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
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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.

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

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

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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