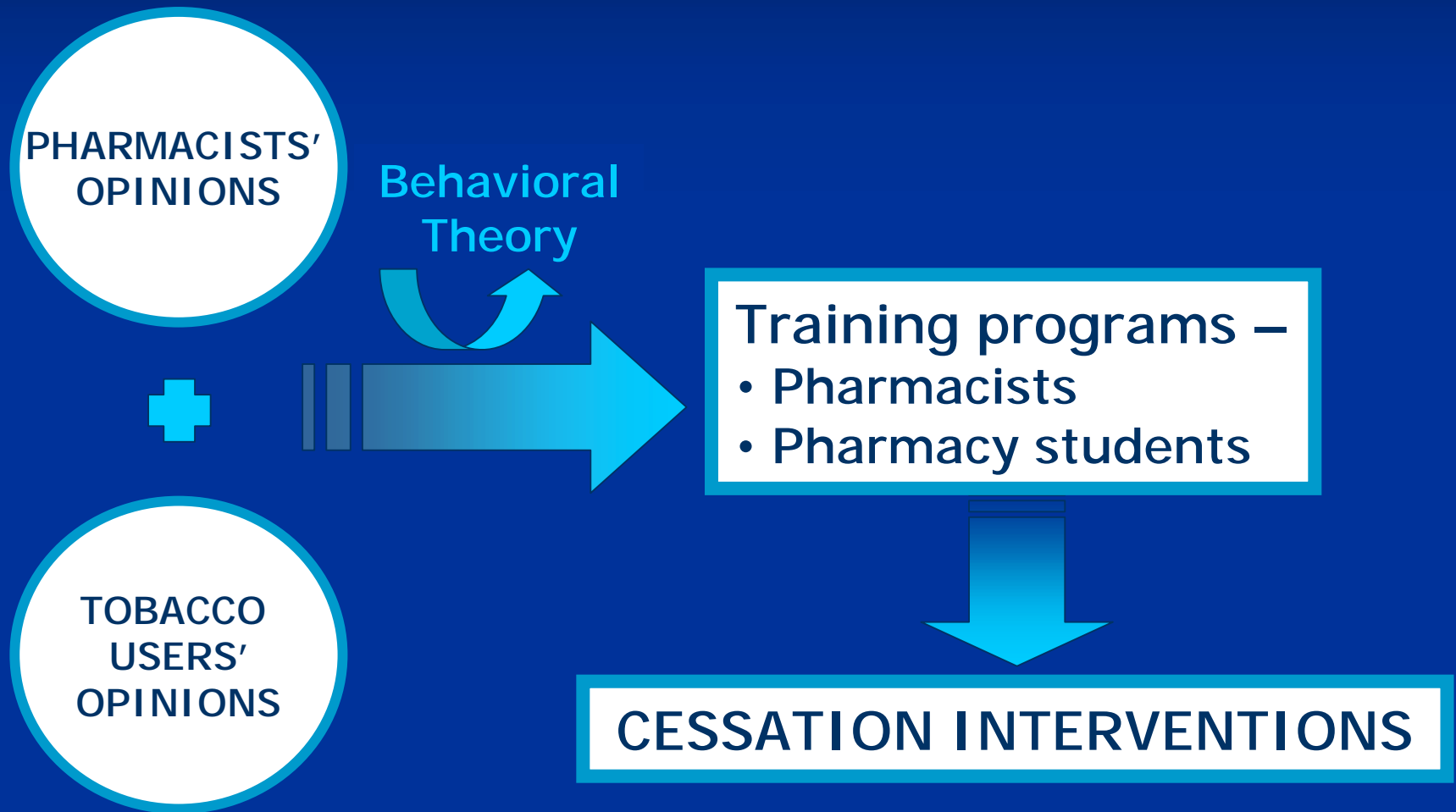


Disseminating a Tobacco Curriculum for Pharmacy Schools

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Yale University School of Medicine

Research Approach



Licensed Pharmacists' Training for Cessation

- Fewer than **9%** of pharmacists have received formal training for tobacco cessation counseling.
- **87.5%** are interested in receiving training
- **93.4%** believe it will improve the quality of their counseling
- **70.4%** believe it will increase the number patients whom they counsel

