

Science Transforming Life®



**Beyond the 5 A's: Improving Cessation
Interventions Through Strengthened Training**

Submitted on May 1, 2015



Executive Summary

Beyond the 5 A's:

Improving Cessation Interventions Through Strengthened Training

November 13–15, 2013 | Scottsdale, Arizona

Background: 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 goal of live conference and subsequent online activities was to improve the frequency and effectiveness of smoking cessation interventions delivered by health care professionals by increasing knowledge, competence and performance related to smoking cessation interventions.

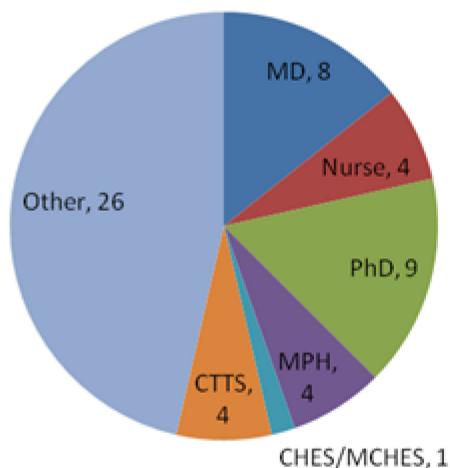
Target Audience: Professionals currently designing and delivering smoking cessation provider education programs, public health tobacco cessation experts, systems decision makers, medical and behavioral healthcare societies, health care providers and researchers.

Credit Designation: 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).

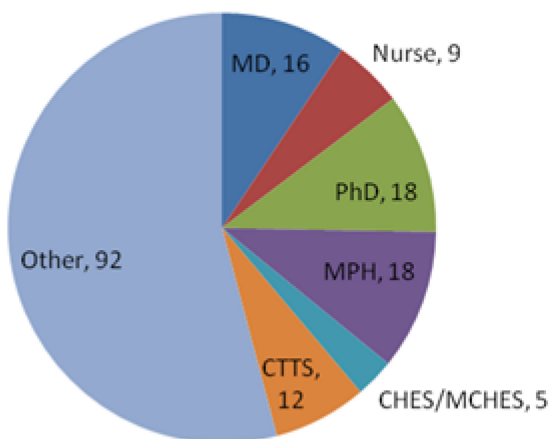
Participants: Total = 820 HCPs

Live Conference (3 days): Total = 170 HCPs

Attendance by Credentials:
Day One



Attendance by Credentials:
Days Two and Three



Online Activity (www.beyondthe5as.org):

Total Participants = 650 HCPs

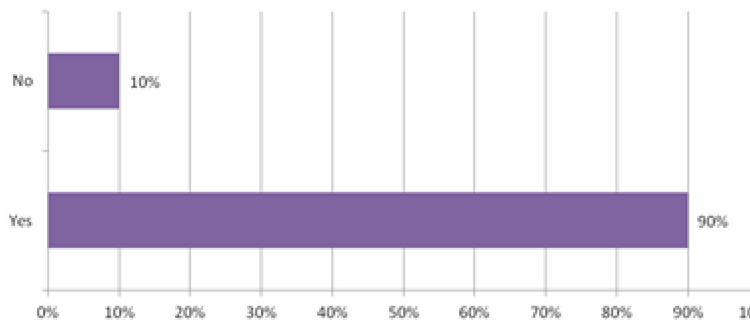
Total Participants Who Received Credit = 568 HCPs (316 MDs, 142 RNs, 210 'Other')

Results: Analysis of Participants' Responses

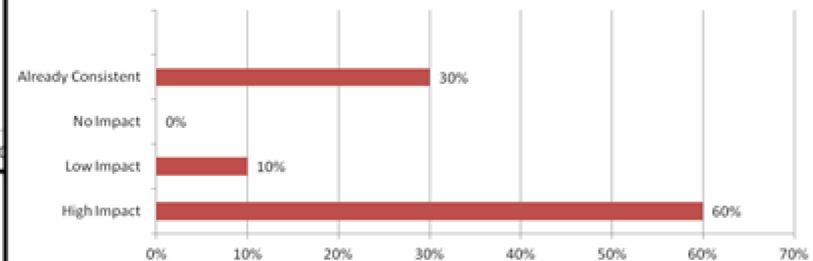
Pre-test to Post-test Comparison: NJH aimed to measure knowledge, competence and performance for this activity. A change in knowledge was measured via pre-test and post-test questionnaires.

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.

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:

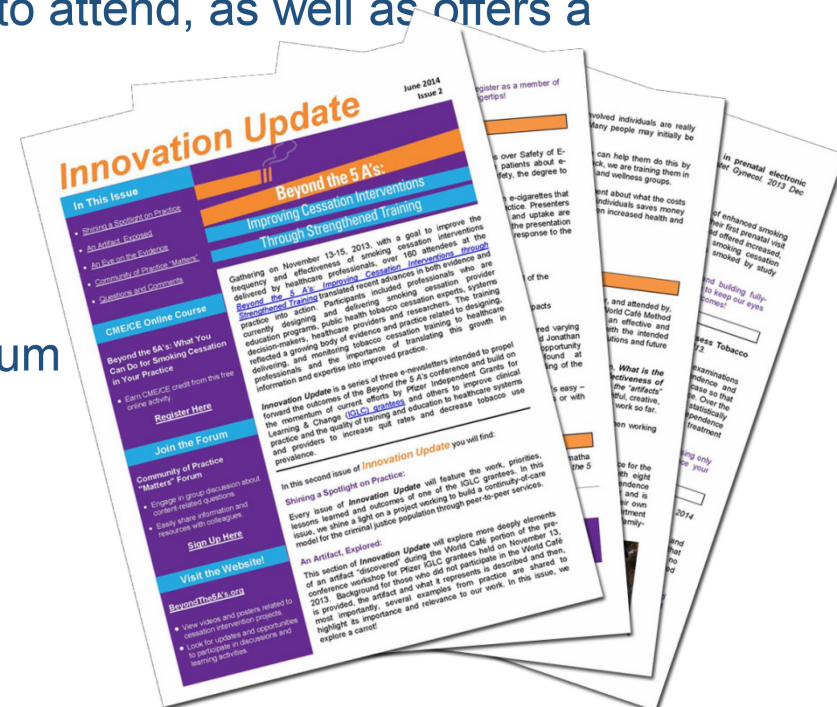


Resource Website:

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 live conference. 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, including:

- Enduring CME Activity
- Video Recording of Keynote Presentations from Conference
- Virtual Poster Sessions
- Community of Practice “Matters” Online Forum
- Innovation Update Newsletter



Conclusion

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



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