

Welcome!

Before we begin...

Today's session will be recorded

Please add your name and health system in the chat





February 8th, 2024 | 2:00 PM ET • 1:00 PM CT • 12:00 PM MT • 11:00 AM PT

Tobacco Cessation for Cancer Care Teams

ECHO

Session 1: Trends in Tobacco Use

Housekeeping Items

Tobacco Cessation for Cancer Care Teams ECHO



Each ECHO session will be recorded and *may* be posted to a publicly-facing website. Chat content, attendance, and poll responses are also recorded.



Please update your Zoom Participant Name to First Last, Org (e.g. Kristen Sullivan, ACS).



Type your full name, the full name of your organization, and e-mail in the chat box.



You will be muted with your video turned off when you join the call. Use the buttons in the black menu bar to unmute your line and to turn on your video.



Today's materials will be made available on our [ACS ECHO website](#).



All ECHO sessions take place on the [iECHO](#) & Zoom platforms. [iECHO Terms of Use & Zoom Privacy Policy](#).



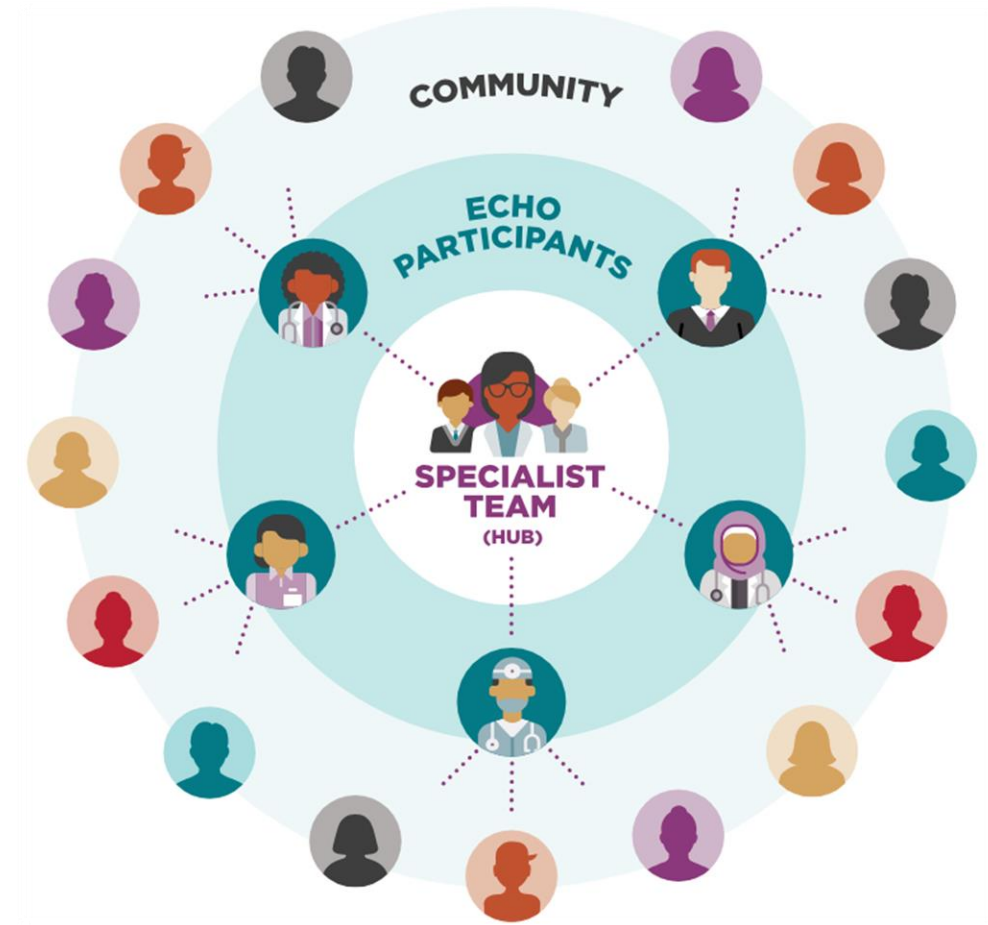
Questions about Zoom during the call? Find @Mindi Odom in the chat.



Have a question? Don't wait to ask! Feel free to enter in the **Chat** at any time.

Agenda

- Welcome & Housekeeping (10 min)
- Introductions (5 min)
- Didactic Presentation and Discussion (20min)
- Case Presentation and Discussion (20 min)
- Survey, Open Discussion & Wrap-Up (10 min)



“All teach, all learn” image captured from [Project ECHO website](https://www.projectecho.org/)



Goal: Increase cancer care clinicians' capacity to assess for and provide evidence-based tobacco cessation services to people diagnosed with cancer.

Objectives:

- Review trends and ongoing disparities in tobacco use in the U.S.
- Understand the importance of tobacco cessation as part of cancer treatment
- Increase confidence in supporting patients in cancer treatment with tobacco cessation

Your ACS ECHO Team



Kristen Sullivan, MS, MPH
Director, Prevention & Survivorship
Your ECHO Co-Lead



Mindi Odom
Director, Project ECHO
Your ECHO Co-Lead



Beth Graham, MPH, CHES
Program Mgr., Project ECHO
Your Program Support



Jennifer McBride, PhD
Senior Data & Evaluation
Manager

Introductions

Session 1 – Tobacco Cessation for Cancer Care Teams ECHO Subject Matter Experts (SMEs)



Laura Makaroff, DO

Senior Vice President, Cancer
Prevention

Facilitator



Timothy Mullett, MD, MBA, FACS

Medical Director,
Markey Cancer Center Network
Development



Jamie Ostroff, PhD

Chief, Behavioral Science
Services
Memorial Sloan Kettering
Cancer Center



Brenna Van Frank, MD, MSPH

Medical Director,
Office on Smoking and Health
Centers for Disease Control and
Prevention



Francis Vitale, MA

National Director, Pharmacy
Partnership for Tobacco Cessation
Clinical Assistant Professor, Purdue
College of Pharmacy



Session 1: Trends in Tobacco Use

Brenna Van Frank, MD, MSPH

Medical Director

Office on Smoking and Health

Centers for Disease Control and Prevention



DISPARITIES IN TOBACCO* USE AND CESSATION:

Understanding Drivers and Implications for Cancer Care

Brenna VanFrank, MD, MSPH | Senior Medical Officer | Office on Smoking and Health



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion



**References to tobacco throughout this presentation refer to the use of commercial tobacco and not the sacred and traditional use of tobacco by some American Indian communities.*

Tobacco Use is the Leading Cause of Preventable Disease, Disability, and Death in the U.S.



