As Seen on TV: Integrating Tobacco Education Campaigns into Your Clinical Practice

Presented by:
American Academy of Pediatrics
American Academy of Family Physicians
Centers for Disease Control and Prevention
Food and Drug Administration
At the conclusion of this activity, participants should be able to:

• Describe the content and evidence base of the Tips from Former Smokers and The Real Cost campaigns.

• Articulate how healthcare clinicians can utilize the Tips from Former Smokers and The Real Cost campaigns to have discussions about tobacco cessation and prevention with patients and families in the clinical setting.

• Identify how to access resources from the Tips from Former Smokers and The Real Cost campaigns, as well as AAP and AAFP tobacco control resources.
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*Tips From Former Smokers*

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Smoking remains the leading causes of preventable death in the U.S.

Smoking kills more than 480,000 Americans each year.

For every person who dies from tobacco use, more than 30 suffer from a serious smoking-related illnesses.

Each day 2,100 youth & young adults become regular smokers.

Tobacco costs our economy almost $300 billion annually.

Tips From Former Smokers

Shawn never thought he would get sick from smoking, now he breathes through a stoma. For National Men's Health Month, watch and share Shawn’s story to educate men in your life about the dangers of tobacco use: http://youtu.be/ud95OnAWqLs
Target Audiences

- **Primary Audience**
  - Smokers ages 18 through 54 to encourage them to quit smoking

- **Secondary Audiences**
  - Parents, family members, and adolescents
  - Healthcare providers
  - Faith-based organizations
21st-Century Hazards of Smoking and Benefits of Cessation in the United States

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ABSTRACT

BACKGROUND
Extrapolation from studies in the 1980s suggests that smoking causes 25% of deaths among women and men 35 to 69 years of age in the United States. Nationally representative measurements of the current risks of smoking and the benefits of cessation at various ages are unavailable.
Figure 3. Effect of Smoking Cessation on Survival to 80 Years of Age, According to Age at the Time of Quitting.

Life expectancy was increased from 4 to 10 years among smokers who quit, depending on their age at the time of smoking cessation. Panel A shows the effect of quitting at 25 to 34 years of age (effect shown from the age of 50). Panel B shows the effect of quitting at 35 to 44 years of age (effect shown from the age of 40). Panel C shows the effect of quitting at 45 to 54 years of age (effect shown from the age of 40), and Panel D shows the effect of quitting at 55 to 64 years of age (effect shown from the age of 50). Survival probabilities have been scaled from the NHIS to the U.S. rates of death from all causes at these ages for 2004, with adjustment for differences in age, educational level, alcohol consumption, and adiposity (body-mass index). The horizontal dots represent years of life gained.
Key Messages

- Smoking causes immediate and long term damage to your body
- For every person who dies from smoking 30 more live with an illness caused by smoking
- Now is the time to quit smoking; free assistance available
Selected 2014 TV Ads

‘Brett’s Tip’

‘Rose’s Tip’

‘Terrie’s Tip’
Ad Development

THE PROCESS

- Selection of health conditions with direct link to smoking or secondhand smoke exposure
- Recruitment of real people with compelling stories
- Script development
- Rough cut testing
- Revisions
- Final production
Ad Participant Medical Vetting

- Internal review with subject matter experts
- Medical review
- Medical affidavit

Looking for real people to appear in ads about the health effects of smoking cigarettes.
Rough Cut Testing

- On-line quantitative survey - 7,800 participants
- Primary audience: 18 – 54
- Oversampled key segments
- Select ads tested in Spanish
What are Quitlines?

- Free
- One national portal - 1-800-QUIT-NOW
- Confidential
- Tailored to meet the needs of individual callers
- Increase chances of quitting
- Staffed by counselors who are highly trained health care professionals
Campaign Elements

- TV
- Radio
- Print
  - Magazines
  - Newspapers
- Out-of-home
  - Bus shelters
  - Theater
- Digital
Smokers

- An estimated 1.6 million additional smokers made a quit attempt.

