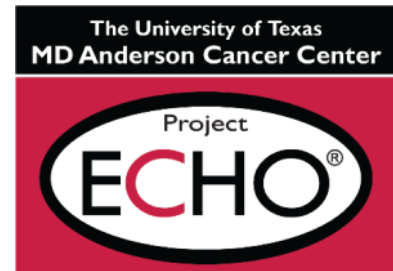


Project ECHO- Tobacco Education And Cessation in the Health System (TEACH)

Alex Hurst, MHA, Program Manager, EndTobacco
Cancer Prevention & Control Platform



EndTobacco[®]



The Platform leads transformational prevention and early detection initiatives in partnership with the Moon Shots Program

50% of cancers can be prevented

Source: Colditz et al, Science & Translational Medicine, 2012

Platform Mission: to accelerate the development, dissemination, and amplification of evidence-based strategies, community services, policy interventions, and knowledge targeting measurable reductions in cancer mortality at a population level

Evidence-Based Interventions



Policy



Public &
Professional
Education



Community-
Based Clinical
Services

Population-Level Focus



Institutional



Local/Regional/
State



National/
International

An unprecedented and sustained institutional commitment by MD Anderson Cancer Center to advance evidence-based tobacco control as a core element of our mission through leadership, investment, and collaboration

- Program developed by 18-member working group of MD Anderson scientists, clinicians, administrative leaders & public health practitioners in response to charge from our former President, Dr. Ronald DePinho
- Structured process to review & recommend evidenced-based & best practices from the CDC & WHO, as well as best practices from across the U.S.
- Actions that MD Anderson is initiating & implementing, working thru partnerships, to ultimately end tobacco at multiple levels

Tobacco Use In the United States

- About 21% of US adults **use tobacco in some form**
- Cigarette smoking is the most common form of use
- Smoking prevalence has gone down over recent decades

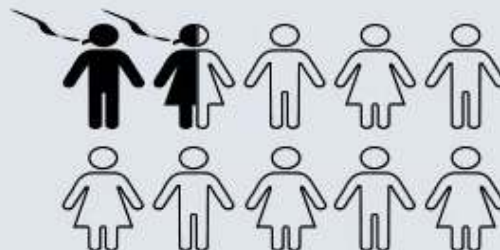
Deaths and Disease in the U.S. from Tobacco Use