Impacts nearly every organ system



12 types of cancer



480,000 deaths/year



30% of cancer deaths



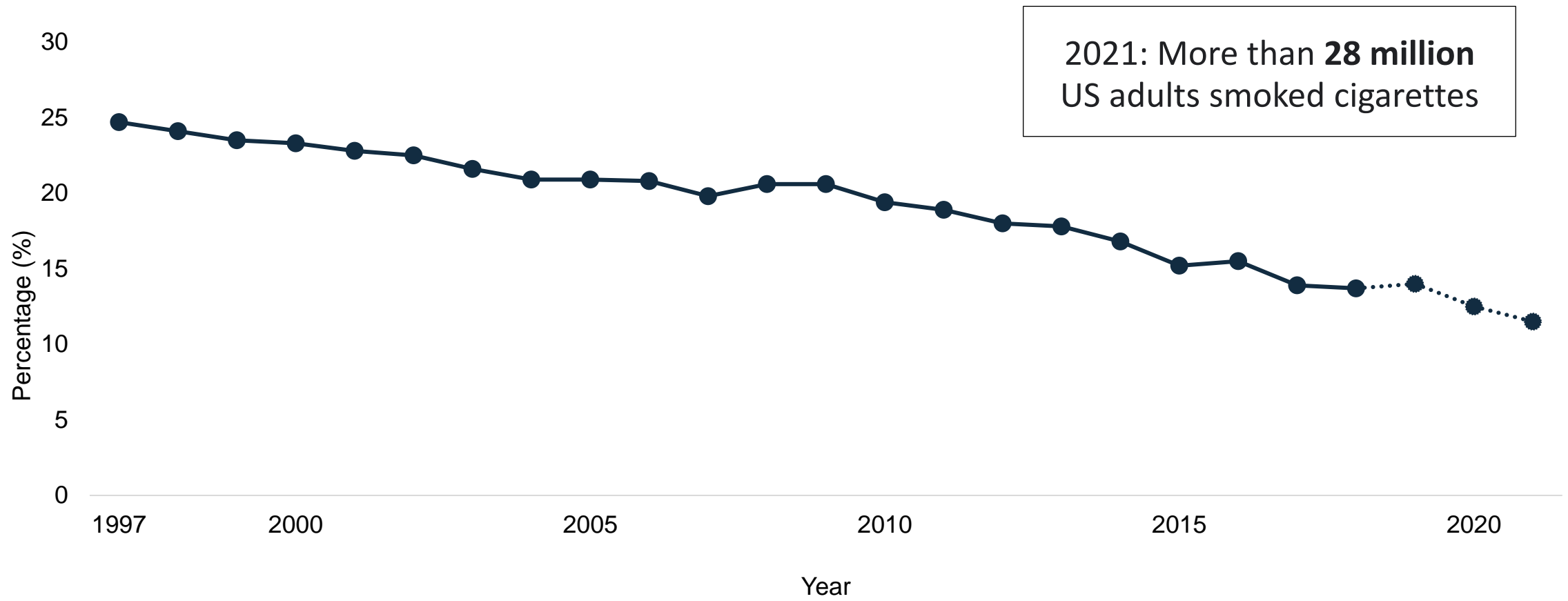
16 million living with illness



\$600B in 2018



Current Cigarette Smoking Has Markedly Declined Among U.S. Adults

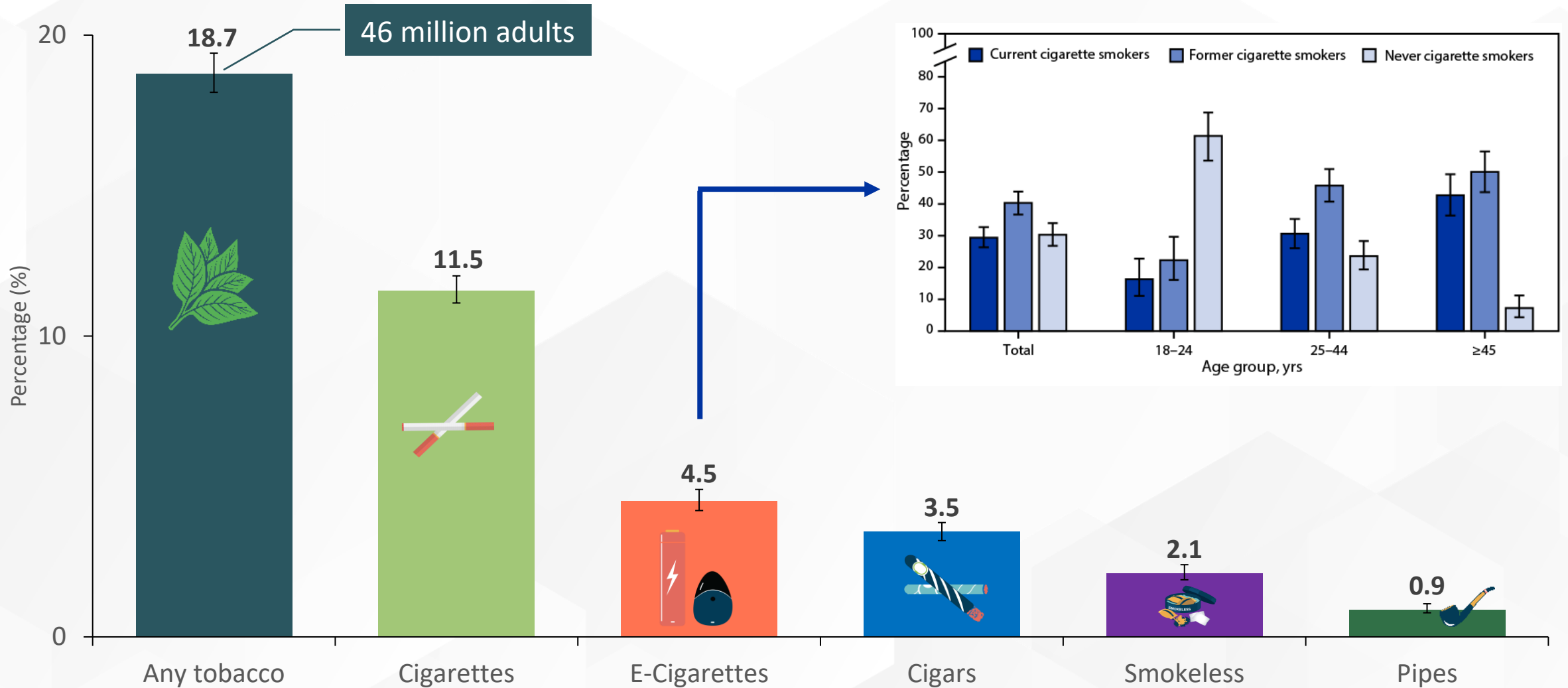


* Note: Dotted lines represent changes in survey design. Adult current cigarette smokers reported having smoked at least 100 cigarettes in their lifetime and some days or every day at the time of the interview.

Sources: CDC. National Health Interview Survey.