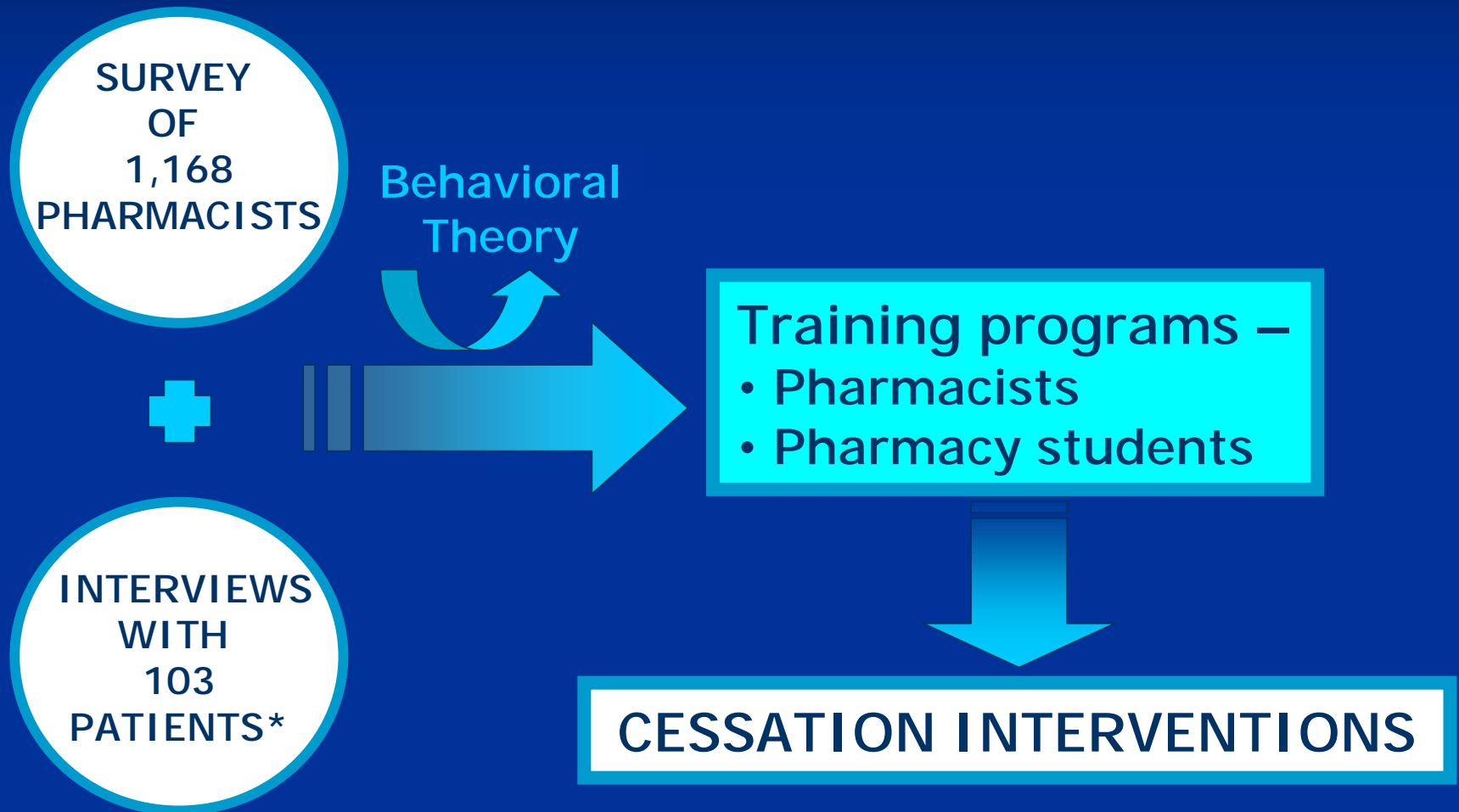
n = 711 pharmacists who interact with patients as part of their pharmacy-related position

Licensed Pharmacists' Training for Cessation

Pharmacists with formal training are more likely to counsel 4 or more patients per month for quitting than are pharmacists with no formal training.

$$p < 0.005$$

Research Approach



* Users of nonprescription NRT.

