



# Tobacco Cessation Program for Underserved Iowans

## Background

In late 2007, the Iowa Department of Public Health (IDPH) awarded a contract to the Iowa/Nebraska Primary Care Association and its member health centers to provide **free** tobacco cessation services to underserved Iowans. Data suggests that people with less education, a lower income, and a minority status are more likely to be tobacco users. The 14 Community Health Centers (CHCs) in Iowa see a large portion of these underserved populations; therefore, the partnership provides a unique opportunity for the state's investment in tobacco cessation to be directed where care is needed most in order for the greatest change to be realized.

## Services Provided

Research has suggested receiving both counseling and pharmacotherapy yields the highest rates of successful cessation. Therefore, this program requires that patients receive both components. Participants enrolled in the program are eligible for 12 weeks of both of the following:

- **Counseling:** Individual Cessation Interventions, Group Cessation Interventions, or Referral to Quitline Iowa
- **Pharmacotherapy:** Bupropion, Chantix (participants can receive up to 24 weeks of counseling and Chantix in certain circumstances), Nicotine Gum, Nicotine Patch, and Other Cessation Products

One of IDPH's goals is to promote practice change in health care settings to incorporate tobacco use screenings at every patient visit. The CHCs are already exceeding the 70% screening goal set by IDPH. Thus far, adult patients have been screened 92.5% of the time and the long-term goal is to screen 100% of all adult health care visits. Over time, routine screenings for tobacco use will become standard practice at every health care visit.

## Outcomes and Results

Since the program's inception (February 2008) through December 31, 2010:

- Over 7,400 patients enrolled in the program
- Nearly 23,000 two-week courses (counseling + medication) were provided
- 82% of the patients enrolled in the program were **uninsured**
- Quit rates for participants in program are higher than similar programs nationwide
- Program evaluation was conducted by the University of Northern Iowa

Centers are currently focused on performance improvement to the program with the goals of improving quit rates, participation in the program, and identifying and promoting best practices.

### **Patient Success Story**

"We feel that the CHC Tobacco Cessation Program helped my wife and I break the habit of smoking. In the past, we had tried to quit smoking using the patch, but had little or no success. The therapy that goes along with this program provided good support to keep us on track and was an opportunity to ask questions we had about quitting. So far, my wife and I have not had a cigarette for nine weeks. With the help of the program, the urges to have a cigarette are getting less and less. We are both feeling better, it is easier to breathe, and we have less congestion. We both feel that we could not have been successful without this program. Thank you. L.S."

### **Participating Community Health Centers (program available at approximately 30 clinic sites)**

- Community Health Care – Davenport
- Community Health Center of Fort Dodge
- Community Health Centers of Southeastern Iowa – West Burlington, Keokuk, Columbus City
- Community Health Centers of Southern Iowa – Lamoni, Leon
- Council Bluffs Community Health Center
- Crescent Community Health Center – Dubuque
- Greater Sioux Community Health Center – Sioux Center
- Linn Community Care – Cedar Rapids
- Peoples Community Health Clinic – Waterloo, Clarksville
- Primary Health Care, Inc. – Des Moines, Marshalltown
- Proteus, Inc. – Fort Dodge
- River Hills Community Health Center – Ottumwa, Richland, Centerville
- Siouxland Community Health Center – Sioux City
- United Community Health Center – Storm Lake

Iowa/Nebraska Primary Care Association

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