Tobacco Product Use Among U.S. Adults, 2021



Disparities in Tobacco Use Are a Public Health Problem



Race/Ethnicity



Education Level



Annual Household Income



Health Insurance Coverage



Disability



Sexual Orientation



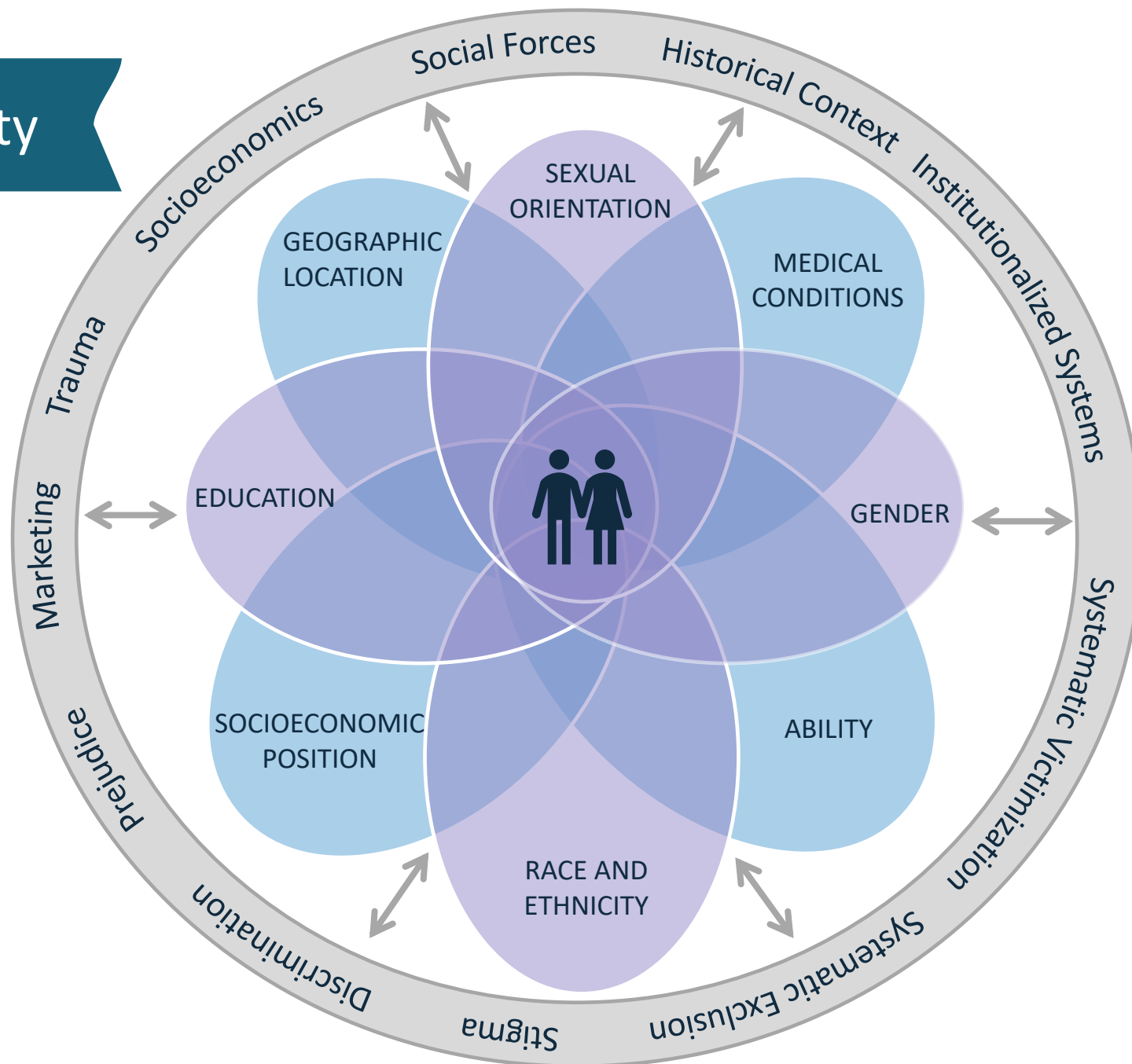
Rural/Urban



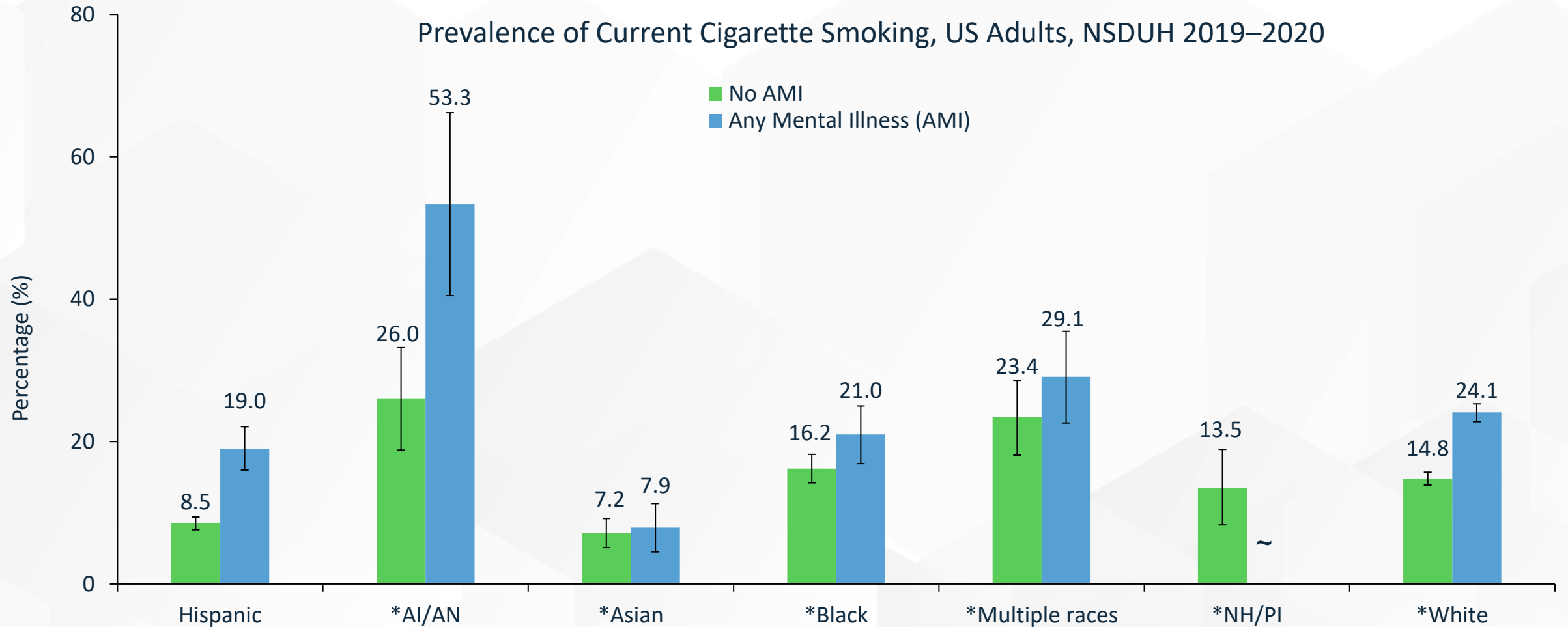
**Behavioral Health
Conditions**



Intersectionality



Intersectional Populations Experience Compounded Disparities