Training Future Clinicians

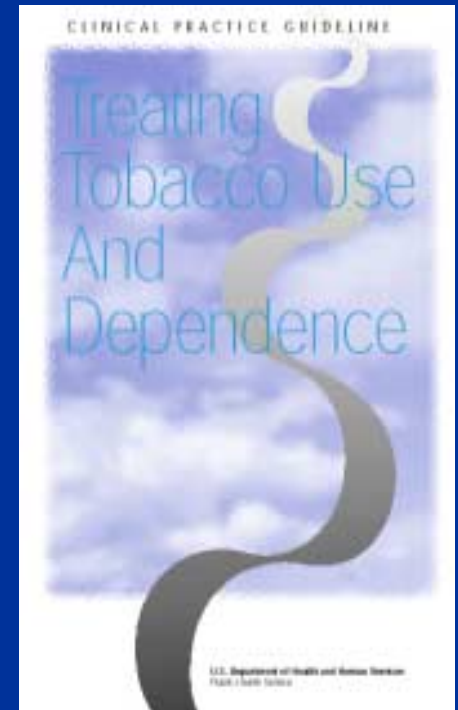


Rx for Change: Vision and Curriculum Goals

- State-of-the-art training program
 - Easily integrated into existing course structures
 - Supported by evidence-based research
 - TURN-KEY PROGRAM
- Tobacco cessation curriculum for PharmD students
 - Graduates qualified to intervene with all tobacco users (implemented in yr 01 or yr 02)
 - Standard of care for pharmacy-based cessation activities in California

Rx for Change: Overview

- 6- to 12-hour modular program
- Major components:
 - Didactic lecture material
 - Interactive workshop



Rx for Change: Core Modules

- Epidemiology of Tobacco Use
- Pharmacology of Nicotine & Principles of Addiction
- Drug Interactions with Smoking
- Assisting Patients with Quitting
- Aids for Quitting
- Role Playing: Case Scenarios

Rx for Change: Optional Lecture Modules

- Forms of Tobacco
- Pathophysiology of Tobacco-Related Disease
- Genes and Tobacco Use
- A History of Tobacco Control Efforts
- How to Get Involved
- Post-cessation Weight Maintenance
- Tobacco Use: Adolescents and Young Adults*

* Under development.

Instructor Tools

- Train-the-trainer program
- Rx for Change curriculum
 - Faculty Coordinator's Guide and supporting materials
 - CD ROM (> 300 slides)
 - Instructor's notes for each slide
 - Ancillary handouts
 - Tobacco Cessation Counseling Guidesheet, Pharmacologic Product Guide, Drug Interactions with Smoking, Tobacco Dependence Questionnaires, Cognitive & Behavioral Coping Strategies, Tobacco Use Log, Withdrawal Symptoms
 - Case scenarios (2 demo, 20 pharmacy, 10 clinician)
 - Instructor guidelines, clinician info, patient info

CASE

9

INSTRUCTOR GUIDELINES

STAGE: Ready to Quit

Ms. Warner has a history of essential hypertension. She is a 52-year-old woman who recently moved from out of state for a job promotion. She has been taking hydrochlorothiazide (a diuretic) for the past year. You review the medical record from her prior physician and note that her blood pressure has remained elevated (137/94) for over a year. She is mildly overweight (about 10 pounds) for her height and has no other medical problems.

KEY POINTS



THIS PATIENT

- has high blood pressure that has been uncontrolled for over a year
- is ready to quit
- previously failed trying to quit when using the nicotine gum

Instructor Tools, cont'd

- Rx for Change videotape
 - Introductory segment (F Vitale, U Pittsburgh)
 - 6 trigger tapes + instructor guidelines
 - 3 videotaped counseling sessions
- Clinical Practice Guideline
- Outreach tools:
 - Tobacco prevention lecture for middle schools
 - CE programs: 7 versions, w/ goals and objectives, handouts
- RxforChange web-site access