480,000 DEATHS



Tobacco Use In the United States

**13.9% OF ALL
ADULTS SMOKE**

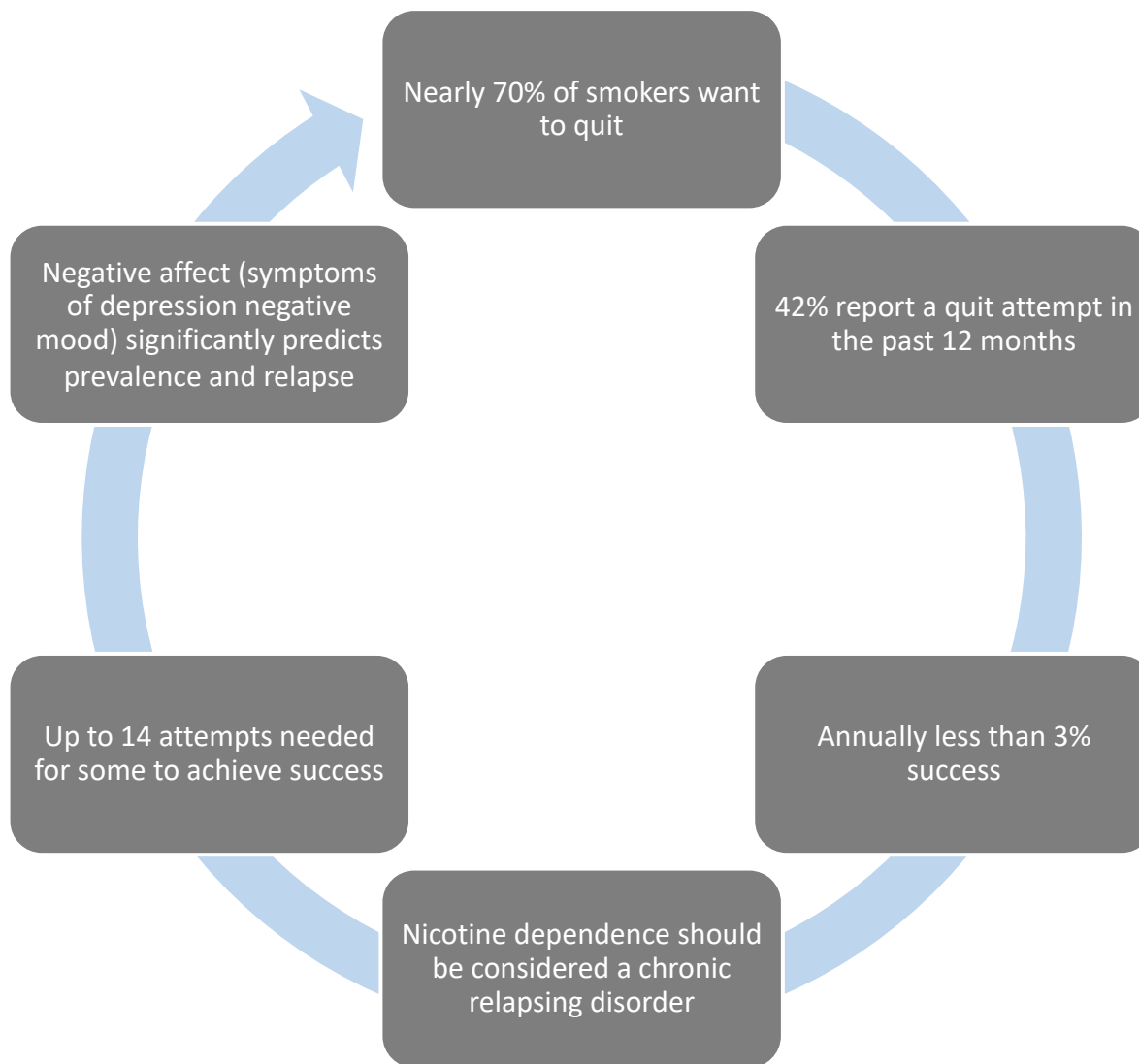


**7.6% OF HIGH
SCHOOL STUDENTS
SMOKE**

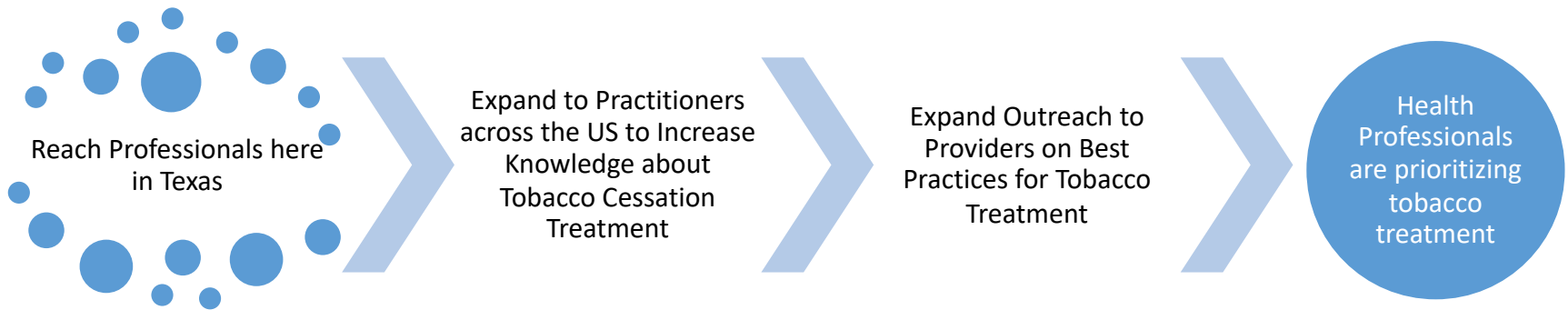


**1.1 MILLION
HIGH SCHOOL
STUDENTS**

Need for Cessation Intervention



GOAL: TOBACCO CESSATION KNOWLEDGE FOR HEALTH PROFESSIONALS



EndTobacco

An MD Anderson Cancer Center program

Project ECHO® : TEACH

BACKGROUND: Taking Texas Tobacco Free 2 (TTTF2)