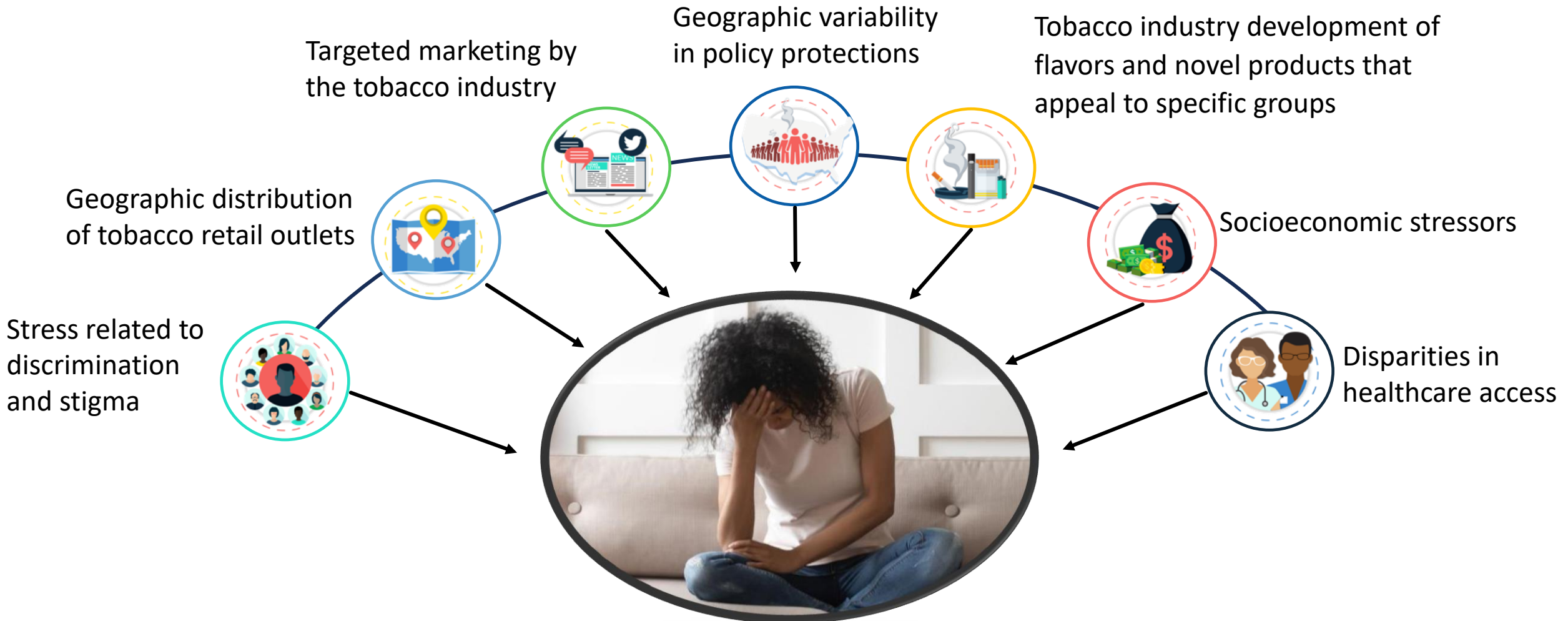


AMI: past year any mental illness, defined as report of serious, moderate, or mild mental illness, serious psychological distress, or a major depressive disorder in the past year

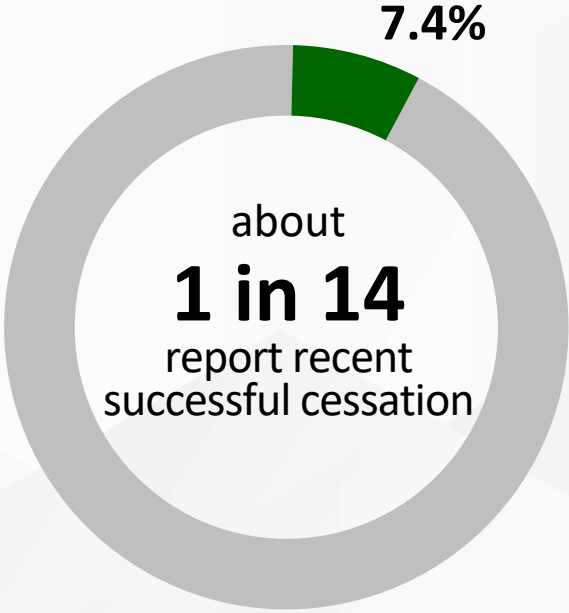
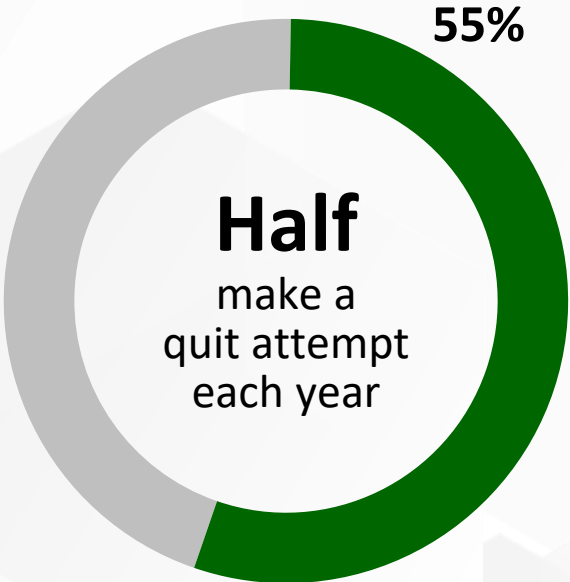
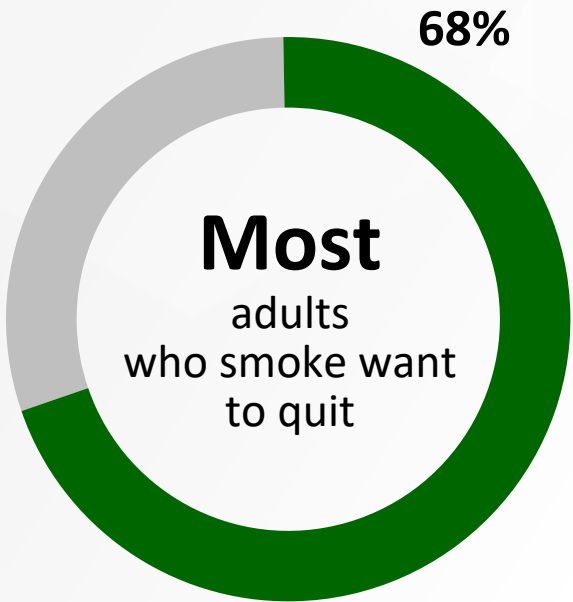
*Non-Hispanic; AI/AN: American Indian or Alaska Native; NH/PI: Native Hawaiian or Pacific Islander

~Estimate suppressed because relative standard error was >30%.

Social, Structural, and Commercial Forces Impact Tobacco Use



Smoking Cessation Improves Health, but Remains a Challenge



2015 NHIS

Source: Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting smoking among adults — United States, 2000–2015. MMWR Morb Mortal Wkly Rep 2017;65:1457–1464; Fiore MC, Jaén CR, Baker TB, et al. Treating Tobacco Use and Dependence: 2008 Update. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, 2008.