Rx for Change: External Review

Neal Benowitz, MD

Bruce Berger, PhD, RPh

Li Cheng, PhD

Timothy Cline, PhD

Carlo DiClemente, PhD

Stanton Glantz, PhD

Taline Khroyan, PhD

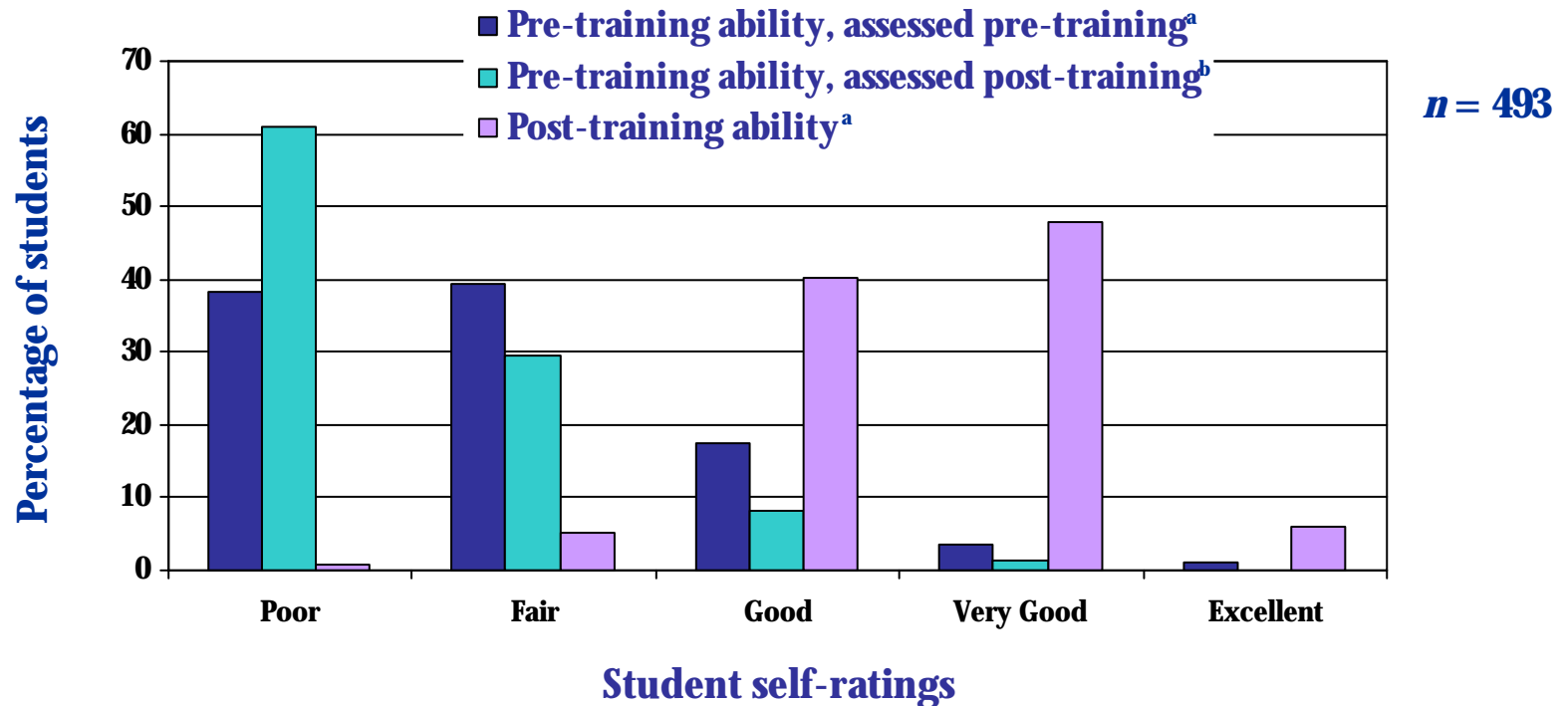
Marianne Paynter, PharmD

Alexander Prokhorov, MD, PhD

Frank Vitale, MA

Program Evaluation (Yr 03)

