** of participants reported an intent to change their practice
- **91%** reported that they had made either all or some of their intended changes 60 days post-conference
- **100%** of participants were confident that the changes were sustainable moving forward
- **60%** of participants reported that the conference had a high impact on their performance

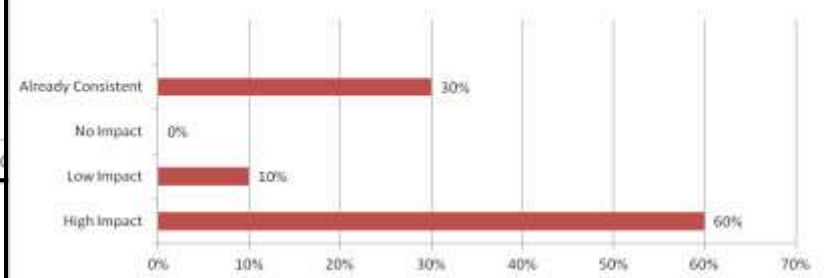
The survey asked participants to comment on what they specifically intended to change, and common themes included:

- Following-up with new connections to collaborate
- Engaging the State Tobacco Control staff in activities
- Bringing together additional stakeholders in initiatives and program planning
- Recognizing the necessary management of nicotine withdrawal in hospitalized patients

As a result of this activity, are there changes that you plan to implement in your practice?



After returning to clinical practice, the impact of the November program on my performance is best described as:



Online and Enduring Activities to Sustain Outcomes

Beyond the 5 A's Website

The www.beyondthe5as.org website is hosted by NJH and was launched in August of 2013 so that people could gather information and register for the *Beyond the 5 A's: Improving Cessation Interventions through Strengthened Training* conference held in November of 2013. In order to extend the reach of the conference, the interactive website will remain live until March of 2016, and recaps highlights of the conference for those who were not able to attend, as well as offers a variety of information and an online CME activity.

The website provides an online forum (Community of Practice "Matters") that was available to registrants prior to the conference to get people communicating about issues related to smoking cessation; those who attended the conference are able to access and download PowerPoint presentations from the meeting through the forum. They and others can also take part in an interactive question and answer portion of the forum.

Furthermore, the website features material from the conference including an overview, videos of the keynote presentations, speaker bios, and a virtual poster session with posters presented at the conference. The website also hosts a CME/CE activity that summarizes conference material and newsletter updates.

To date, **3,751** people have visited the website to access the many resources it has to offer.



Online and Enduring Activities to Sustain Outcomes

Innovation Update Newsletter

Innovation Update is a series of three newsletters intended to propel forward the outcomes of the *Beyond the 5 A's* conference, and build on the momentum of current efforts by IGL&C grantees and others to improve clinical practice and the quality of training and education to healthcare systems and providers to increase quit rates and decrease tobacco use prevalence.

The first newsletter was distributed in March of 2014, and the second newsletter went out in May of 2014. The third newsletter is in production. The newsletters are announced in an e-blast that summarizes the content and includes links to full length articles posted in a PDF issue on the website. The e-blasts are sent to conference attendees and lists generated by the collaborators. This includes, but is not limited to, a list of 170+ conference attendees, 451 current NAQC Members who enrolled as organizational and individual members and hold an active membership in the organization, and 90 Prospect List/Partners, national partner organizations, researchers, and others interested and involved in the tobacco cessation field. Each newsletter provides links to the general website and the online CME/CE activity and features these four topics:

Shining a Spotlight on Practice – Every issue of Innovation Update features the work, priorities, lessons learned and outcomes of one of the IGL&C grantees. For example, in the second issue, a project was highlighted that was working to build a continuity-of-care model for the criminal justice population through peer-to-peer services.

An Artifact, Exposed – This section of Innovation Update explores more deeply the elements of an artifact "discovered" during the World Café portion of the pre-conference workshop for IGL&C grantees. Background for those who did not participate in the World Café is provided, the artifact and what it represents is described and then, most importantly, several examples from practice are shared to highlight its importance and relevance to our work. For example, in the first issue, a Super Bowl ring was explored, signifying the importance of teamwork when building systems, trainings and interventions to support delivery of cessation interventions among health professionals.