Evidence-Based Treatment for Adult Smoking Cessation

Counseling

individual,
group, phone,
web, text



Medication

7 FDA-approved
medications



Tobacco Cessation Interventions Are Underutilized

How U.S. Adults Tried to Quit Smoking, 2015



57%
received
clinician
advice to
quit



69% did
NOT use
evidence-
based
cessation
treatment

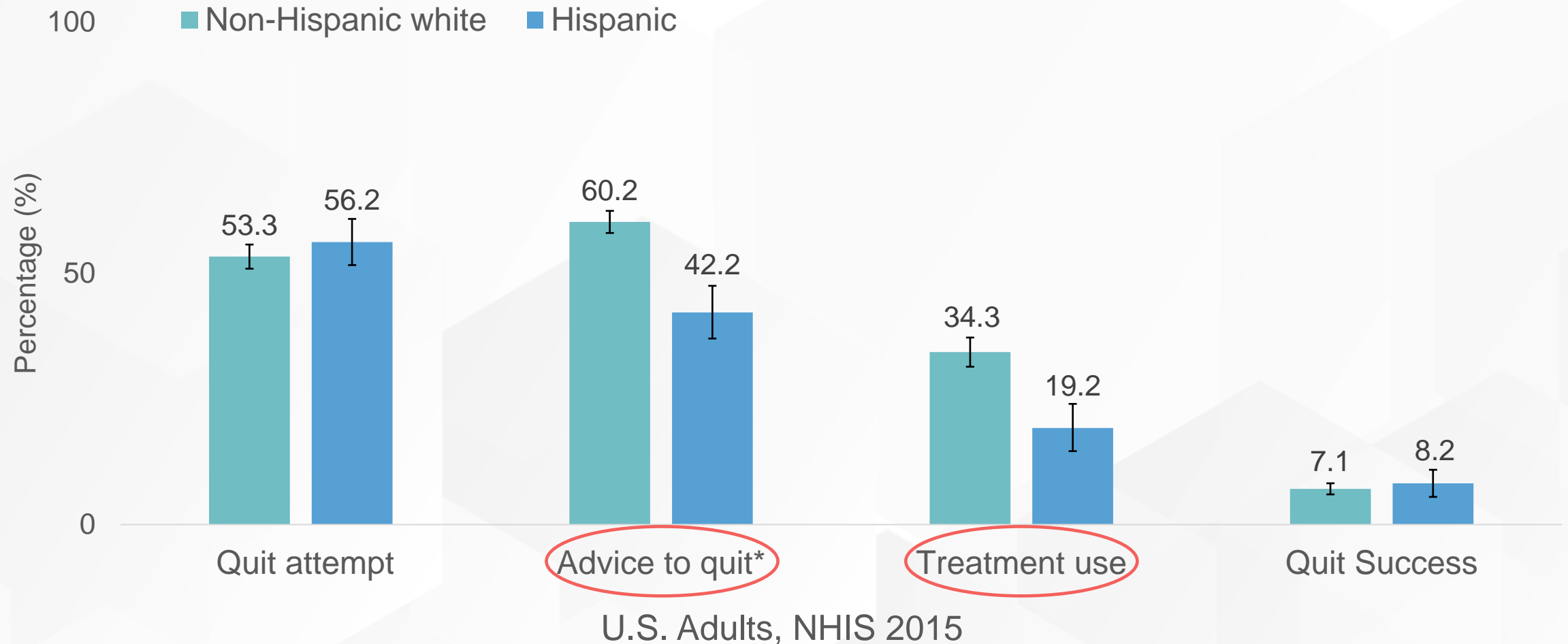


More used
medication
(29%) than
counseling
(6.8%)



< 5% used
BOTH
counseling
and
medication

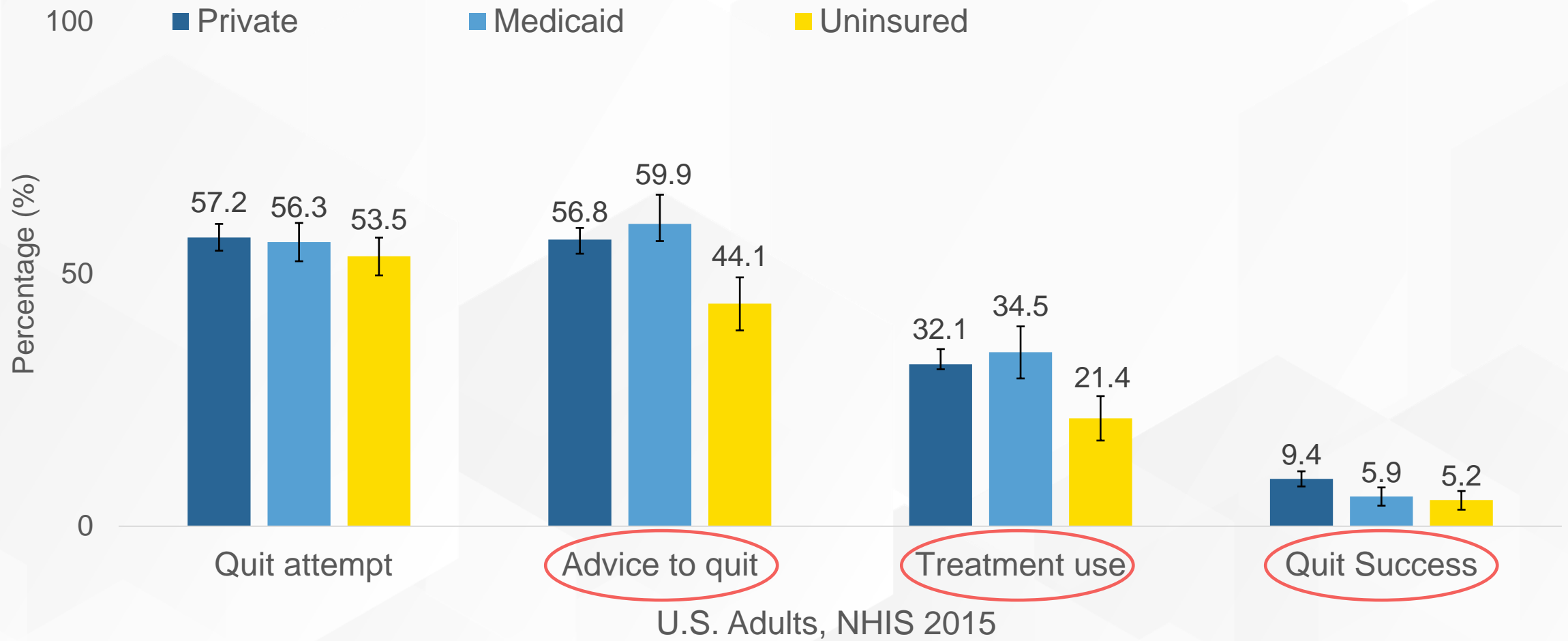
Example: Cessation-Related Disparities Among Hispanic Adults