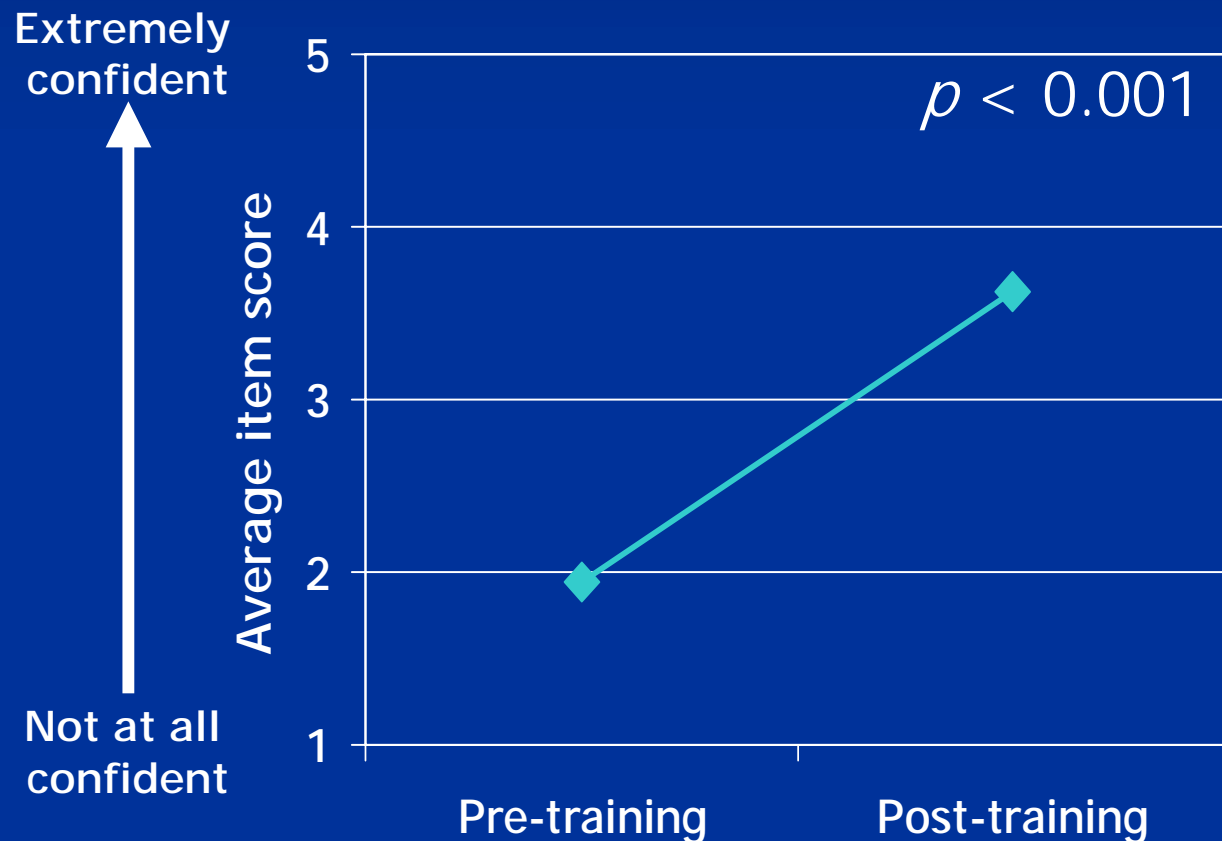
Students' self-ratings of overall ability^a to help patients quit using tobacco



^a "How do you rate your overall ability to help patients quit using tobacco?"

^b "Before the training, how would you have rated your overall ability to help patients quit using tobacco?"

