

Assist the Quit

Practical Approaches to Integrate More Effective Smoking Cessation Conversations Into Your Practice

An Educational Program Provided by Your Pfizer Medical Outcomes Specialist

Date: 8/6/2019

Time: 12:00 PM

Location: WebEx

Presenters: Scott Glosner BS, PharmD, BCPS, MPH and Marina Sagalovich PharmD

- The CDC found that tobacco use is a major modifiable risk factor for 4 of the 5 top causes of mortality in the United States: stroke, chronic lower respiratory diseases, cancer, and heart disease. According to the CDC, “reducing the number of earlier than expected deaths from the leading causes of death requires risk factor reduction, screening, early intervention, and successful treatment of the disease or injury.”¹
- Although most smokers want to quit (more than 70%), and many try to quit (approximately 44% each year), most quit attempts are unaided and unsuccessful.² Most smokers try to quit 6 to 11 times before they succeed.³ These statistics may discourage both smokers and clinicians.
- Smoking cessation is a critical part of improving population health and meeting quality measures.
- There are several approaches to assisting patients to quit smoking.
 - Public Health Service (PHS) guidelines provide a 5-step plan, the 5As, which is the focus of this presentation²
 - American Academy of Family Physicians (AAFP) guidelines provide a streamlined version of the 5As, based on the same principles⁴

Program Objectives:

- Review of the smoking cessation landscape
- Discuss the importance of healthcare provider smoking cessation interventions
- Discuss how you can assist patients in smoking cessation

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References: 1. Yoon PW, Bastian B, Anderson RN, Collins JL, Jaffe HW. Potentially preventable deaths from the five leading causes of death – United States, 2008-2010. *MMWR Morb Mortal Wkly Rep.* 2014;63(17):369-374. 2. Fiore MC, Jaén CR, Baker TB, et al. Treating Tobacco Use and Dependence: 2008 Update. Clinical Practice Guideline. Rockville, MD: USDHHS PHS. May 2008. 3. US Department of Health and Human Services. Women and Smoking: A Report of the Surgeon General. Rockville, MD; US Dept. of Health and Human Services, Public Health Service, Office of the Surgeon General; 2001. 4. American Academy of Family Physicians. Treating tobacco dependence practice manual. <http://www.aafp.org/online/en/home/clinical/publichealth/tobacco/askandact.html>. Accessed May 18, 2015.