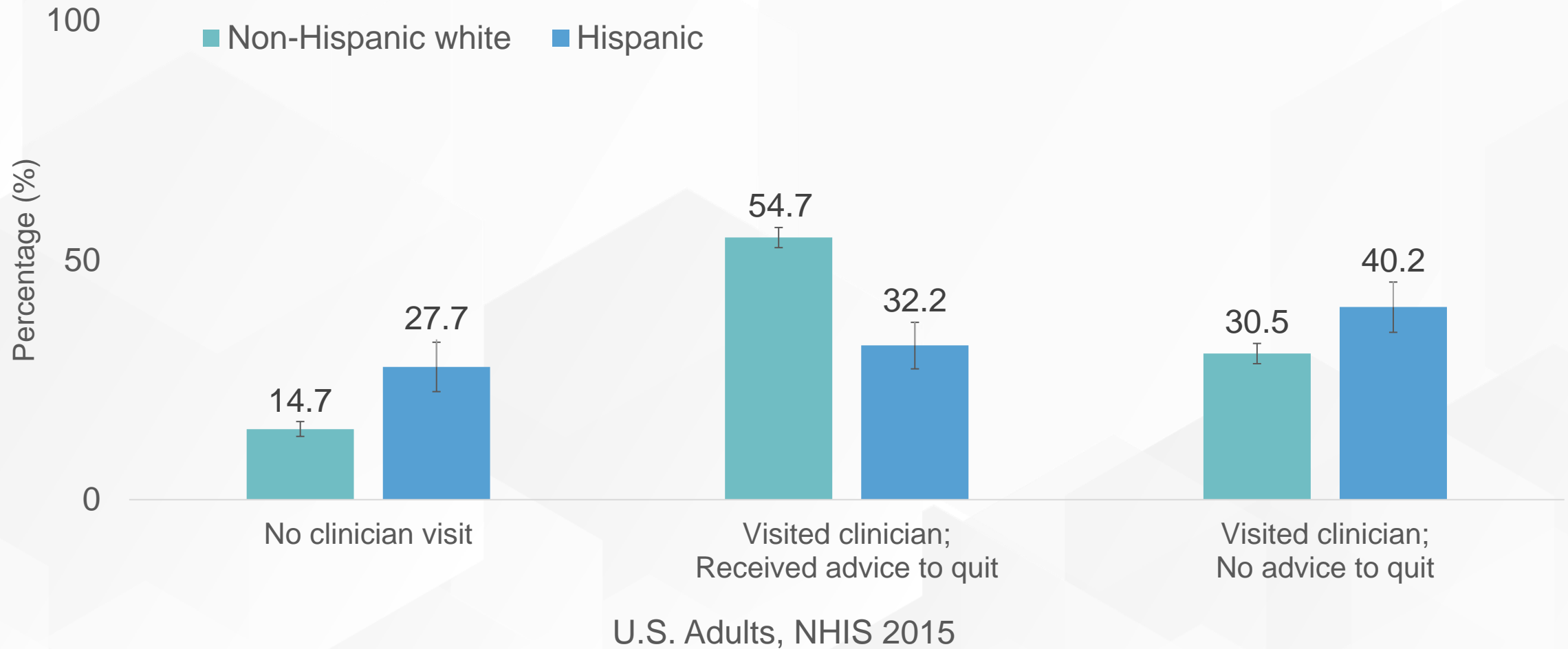
*Among those who visited a clinician in the past 12 months



Example: Cessation-Related Disparities Among Uninsured Adults



Example: Disparities in Treatment Access Among Hispanic Adults





Many Groups
Experience Treatment
Barriers



Be a Champion: Connect Patients to Evidence-Based Resources



Counseling

PLUS

Medications



... together provide the best chance of quitting for good.



