

County of Los Angeles Public Health Department

*Oral Health Program in collaboration with
Division of Chronic Disease and Injury Prevention*

Tobacco Cessation Training for Dental Providers



Third Annual Quality Improvement Summit 2015

Susan Bradshaw, MD, MPH, TTS, Maritza Cabezas, DDS, MPH and
Linda Aragon, MPH

February 26, 2015



Goal



Goal: Increase utilization of tobacco cessation services provided by the California Smokers' Helpline (1-800-NO-BUTTS)



Objectives



Measurable Objectives

1. Train 30% of Healthy Way Los Angeles (HWLA) dental providers in the provision of brief clinical tobacco cessation.
2. Assess impact of training on their perceptions and performance.
3. Increase referrals by dentists to California Smokers' Helpline by 30%.



Project Design



- I. **PLAN:** Preparation
- II. **DO:** Implementation
- III. **STUDY:** Evaluation
- IV. **ACT:** Next Steps



Plan



Activities

- Literature and data reviewed by team
- Development of training intervention
 - Materials and tools developed
 - Pilot testing
- IRB approval



Do



Participants

- Healthy Way Los Angeles Dentists (My Health LA)
- 64 providers in Los Angeles County
- Provide dental care to uninsured populations



Do



Intervention (February to June 2013)

Training Goal: Provide requisite knowledge and skills

- Didactic presentations and teaching activities
- Group discussions
- Samples of tobacco products
- Video demonstrations
- Distribution of 1-800-NO-BUTTS cards
- Ongoing technical assistance



Do: Data Collection



- **5-item questionnaire using Survey Monkey**
 - Assess perceptions and intentions
 - Data sent to Performance Improvement Program

- **California Smokers' Helpline data**
 - Monthly number of callers
 - Referral source



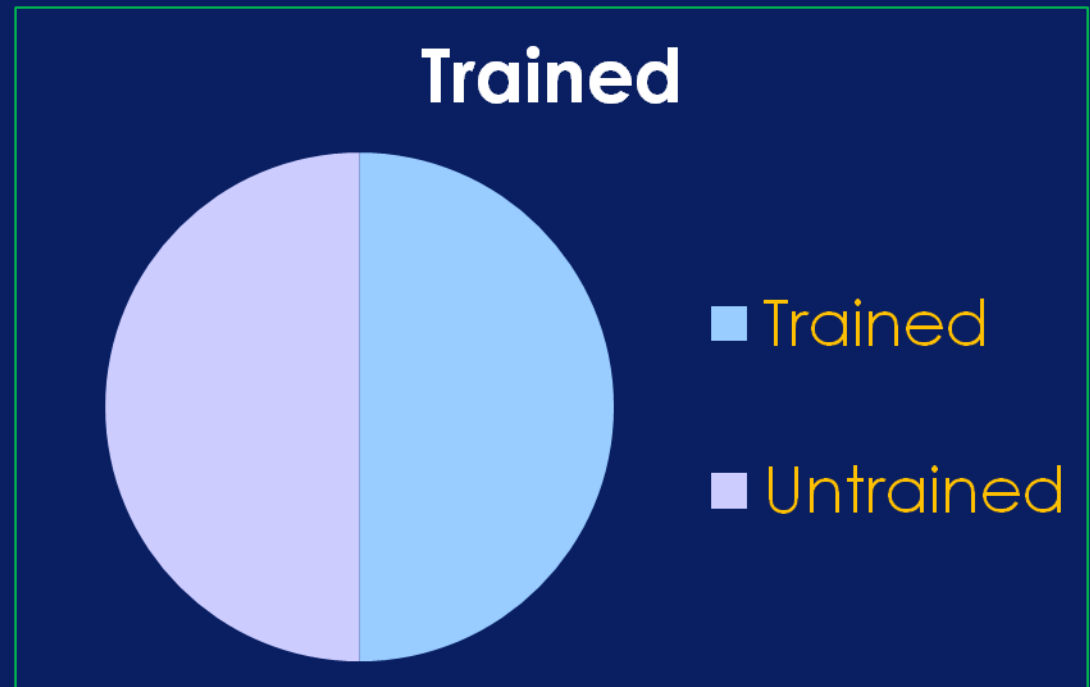
Study



Objective one: Train 30% of the 64 HWLA Dental Providers.

Results:

- 32 of 64 providers
- 50 % of HWLA

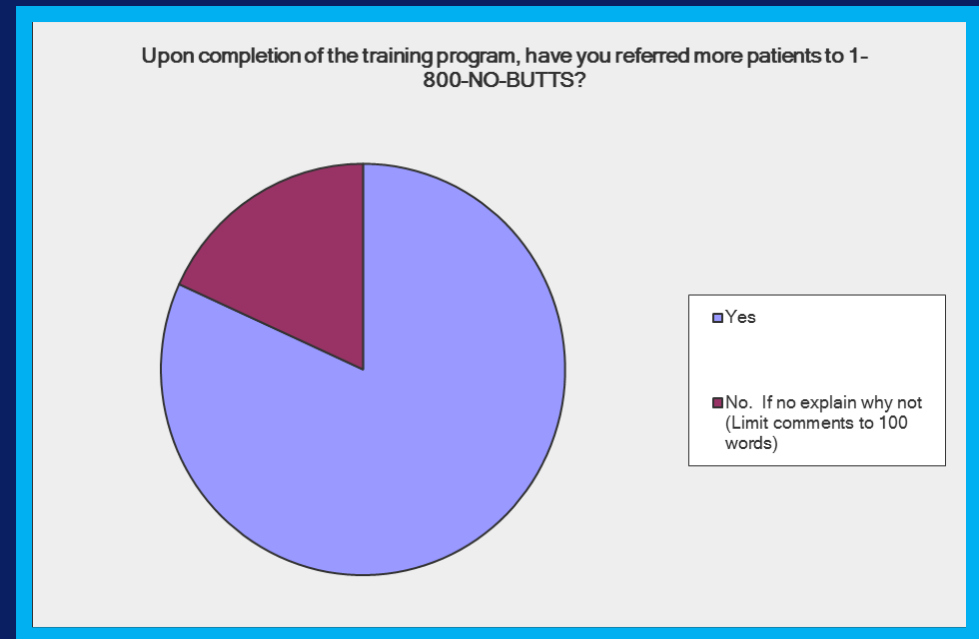


Study



Objective: Assess the impact of the training on dental providers' perceptions and performance.