- More than 100,000 smokers will remain quit as a result of the 2012 campaign.
Strong Social Media Presence

- Facebook
- Twitter (#CDCTips)
- YouTube
- Pinterest
Talk With Your Healthcare Team

Tips From Former Smokers

Health Care Providers: How You Can Help Patients Quit

In its first year, the Tips From Former Smokers campaign motivated 1.6 million smokers to try to quit. As the campaign continues, many of your patients will hear the messages from former smokers about the toll that smoking-related disease can take. These messages may cause some of your smoking patients to think about quitting. They may seek your professional advice on how to get started. For those patients who are ready to quit, you can be the motivation they need to become former smokers themselves.
Summary

• The *Tips* Campaign is an effective anti-tobacco media campaign

• Many tools & resources for providers to use in the clinical setting

• *Tips* can be used to start a dialogue between smokers and their providers.
CTP’S PUBLIC HEALTH CAMPAIGNS

Kathy Crosby, Director
Office of Health Communication and Education
Center for Tobacco Products, FDA

As Seen on TV: Integrating Tobacco Education Campaigns into Your Clinical Practice
August 7, 2014
FDA’S AUTHORITY OVER TOBACCO PRODUCTS

The Family Smoking Prevention and Tobacco Control Act gives the FDA authority to regulate tobacco products.

To protect Americans from tobacco-related disease and death, the FDA Center for Tobacco Products regulates the way that tobacco products are made, marketed and distributed.
**Mission**
Protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially youth, about tobacco products and their inherent dangers.

**Vision**
Make tobacco-related death and disease part of America’s past, not America’s future and, by doing so, ensure a healthier life for everyone.
Related to FDA’s authorities and actions:

• Lead comprehensive, evidence-based education efforts to educate people, especially youth, about the dangers of tobacco products
  - Health risks of tobacco use, by product type
  - Addictiveness of the product
  - Harms of specific constituents
  - Misperceptions due to advertising & marketing

• Ensure healthier lives by equipping youth and young adults with important facts to prevent initiation and increase cessation
YOUTH TOBACCO PREVENTION CAMPAIGNS
The Problem
- Each day, more than 3,200 youth smoke their first cigarette and 700 teens become daily cigarette smokers

The Solution
- Sustainable public education programs designed to change attitudes and behaviors
EDUCATING AT RISK AUDIENCES ON THE DANGERS

10 Million

Prevention

Investing in our Future

General Market
Multicultural
Rural
American Indian/
Alaska Native
LGBT
Goals
• Educate youth aged 12-17 about the harms of tobacco use to:
• Reduce initiation rates among youth who are open to smoking
• Reduce the number of youth already experimenting with cigarettes that progress to regular use

Objective
• Make youth hyperconscious of the real cost of every cigarette through breakthrough, fresh portrayals of the health and addiction risks of tobacco

Strategies
• Communicate rational health risks in a new and unique way
• Communicate loss of control due to addiction to disrupt beliefs of independence-seeking youth
Campaign development activities follow evidence-based best practices and incorporate lessons learned from past effective tobacco prevention campaigns.
FORMATIVE RESEARCH FINDINGS

Hard to Reach
- Teens who experiment don’t consider themselves smokers
- Youth media consumption is highly fragmented and cluttered

Hard to Engage
- Tobacco education is a low interest topic for youth

Hard to Motivate
- There is a remaining core of at-risk youth and experimenters who weren’t reached by past efforts
OUR “AT-RISK” TEEN PERSONIFIED

Living a chaotic life
• Aged 12–17
• Smokes/uses occasionally (<100 total)
• Lower socioeconomic status, more likely suburban or rural than urban
• Poor school environment/low academic achievement
• Unmarried parents who use tobacco at home
• Friends use, too

Not a cool kid – a troubled kid
• Sensation seeking/risk-taking attitude
• Feels stressed
• Poor coping skills
• Pessimistic outlook on life
• Finds it hard to regulate mood
RETHINKING YOUR RELATIONSHIP WITH TOBACCO
NATIONAL TV

ADDITIONAL PROGRAMMING
THE REAL COST: EARLY SUCCESSES

Paid Media

• Reached an estimated 96% of our target audience in the first six weeks of the campaign. Estimated reach for the second quarter of 2014 is 98% with frequency of 21.9

• Generated 723M impressions on youth-focused sites such as MTV.com, IGN.com and Hulu.com

Earned Media

• Garnered 2,000 features, generating 1 billion media impressions, and media coverage in the top 100 media markets

Web and Social Media

• Achieved 7.1M views of ads on YouTube, with a 94% completion rate

• Engaged 1,446,281 unique visitors from all 50 states

• Spurred 464,037 unique conversations on our social media channels

Data from 2/11 – 6/30
Health Costs

• “I have always thought that smoking was disgusting and foul and killed people. The only difference is now I understand how.”