Text
QUITNOW
to 333888



<https://www.cdc.gov/TobaccoHCP>

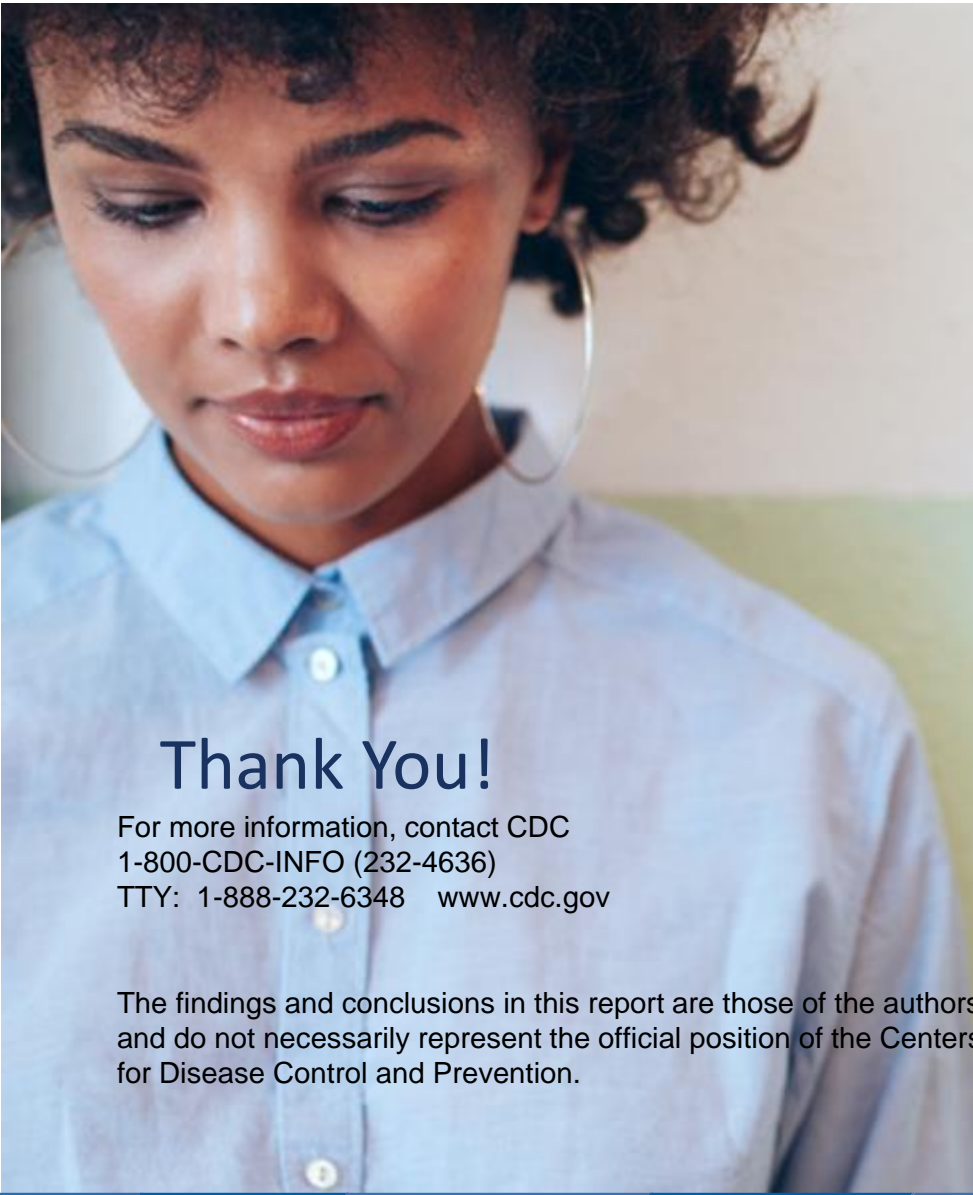


www.cdc.gov/QUIT



SmokeFree.gov





Contact: Brenna VanFrank, MD, MSPH
ydj5@cdc.gov
www.cdc.gov/tobaccoHCP

Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

“
I wish I had known how much
strength I really had in me.
”

-Smokefree Michele



Open Discussion: Questions & Answers



Laura Makaroff, DO
Senior Vice President, Cancer Prevention

Session 1 Case Presentation

Session 1 Case Study

Provided by: Laura Makaroff, DO
American Cancer Society
Focus: Patient

61 y/o Black male presents for first oncology visit with new diagnosis of stage 3 NSCLC. He reports occasional cough and shortness of breath, worse with exertion.

Patient Hx

Medical history:

- HTN
- DM II

Social history:

- Married
- 2 children
- 4 grandchildren
- Employed

Tobacco History

- Smoking on and off since age 16
- Currently smoking 5-6 cigarettes per day
- Previously averaged about ½ pack per day
- Able to quit on his own for 3 years when his children were young

Readiness Assessment

- Patient initially reluctant to discuss tobacco use, but opened up more as he learned that quitting smoking could make a difference in his cancer treatment
- He has never used cessation aids or counseling in the past



Open Discussion: Questions & Answers

Survey Time!

Post-Session 1 Survey



How to Use a QR Code



1. **Turn on** your phone camera
2. **Aim** the camera at the code
3. A link will show up
4. **Tap** the link to go to the survey

Session Schedule

| Session Date | Session Topic | Didactic Presenter |
|---|---|--|
| MARCH 1, 2024 1:00 PM ET • 12:00 PM CT • 11:00 AM MT • 10:00 AM PT | Why Tobacco Cessation Matters as Part of Cancer Treatment | Timothy Mullett MD, MBA, FACS <i>Case Presenter Needed</i> |
| March 22, 2024 1:00 PM ET • 12:00 PM CT • 11:00 AM MT • 10:00 AM PT | Tobacco Cessation Treatment Review | Frank Vitale, MA <i>Case Presenter Needed</i> |
| April 29, 2024 2:00 PM ET • 1:00 PM CT • 12:00 PM MT • 11:00 AM PT | Motivating Patients to Quit | Jamie Ostroff PhD <i>Case Presenter Needed</i> |



Kristen Sullivan will confirm your case presentation date and work with you to ensure your experience is easy AND valuable.

Scan QR code



[Case Presentation Form](#)

Process for Submitting Your Case Presentation



- Please submit *Case Presentation Form* **at least 2 weeks** prior to session.
- To **submit** your *Case Presentation Form*, click [here](#) or scan QR Code.
- Please include a **high-resolution headshot** photo for the slide deck along with a **brief bio** for your introduction.

Scan QR code



Tobacco Cessation for Cancer Care Teams ECHO Case Presentation Form

The case presentation can be patient or systems-related and will be reviewed by the Hub team to provide expert recommendations and best practice-sharing.

This form includes 3 sections:

Section 1: Presenter Information

Section 2: Case Presentation Information

Section 3: Discussion Questions for Subject Matter Experts

We approximate each case presentation will be 5 minutes.

Please be sure NOT to include patient identifiers on this form or use any

Presenter first and last name:*

Presenter professional title:*

Presenter organization:*

Please no abbreviations

Please select your preferred session(s) for presenting a case. We will do our best to accommodate.

Please look for an email from Kristen Sullivan to confirm your presentation date. A 15-minute session prep will be offered, and slides will be created on your behalf.

Reminders

Session 1 Slides, Recordings, & Resources will be made available within one week on the [ACS ECHO Website](#).



Is **Session 2** in your calendar?

Friday, March 1, 2024

1:00 PM ET • 12:00 PM CT • 11:00 AM MT • 10:00 AM PT

Topic: *Why Tobacco Cessation Matters as Part of Cancer Treatment*

Didactic Presenter: **Timothy Mullett, MD, MBA, FACS**
Medical Director, Markey Cancer Center Network Development

Thank You!

See you again

Friday, March 1st at
1:00 PM ET · 12:00 PM CT · 11:00 AM MT · 11:00 AM PT
in iECHO Zoom