An Eye on the Evidence – This section provides a brief review of recent articles and considers why a particular article/finding may have implications for how we do our work.

Community of Practice "Matters" Forum –

This final section of the newsletter highlights a common practice-related challenge elevated during the *Beyond the 5 A's* conference and provides solutions/strategies for addressing the challenge based on current practice. As a "community of practice," readers are encouraged to share their solutions and strategies to the most recent "matter" on the *Beyond the 5 A's* online forum, accessed on the website.



Conclusions

Online Course – Beyond the 5 A's: What You Can Do for Smoking Cessation in Your Practice

Physicians, nurses, and other healthcare providers who provide or want to provide smoking cessation interventions to patients are encouraged to participate in this online CME/CE activity that summarizes material presented at the *Beyond the 5 A's* Conference and is hosted on the *Beyond the 5 A's* website. David Tinkelman, MD, Medical Director of Health Initiatives at National Jewish Health moderates the video course with faculty that includes: Linda A. Bailey, JD, MHS, President and CEO, North American Quitline Consortium; Steven A. Schroeder, MD, Distinguished Professor of Health and Health Care, Department of Medicine, Director, Smoking Cessation Leadership Center, University of California, San Francisco; and Tamatha Thomas-Haase, MPA, Manager, Training & Program Services, North American Quitline Consortium.

Course Objectives:

- Apply various strategies for strengthening cessation interventions with patients
- Identify the changing demographics of tobacco users and approaches for cessation for different populations of tobacco users
- Understand quitline services and how to incorporate them into your cessation efforts with patients
- Identify barriers and facilitators to cessation treatment

The course went live March 6, 2014, and is certified for two years. The end date is March 6, 2016.

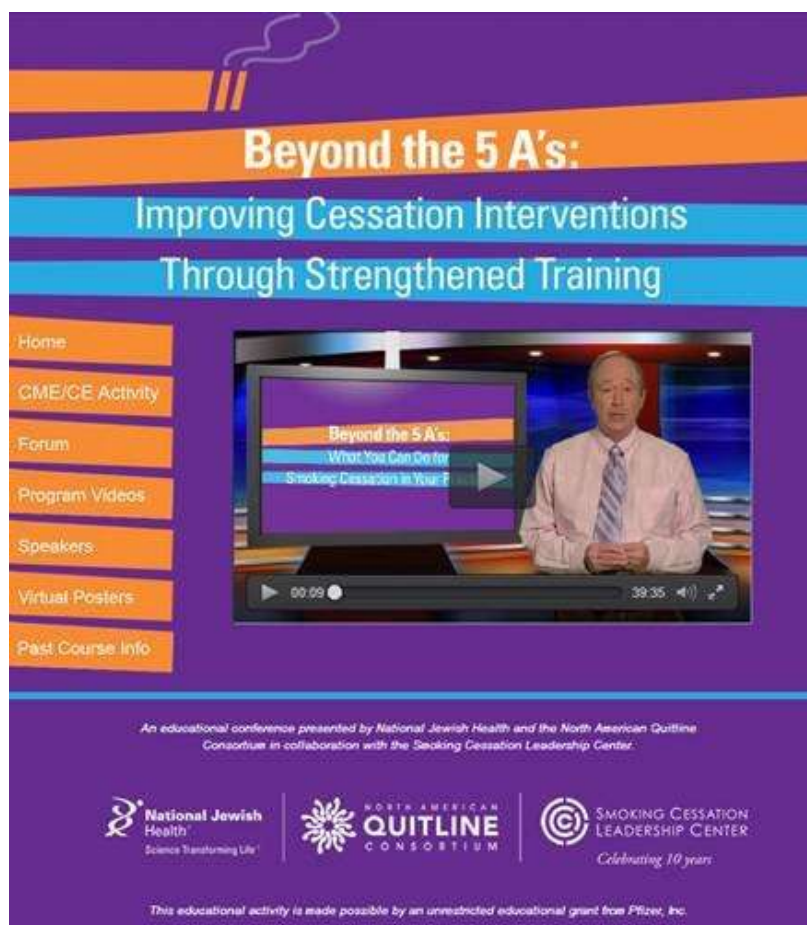
Educational Outcomes and Evaluation Data

Participation: 650 health care professionals have registered for, and participated in the activity, and 568 health care professionals claimed credit in the activity. Participants who claimed credit included:

- 316 Physicians
- 142 Nurses
- 210 Other (including respiratory therapists, medical assistants, etc.)

