Unlock the grip of Smoking

There is ***REAL*** help…
and
It's never too late to stop.

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Lovelace Family Practice

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Location:

Blair Fire Department
Fairfield County

Audience:

Women's Auxiliary Association

20 Attendees

A Killer of Mass Proportions

- ***26% Adults of Fairfield Co. smoke (25% SC avg)***

A woman who smokes:

- Shortens her life by **5 to 8 years**
- **Doubles** her risk of heart disease
- **Doubles** her risk of cervical cancer
- Is **12** times more likely to die of lung cancer
- Puts the health of her family and friends at risk by exposing them to second-hand smoke

AIM

- Women in Fairfield County will decrease their use of tobacco products.
  - Community support of this project is evidenced by the thriving popular tobacco cessation program at Fairfield Memorial Hospital.
  - The Women's Auxiliary Club requested specific presentation topic.

Measures

- After presentation audience completed a five item questionnaire:
  - **1/3** of the audience will express an interest to quit smoking.
  - At least another **1/3** will express an interest to decrease smoking by at least fifty percent
  - **3/4** of the audience will share the message with at least one other person
  - **10%** will set a date to quit and sign a contract to do so prior to leaving
  - **3/4** will commit to not smoking around a child or teenager

Improvement Measures:

- Instruct attendees on current methods available for improved smoking cessation success.
  - Nicotine gum and graduated patches
  - Zyban
  - Stress reducers
  - Support groups (increase success by 50%)

- For those who commit to quit smoking, will facilitate enrollment in smoking cessation support group at Fairfield Memorial Hospital
  - Provided contact information
  - Called 10 days later to confirm enrollment
  - Provided calendars to mark date quit, to keep track of meeting dates and reward milestones

Drivers:

- *Active* group already assemble, no solicitation of attendance required
- Group leader enthusiastic and involved in planning and preparation
- Topic requested by group

Barriers:

- Immediate commitment required, due to lack ability to schedule follow up meeting
- Smoking is highly addictive
- Rained day of presentation

Interventions

A Timeline of Health Benefits from Quitting

Within 12 hours ...

- levels of carbon monoxide (car exhaust) and nicotine (addictive chemical) decrease rapidly
- ...and your heart and lungs begin to repair the damage caused by cigarette smoke

Within a few days of quitting....

- ... your sense of smell and taste are likely to improve

Within 3 months of quitting...

- ...your circulation improves
- ... and you will breathe easier

Within 1 Year of quitting...

- ...your risk of suffering a heart attack decreases by half

Within a decade of quitting...

- ...your risk of getting "smokers' diseases" are reduced to nearly the same level as someone who has never smoked at all.

Interventions

Encouraged attendees who committed to quit smoking to sign a contract indicating :

- Stop date
- Specific rewards for cessation to be received after 1mo, 2mo, 4mos, 6mo, and 1 year, purchased with cigarette savings
- A Plan to remove social triggers for smoking
- Cite a dependable support person
- One reason to live(i.e. grandchild, husband)

The Partnership

- ☑ The leader of the organization actively recruited event participants by calling members and distributing flyers at meeting
- ☑ To encourage participation, the group selected a convenient and familiar presentation site.
- ☑ Refreshments were even provided by several members of the organization to express their appreciation for the presentation

Data Collection

The following the presentation a 5 Item questionnaire was completed by all attendees :

❶Do want to quit smoking?

❷Do want to cut your smoking by half or more?

❸Will you share at least 3 things you learned today with at least one other person?

❹Will you set a date to quit and sign a contract to do so TODAY? (If you answered yes, please see me immediately following the presentation so that I may help you live a healthier and longer life.)

❺Knowing the dangers, will you no longer smoke around a child or teenager?

Data

- 20 women attended
- 16/20 (80%) Desired to quit smoking
- 17/20 (85%)Desired to cut your smoking by half or more
- 20/20 (100%) Agreed to share at least 3 things learned with at least one other person
- 12/20 (60%) Set a date to quit and signed a contract
- 19/20 (95%) Agreed to no longer smoke around a child or teenager
- 10/12 (83%) Of those who contracted to quit smoking remained smoke free 10 day later

Lessons Learned
&
Suggestions For the Future

1. Invite the local smoking cessation group coordinator or staff member
2. Personally submit sign up information for local smoking cessation group to appropriate contact persons
3. Document age of attendees to assess which population is more likely to agree to smoking behavioral modifications
4. Serve healthier snacks to role model global healthy behaviors