• “I used to think it made people look cool until I saw my teeth getting yellow from it and I got sores on my gums all the time.”

Addiction

• “This [struggling to breathe] has been happening to me while I am asleep.. I try to stop but its a really hard addiction to get over.”

• “I don’t think its cool. Not my fault I got addicted. Tryna quit.”
Getting Support

- “I used to smoke ciggs because my friends did. At the time I didn’t care what it did to my body. When I realized that I didn’t want to get addicted to it and get killed from it. I have now stayed off of ciggs for a year and a half. Now I can breathe more better. It makes me feel good about what I’ve done. Smoking doesn’t have to be a habit if u don’t want to. So if u can’t quite cause u think it’s a habit... well u need to change your state of mind.”

- “What’s a good way to stop smoking and to keep occupied ??”
For more information, visit:

- The Real Cost overview and more info: [www.fda.gov/therealcost](http://www.fda.gov/therealcost)
THANK YOU
Health Professionals and Media Campaigns

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Nationwide Children’s Hospital
The Ohio State University College of Medicine

Variety of Different Healthcare Providers on Webinar Today

- Family Physicians
- Internal Medicine Physicians
- Pediatricians
- OB/GYNs
- Public health professionals
- Dentists
- Dental assistants
- Physician assistants
- Tobacco control specialists
- Social workers
- Pharmacists
- Nurses
- Medical assistants
- Health educators
- Others....
The Rule of 7

• People need to hear a message **7 times** before making a change

• Both campaigns use multiple media for sending their messages to the target audiences
  – Print
  – TV
  – Social media
  – Radio
  – Internet

• Physicians and other healthcare and public health professionals should be one of those sources for this information!
Patients and Families Want to Hear Messages from You

- 70% of tobacco users report wanting to quit
- Most have made at least one quit attempt
- Patients and families expect you to discuss tobacco use and prevention
- Users say expert advice is important to their decision to quit
  - The expert can be a physician, clinician, health care worker
    - any member of your practice!
  - Physician assisted (counseling + medications) quit rates at one year are 10-40%
No Matter What You Call It...

• 5 As
• 2As & R
• Ask and Act
• Motivational interviewing

We all have a duty to intervene with our patients and their families to encourage cessation and prevent tobacco use!
Healthcare Professionals and Community Change

• Clinicians and public health professionals can authoritatively deliver the critical known data to the appropriate audience to make change

• People trust physicians and other healthcare and public health professionals

• When so much in this world involves money—clinicians and public health professionals have nothing to gain except better health for their patients and families
Resources

• Numerous resources to support clinical practice interventions
  – Check our your professional societies (eg, AAP, AAFP, ACOG, ACP, AANP)
  – CDC Office on Smoking and Health – Tips from Former Smokers healthcare professionals Web page
  – FDA Center for Tobacco Products: The Real Cost – Free Materials Web page
American Academy of Pediatrics

American Academy of Pediatrics
Julius B. Richmond Center of Excellence

The American Academy of Pediatrics Julius B. Richmond Center of Excellence is committed to protecting children from tobacco and secondhand smoke. Clinicians, researchers, advocates, and families all play a critical role. The Richmond Center offers tools and resources to help clinicians and communities, as well as supports research and policy development to create a healthy environment for children, adolescents, and families. The Richmond Center was named for former Surgeon General Dr. Julius B. Richmond, and was established with generous support from the Flight Attendant Medical Research Institute in 2005.

IN THE NEWS

July 28, 2014
The slides and recording from the July 23 “It’s All Acute To Me: Expanding Opportunities for Cessation Counseling Beyond Primary Care” webinar are now online.

July 18, 2014
Have you caught a Tips From Former Smokers or The Real Cost ad on TV? The AAP Richmond Center is hosting a webinar on August 7th about these campaigns and how you can use them to discuss tobacco use and secondhand smoke exposure in a clinical setting.

April 24, 2014
AAP reacts to proposed FDA rules on e-cigarettes and tobacco products. Read the full statement.

April 14, 2014
Membership in the AAP Provisional Section on Tobacco Control is open to both AAP members and allied health professionals. Read about the Section on AAP member site.