Of those who have completed the course:

- **92%** commented that they were somewhat to extremely likely to make changes in their practices from what they learned about smoking cessation interventions with patients.
- **85%** reported that the activity increased their Knowledge and competence.
- **63%** indicated that the activity improved their practice.
- **74%** reported that the activity will improve the outcomes of their patients.



Conclusions

Beyond the 5 A's was an extremely well-received educational activity, and participants are continuously engaged with the post-program enduring interventions. Evaluation comments indicate a strong need for continued education in this area, and participants had many suggestions for topic areas for a future conference, including the following themes:

- eCigarettes
- Is Ask, Advise and Refer sufficient?
- Disparities related to tobacco
- Social justice issues
- Tobacco control initiatives
- Hookah
- Social marketing models
- Sessions to discuss Pfizer grantee's outcomes results
- Tobacco and youth
- Tobacco control initiatives
- Systems change



Conference Agenda

Pre-Conference Workshop

Wednesday, November 13, 2013

8:00 AM – 9:00 AM **Registration Open**

9:00 AM – 9:30 AM **Welcome, Introductions, Agenda Review and Ground Rules**

9:30 AM – 10:00 AM **Setting our Compass**

10:00 AM – 10:15 AM **Introduction to the World Café**

10:15 AM – 10:35 AM **Round 1, Question 1**

10:35 AM – 10:55 AM **Round 2, Question 1**

10:55 AM – 11:10 AM **Refreshment Break**

11:10 AM – 11:40 AM **Round 3, Question 1**

11:40 AM – 12:00 PM **Harvest**

12:00 PM – 1:00 PM **Lunch**

1:10 PM – 3:30 PM **Time together with category group**

1. Single Institutions and National Organizations
2. Hospitals Preparing for Joint Commission Tobacco Measures Set Implementation
3. Statewide Efforts

IGLC grantees will work together in breakout groups to:

- reflect on and celebrate project successes so far;
- determine factors contributing to these successes;
- share and discuss project shortcomings; and
- develop recommended solutions to shortcomings.

3:30 PM – 3:45 PM **Refreshment Break**

3:45 PM – 4:00 PM **Round 1, Question 2**

4:00 PM – 4:15 PM **Round 2, Question 2**

4:15 PM – 4:30 PM **Round 3, Question 2**

4:30 PM – 4:50 PM **Harvest**

4:50 PM – 5:00 PM **Closing Exercise**

Conference Agenda (cont.)

Thursday, November 14, 2013

7:30 AM – 9:00 AM Registration Open

9 AM – 10:30 AM Opening Plenary

- The Changing Demographics and Needs of Tobacco Users: Implications for our Practice

10:30 AM – 10:45 AM Break

10:50 AM – 12:00 PM Breakout Sessions (choose one of three concurrent sessions)

Track One: Innovative Strategies to Engage Healthcare in Cessation and Increase Provider Advice to Quit

- Developing Effective Training to Support Implementation of Cessation within Unique Healthcare Environments
- Training and Supporting Retail Clinicians: Brief Cessation Interventions
- Training Physicians and Nurses to Increase Cessation Referrals at Oregon Health & Science University (OHSU)

Track Two: Exploring the Diverse Needs of Specific Populations of Tobacco Users

- Increasing Utilization of Quitline Services among People with Mental Illness

Track Three: Systems Change, Integration, and Partnerships to Strengthen Cessation within Specific Healthcare Settings

- Using a Statewide Collaborative Approach to Improve Tobacco Cessation Referral Rates for Cancer Patients

12:00 PM – 1:00 PM Lunch

12:15 PM – 12:45 PM Luncheon Session

- The Future of Quitlines

1:00 PM – 2:15 PM Mid-Day Plenary

- The Joint Commission's Tobacco Cessation Performance Measure-Set: Progress, Pitfalls and Priorities for Moving Forward