- Comfort level advising
- Comfort level referring
- Rate ability to help
- Likely to refer
- Have you referred



Results:

- Positive impact reported



Study

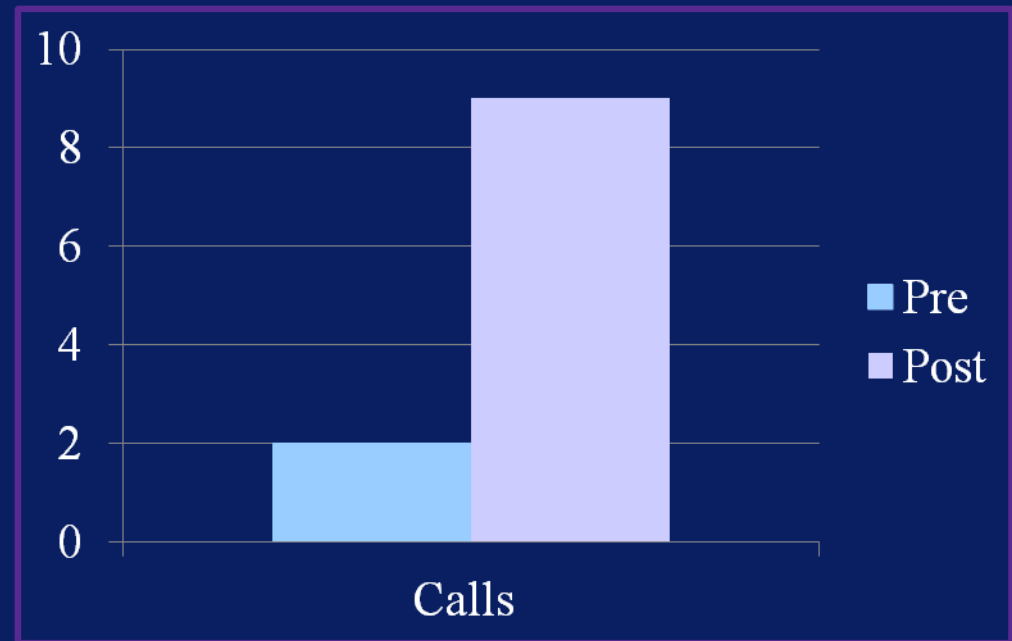


Objective: Increase the number of referrals by dental providers to California Smokers' Helpline by 30%.

- ✓ Data collected 6 months before and after the intervention

Results:

- 350% increase



Study Summary

Measure	Goal	Results
HWLA dentists trained	30%	Met
Impact on performance	Assess	Met
Impact on perceptions	Assess	Met
Increase referral to Helpline	30% increase	Met



Act

Strategies to sustain improvement:

1. Achieving adherence to protocol requires additional support system:
 - Create reminder systems to sustain the progress achieved:
 - E-mail past participants
 - Mailing cards to the clinics
 - Assessing the feasibility of creating policies and/or protocols that are acceptable and low-cost.



Act

Strategies to expand the project:

2. Providing “incentives” for audience:

- Offer Continuing Education (CE):
 - Expanding training to other dentists or dental providers,
 - Currently pilot testing providing CE for a future training with Los Angeles Dental Society.



Lessons Learned

1. Target audience's own values played a crucial role throughout the project;
2. Adding topics that enhanced interest helped to maintain attention;
3. Understanding the data collection process in minute detail;
4. Accounting for unanticipated relationships /collaborations; and
5. Social Impact – Hard to Measure



Lessons Learned

1. Target audience's own values played a crucial role throughout the project:

- Dentists, in general, feel uncomfortable speaking to their patients about anything not directly related to the oral cavity;
- Unclear as to their role as “health care provider”;
- Visualizing the counseling process made dentists feel more at ease. After viewing video demonstration, increase request for more 1-800-NO-BUTTS.



Lessons Learned

2. Adding topics that enhanced interest helped to maintain attention,

- Dentists felt inundated with information about tobacco's harm;
- Discussion of other tobacco products, especially **e-cigarettes** sparked interest;
- Including e-cigarettes topics in future presentations will be key to spark interest.



Lessons Learned

3. Understanding the data collection process in minute detail:

- Discussions with hotline responders revealed that some patients indicated they were referred by “doctor” instead of “dentist or dental provider”
- Address issue by:
 - Requesting assistance from 1-800-NO-BUTTS
 - Assessing feasibility of faxing referrals



Lessons Learned

4. Accounting for unanticipated relationships /collaborations.

- Relationships developed increased exposure (internally and externally):

Request to write articles and presentations

- San Fernando Valley Journal
- International Dental journal

- Obtain IRB approval ASAP



Lessons Learned

5. Social Impact - Hard to Measure

- Decrease exposure to SHS
 - Reduction in butt litter
 - Improvement in health
 - Influenced behavioral changes by sending the same messages to the community
-
- ✓ Added to the pool of messages one needs to hear in order to take an action
 - ✓ How do we measure the role we had in the social threshold that influenced behavioral changes?



Questions?

