

Upper Canada
Family Health Team



**RE-ENGAGING PREVIOUS UPPER CANADA
FHT PARTICIPANTS OF THE OTTAWA MODEL
SMOKING CESSATION IN PRIMARY CARE:**

**IS REACHING OUT TO THEM AN EFFECTIVE
WAY TO KEEP THEM ENGAGED?**

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Presenter Disclosure



- Presenter: Linda Hansen, RN, MScN
- Relationship with the commercial interests:
 - Employee: Upper Canada Family Health Team
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Disclosure of Commercial Support



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MOST SMOKERS WILL MAKE MULTIPLE QUIT ATTEMPTS BEFORE SUCCESSFULLY QUITTING



- Approximately 4-7% of quit attempts are successful
- Some studies attempt to normalize relapse when trying to re-engage smokers
- Smoking abstinence rates get progressively higher when you continue to re-engage patients in care

Fiore et al. Treating Tobacco Use and Dependence. Clinical Practice Guideline. USDHHS; 2008.

Carlini et al. Prev Chronic Dis 2015;12:1-10

Ellerbeck et al. Ann Intern Med 2009;150(7):437-446

WHY RE-ENGAGE THOSE WHO HAVE RELAPSED?



- Cessation attempts aided by pharmacotherapy lead to more abstinence from smoking
- Limited studies have tried to re-engage smokers who have relapsed

Joseph et al. Arch Intern Med 2011;171(21):1894-1900

Ellerbeck et al. Ann Intern Med 2009;150(7):437-446

Re-Engaging Previous UCFHT Participants of the Ottawa Model for Smoking Cessation: Is actively reaching out to them an effective way to keep them engaged?



- **Objective:**

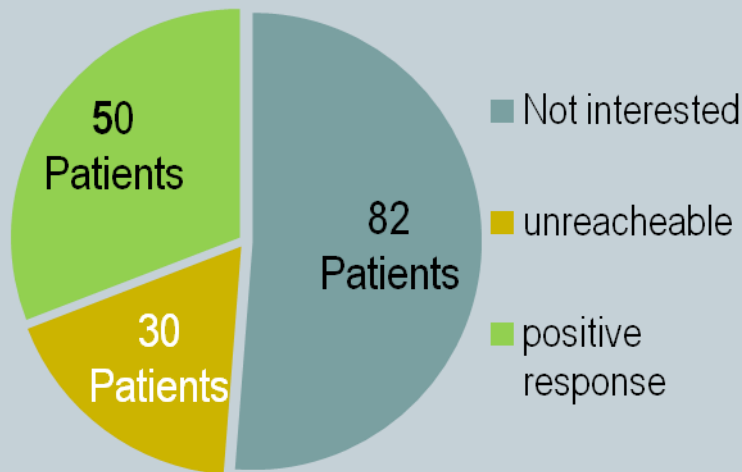
To evaluate the effectiveness of proactively reaching out to unsuccessful OMSC participants in re-engaging them in a new quit attempt.

- **Method:**

A search was performed on the UCFHT electronic medical record (EMR) database using the criteria of those who currently had a positive smoking status and who had a previous quit plan visit with the smoking cessation counselor. Those identified, were then proactively contacted by mail with a letter of invitation to re-engage them in the program. This was followed by a second invitation made via telephone.

Results

Patient Distribution



- A total of 20 administrative staff hours was used to search the database, prepare/mail letters and contact patients by telephone.
- Proactively reaching out to smokers who have previously tried to quit is an effective way to initiate a new quit attempt and keep them motivated to quit.
- A phone call was the best way to reach out to them.

Questions

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