2:20 PM – 3:30 PM Breakout Sessions (choose one of three concurrent sessions)

Track One: Innovative Strategies to Engage Healthcare in Cessation and Increase Provider Advice to Quit

- Increasing Provider Capacity to Respond to Cessation: Implementation and Dissemination Lessons Learned
- CEASE California: Statewide Dissemination of a Pediatric Provider Training on Smoking Cessation
- Bringing (Multi-Session) Smoking Cessation Groups to Behavioral Health Providers

Conference Agenda (cont.)

Thursday, November 14, 2013

Track Two: Exploring the Diverse Needs of Specific Populations of Tobacco Users

- Bringing Systems Together to Respond Effectively to the Cessation Needs of Priority Populations
- Addressing Tobacco with Substance Abusing Pregnant Women: Going in a Back Door
- Strengthening Partnerships between Community Health Centers and Quitlines

Track Three: Systems Change, Integration, and Partnerships to Strengthen Cessation within Specific Healthcare Settings

- The Growth of Quitline Referral System and Progress Toward E-Referral
- From Clinics to Systems: The Evolution of a Quitline Referral Program
- Partnering with Healthcare Settings to Establish Critical Workflow Modifications for Integration of a Successful Electronic Referral Process to the Quitline

3:30 PM – 3:45 PM **Break**

3:50 PM – 5:00 PM **Breakout Sessions** (choose one of three concurrent sessions)

Track One: Innovative Strategies to Engage Healthcare in Cessation and Increase Provider Advice to Quit

- Strategies to Improve and Sustain Provider Referrals to Quitline Services
- Differences in Referral to a Quitline Using 2As versus 5As
- Enhancing Fax Referral with a Variety of Feedback

Track Two: Exploring the Diverse Needs of Specific Populations of Tobacco Users

- Ensuring a Health Equity Lens When Developing Cessation Training for Healthcare Providers

Track Three: Systems Change, Integration, and Partnerships to Strengthen Cessation within Specific Healthcare Settings

- Building Blocks for Sustainable Systems Change: The Arkansas Experience

5:30 PM – 7:00 PM **Hosted Poster Reception**

Conference Agenda (cont.)

Friday, November 15, 2013

7:00 AM – 8:00 AM **Breakfast**

8:00 AM – 9:00 AM **Hosted Networking Roundtables**

- Table 1: Finding, supporting and retaining office cessation champions
- Table 2: Developing web-based/online training modules
- Table 3: Quitline eReferral systems
- Table 4: Building allies in cessation: community health workers and peer counselors
- Table 5: Increasing provider capacity to treat tobacco users with mental illness
- Table 6: Impact of the Affordable Care Act on cessation
- Table 7: Promoting cessation to Medicaid enrollees
- Table 8: Building support for cessation in substance abuse treatment settings
- Table 9: Strategies for documenting cessation follow-up after discharge

9:05 AM – 10:15 AM **Breakout Sessions** (choose one of three concurrent sessions)

Track One: **Innovative Strategies to Engage Healthcare in Cessation and Increase Provider Advice to Quit**

- Using Web-Based Approaches to Training Design for Specific Provider Types
- Brief Tobacco Intervention Training Beyond the Primary Care Setting
- Using Focus Groups to Tailor Tobacco Cessation Education for Dental Specialties

Track Two: **Exploring the Diverse Needs of Specific Populations of Tobacco Users**

- E-Cigarette Use: What We Know, What We Don't and What it Means for Cessation Practice

Track Three: **Systems Change, Integration, and Partnerships to Strengthen Cessation within Specific Healthcare Settings**

- Understanding Quality Improvement and Clinical Infrastructure to Support Cessation
- Building Infrastructure for an Inpatient Tobacco Treatment Service
- Engaging Primary Care Networks to Enhance Tobacco Use and Dependence Treatment

10:15 AM – 10:30 AM **Break**

10:30 AM – 11:30 AM **Closing Plenary**

- Changing Provider Behavior to Increase Cessation Advice: Is it Enough to Get the Results We Need?