- Project funded by Moon Shots Program in September 2015 - 2017
- Worked with Local Mental Health Authorities (LMHAs) that implemented a tobacco-free policy through the TTTF project, funded by CPRIT
- Education for LMHA Staff
- Curriculum target audience: Tobacco Treatment Knowledge for Behavioral Health professionals
- Site Visits to 11 LMHAs
- Averaged 19 attendees per week
- Engagement low – 1 case in 2016 from non-MDA or contracted partner

Certified Tobacco Treatment Training Program connection

- Transition- sustainable education for the CTTTP program in May 2017
- Supported TTS by sharing cases and emerging best practices and resources
- Curriculum – Behavioral Health and includes emerging topics and resources.
- Several TTS join from external CTTTP programs
- Averaged 25 attendees per week
- Engagement high – 10 cases since August 2017 from non-MDA

Project ECHO®: Tobacco Cessation Education



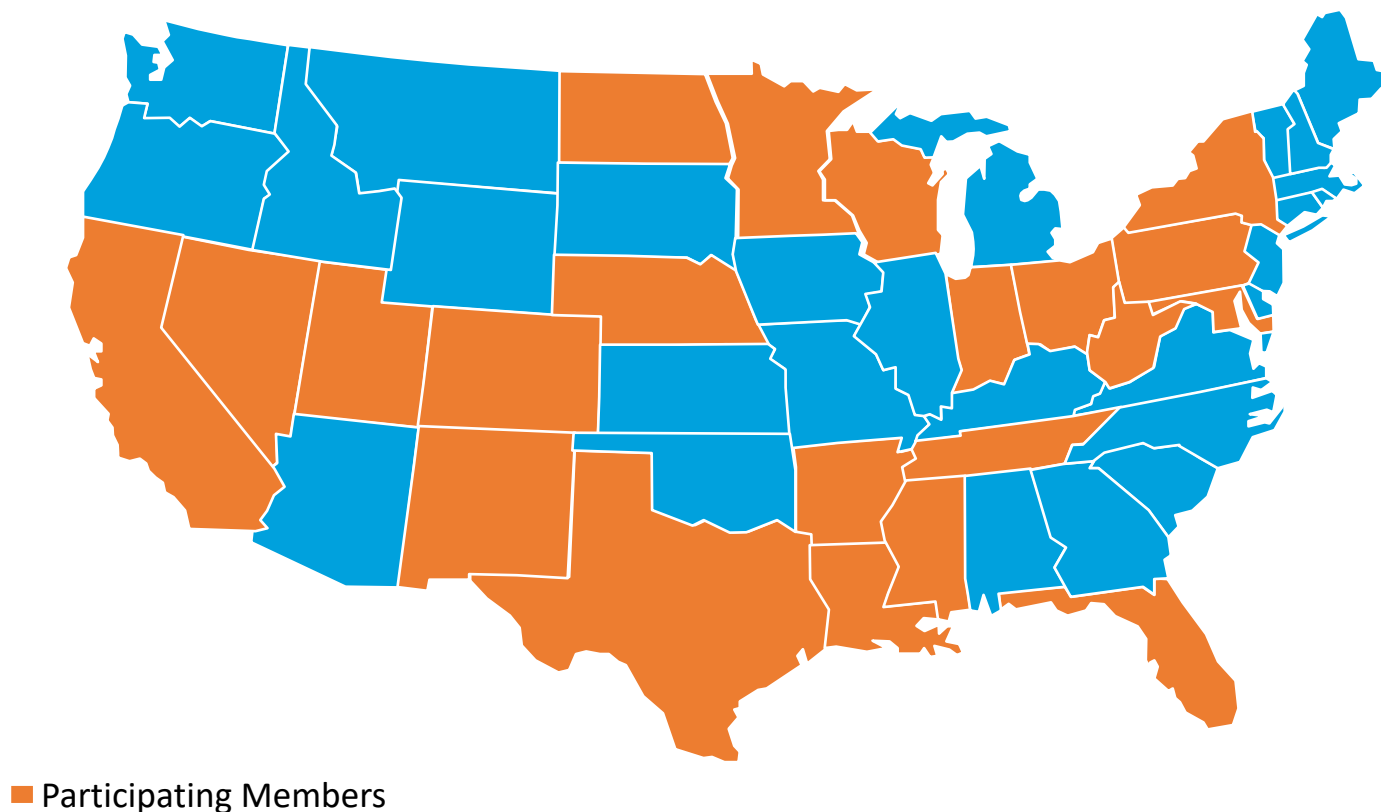
Ongoing Tele-mentoring:

- Every Tuesday at noon; 1 hour web conferences between specialists and partners
- Patient case presentations with feedback and discussion – 30 minutes
- Didactic lecture – 30 minutes

Metrics:

- FY16 total clinics: 36
- FY17 clinics: 38
- FY18 clinics: 42
- FY19 clinics: 1 (Projected 41)
- Average participants per clinic: 27

Our Current ECHO: Project TEACH Participant Locations



Certified Tobacco Training Specialist Program

- MD Anderson is among 19 accredited sites in the U.S. offering the Certified Tobacco Training Specialist (CTTS) Program and the only site in the state of Texas and surrounding states
- Our program offers more than the required 24 hours of core competencies by including MD Anderson's Tobacco Treatment Program staff knowledge to better treat nicotine and tobacco addiction in conjunction with chronic conditions and behavioral health disorders
- Participants in this program can become certified or credentialed to treat tobacco dependence when they successfully complete our training and pass a certification exam (credentials: TTS and CTTS)

Faculty and *Program Leads:*

P. Cinciripini, M. Karam-Hage, *J. Cofer, A. Hurst*

Certified Tobacco Treatment Training Program

Results of FY18 pilot:

- Trained **185** healthcare providers between August 2017 to September 2018
- Total of **5,550** educational hours

- Credentialed **108** Healthcare providers as a Tobacco Treatment Specialist and **15** as **Certified** Tobacco Treatment Specialist between August 2017 and September 2018

- Professions include: Physicians, Physician Assistants, Nurse Practitioners, Nurses, Counselors, Social Workers, Respiratory Therapists, Case Managers and Certified Health Educators

- Participants trained from the following states and country:
 - Arizona
 - Arkansas
 - California
 - Colorado
 - Florida
 - Ohio
 - Oklahoma
 - New Jersey
 - North Dakota
 - Tennessee
 - Texas (More than 20 cities)
 - West Virginia
 - Nepal

Certified Tobacco Treatment Training Program

- **Competencies:**

- Counseling Skills
- Motivational Interviewing
- Pharmacotherapy
- Relapse Prevention
- Treatment Planning

- **Enhancements:**

- Mental Health/Behavioral Health
- Cancer Care/Chronic Disease

- **Teaching Team:**

- Diane Beneventi, PhD
- Jan Blalock, PhD
- Matt Bourgeois, JD
- Paul Cinciripini, PhD
- Jennifer Cofer, MPH, CHES
- Mark Evans, MSW, LCSW-S, CTTS
- Diana Hoover, PhD
- Maher Karam-Hage, MD
- Rosario Wippold, RN, TTS

Certified Tobacco Treatment Training Program and ECHO Project TEACH:

Internal

- Sustain 4 courses/year internally at MD Anderson
- Continue Project TEACH and expand participation
- Transition to a sustained institution strategy

External

- Currently have multiple inquiries to bring a training to external sites
- Current interest and opportunity:
 - **Indianapolis, IN (Community Health Network)**
 - **Phoenix, AZ (Banner)**
 - **Little Rock, AR (Dept. of Health)**
 - **Baytown, TX**
 - Vancouver, WA
 - El Paso, TX



Sustainability

- Continuing to improve processes and protocols within a Health System
- Increase knowledge in tobacco cessation treatment
- Reinforce applied learning through ECHO TEACH clinics
- Increase tobacco assessments and referrals
- Promote ECHO tobacco cessation clinics to healthcare providers nationwide

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Dr. Jan Blalock

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Mark Evans

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Dr. Tony George

Diana Hoover

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Nancy Huang

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Sheila Kitaka

Bryce Kyburz

Melissa Macomber

Annette McDaniels

Rosario Wippold

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