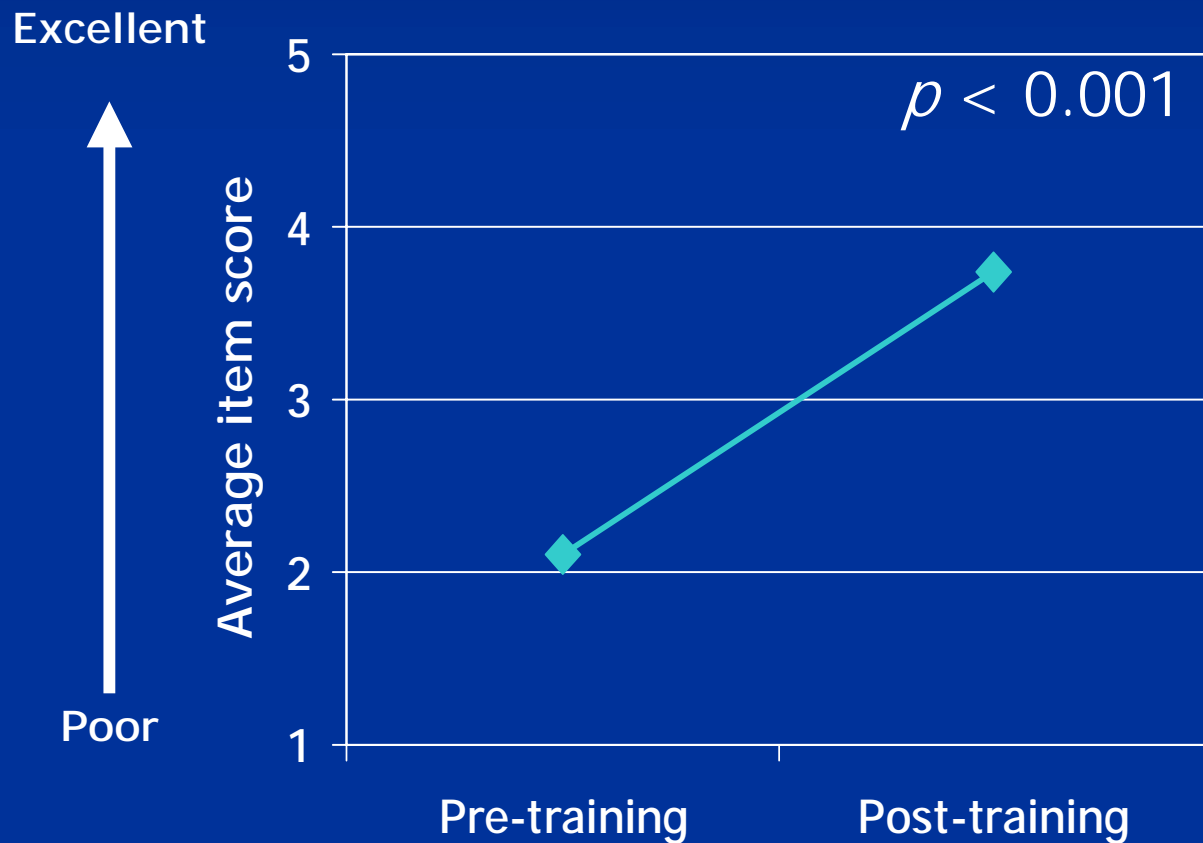
Evaluation Results (cont'd)



Changes in confidence for cessation counseling:
12-item scale,
Cronbach alpha = 0.92

$n = 493$

Evaluation Results (cont'd)

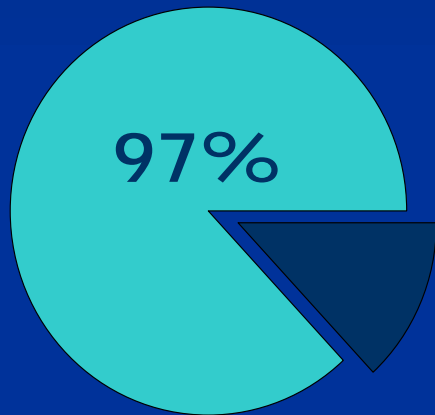


Changes in tobacco cessation counseling competency (5 A's): 5-item scale, Cronbach alpha = 0.85

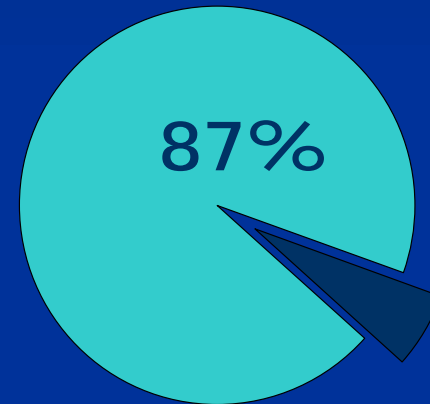
$n = 493$

Evaluation Results (cont'd)

Percentage of student pharmacists who...