AAP RICHMOND CENTER FACTS

- Did you know To date, the AAP Richmond Center has awarded 36 Visiting Lectureships across 21 states and three countries, including the US.
- Did you know The AAP Richmond Center received 1,550 entries in the 2009, 2010, and 2013 AAP Children’s Art Contest.
- Did you know The AAP, through the Richmond Center, was one of 10 national organizations that provided technical assistance to communities funded by the Communities Putting Prevention to Work (CPPW) initiative.
- Did you know The AAP Richmond Center has formally trained 389 physicians and allied health professionals around the world to be effective tobacco control champions.

www.aap.org/richmondcenter
Ask and Act Tobacco Cessation Program

Of the 45 million current U.S. smokers, 70 percent say they would like to quit. Family physicians are taking a frontline approach to helping these smokers meet their goal. The AAFP’s tobacco cessation program, “Ask and Act,” encourages family physicians to ASK all patients about tobacco use, then to ACT to help them quit.

There’s strong evidence that advice from a health care professional can more than double smoking cessation success rates. And research shows that patients are more satisfied with their health care if their primary care provider offers smoking cessation interventions — even if patients are not yet ready to quit. Take advantage of the resources on this site to make your interventions with your patients who use tobacco even more effective.

Practice Toolkit

- Shop More Tobacco Prevention & Cessation Products for Your Practice
- Integrating Tobacco Education Campaigns Into Your Practice
- Register for this free webinar to get information on how to talk to your patients about their tobacco dependence and how to quit.

Thursdays, Aug. 7 at 1 p.m. CT.

Get More Information

- Learn About Ask and Act
- Contact Ask and Act
- Shop the Tobacco Prevention & Cessation Catalog

Related Links

- AAFP Patient Education Materials on Tobacco Addiction

CDC Office on Smoking & Health

Tips From Former Smokers

Health Care Professionals: Help Your Patients Quit Smoking

You can play a key role in fighting tobacco use, the number one cause of preventable death and disease in the United States. No matter what your specialty is, you know the drastic effects that smoking can have on your patients’ health. You know the toll secondhand smoke can take on their children and families. Many smokers want to quit. Getting started often takes support and motivation from trusted sources, like you.

When it comes to talking to patients about quitting tobacco use, the Tips From Former Smokers (TFS) campaign can be a conversation starter. The campaign offers resources for you as well as your patients. With the support of CDC’s materials, you can help more patients live smokefree lives.

I’m Ready to Help My Smoking Patients Quit. How Can I Get Started?

Congratulations on your dedication! Following are some resources to help you with this very important work:

- Fact sheet about Tips (PDF - 466KB) and how health care professionals can get involved and support patients
- FAQs for Health Care Providers
- FAQs about how quitlines work and their effectiveness
- A printable, pocket-sized tobacco intervention card (PDF - 60KB) that lists the steps for conducting a brief tobacco intervention with your patients
- Landscape video (Conducting a Brief Intervention) An informational video featuring Tim McAfee, MD, director of CDC’s Office on Smoking and Health. This video shares the steps that you can take to conduct brief interventions with your patients.
- HIV Provider Smoking Cessation Handbook: A Resource for Providers
- HIV & Tobacco Use: Pharmacologic and Behavioral Methods to Help Patients Quit (PDF - 220KB)
- Tips From Former Smokers Download Center & for videos to show in your waiting room, print ads, etc.

How Can I Help My Patients Become Smokefree?

- Download “Talk With Your Health Care Team” posters to inspire your patients to quit (in English or Spanish). Hang them in your practice’s waiting room, in patient rooms, and throughout your offices, where patients will see them every day.
- Download videos, print ads, and Tips campaign materials from the Tips Download Center & to show in your waiting room.

http://www.cdc.gov/tobacco/campaign/tips/partners/health/hcp/
Talk With Your Healthcare Team – summary of resources for providers

- Posters for exam rooms
- Looped videos for waiting rooms
- Link to Smokefree.gov for materials to download
FDA Center for Tobacco Products

http://www.fda.gov/AboutFDA/CentersOffices/OfficeofMedicalProductsandTobacco/AbouttheCenterforTobaccoProducts/PublicEducationCampaigns/TheRealCostCampaign/ucm384054.htm
Q & A

Submit questions into the box in your GoTo Webinar control panel. If we aren’t able to answer your question live, we will send a response to you after the webinar ends.
Link to post-webinar survey:
https://www.surveymonkey.com/s/SeenOnTV

Slides, Recording, Links to Web sites:
www.aap.org/richmondcenter