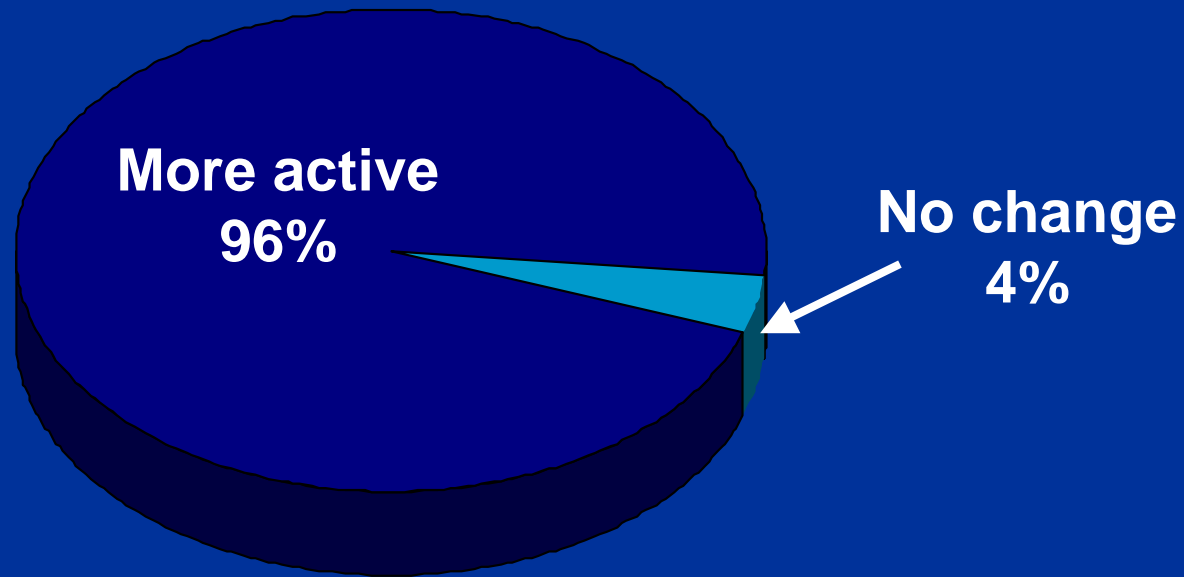
believe that formal training will improve the **QUALITY** of their cessation counseling.



believe that the training will increase the **NUMBER** of patients they counsel for cessation.

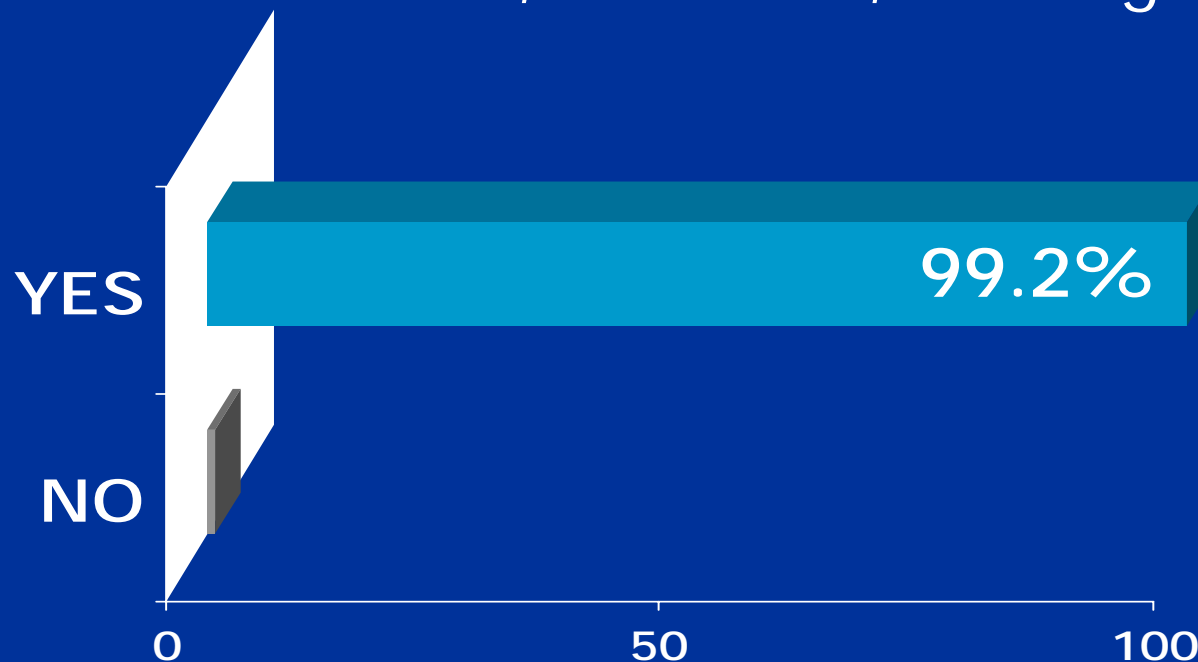
Pharmacy's Role in Tobacco Control: Student Pharmacists' Views

Do you think that the pharmacy profession should be more or less active in helping people to quit using tobacco?



Disseminating Rx for Change: Student Pharmacists' Views

Do you believe that students at other U.S. schools of pharmacy would benefit from receiving the same, or similar, training?

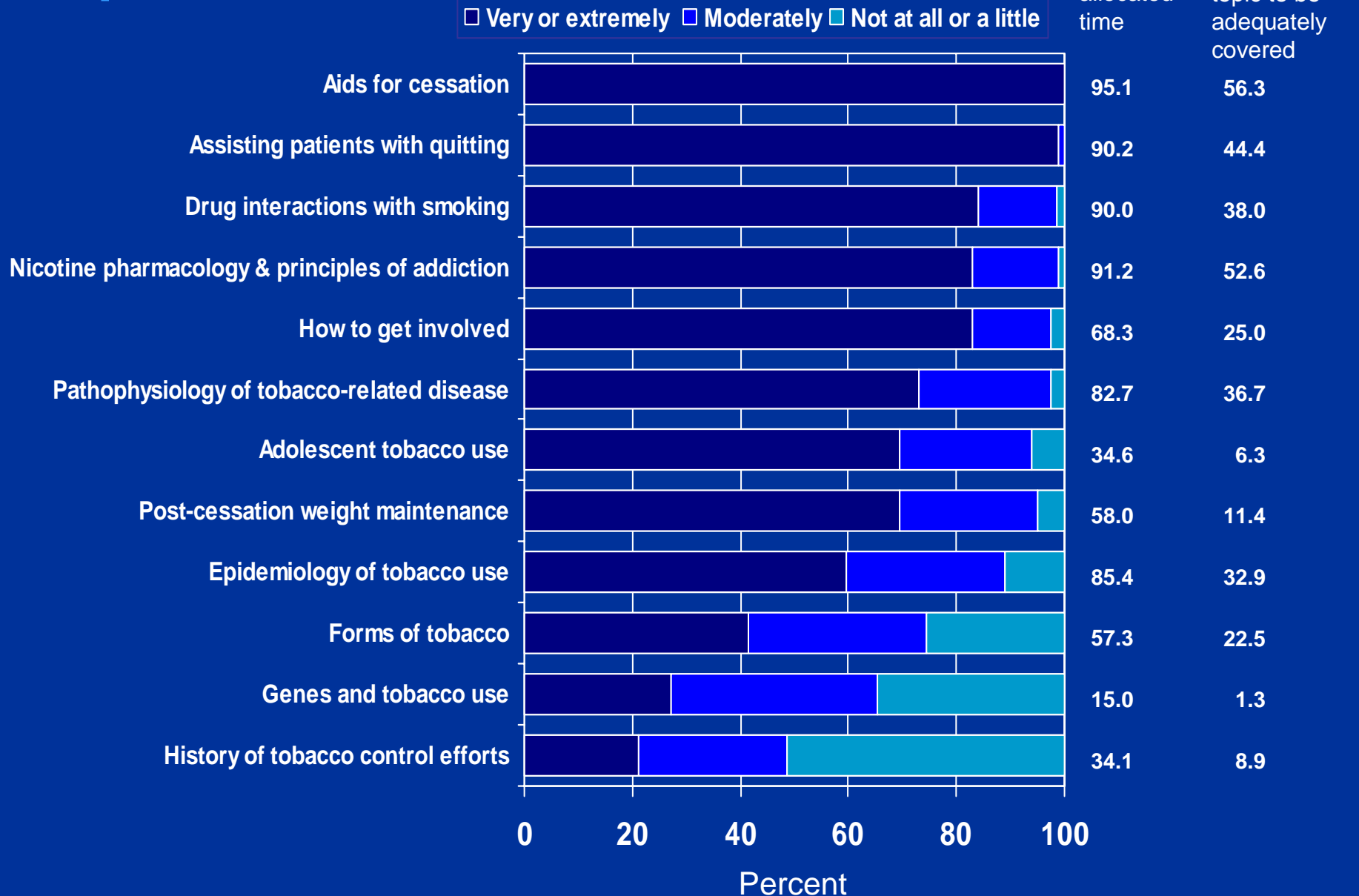


What IS being taught in U.S. pharmacy schools?

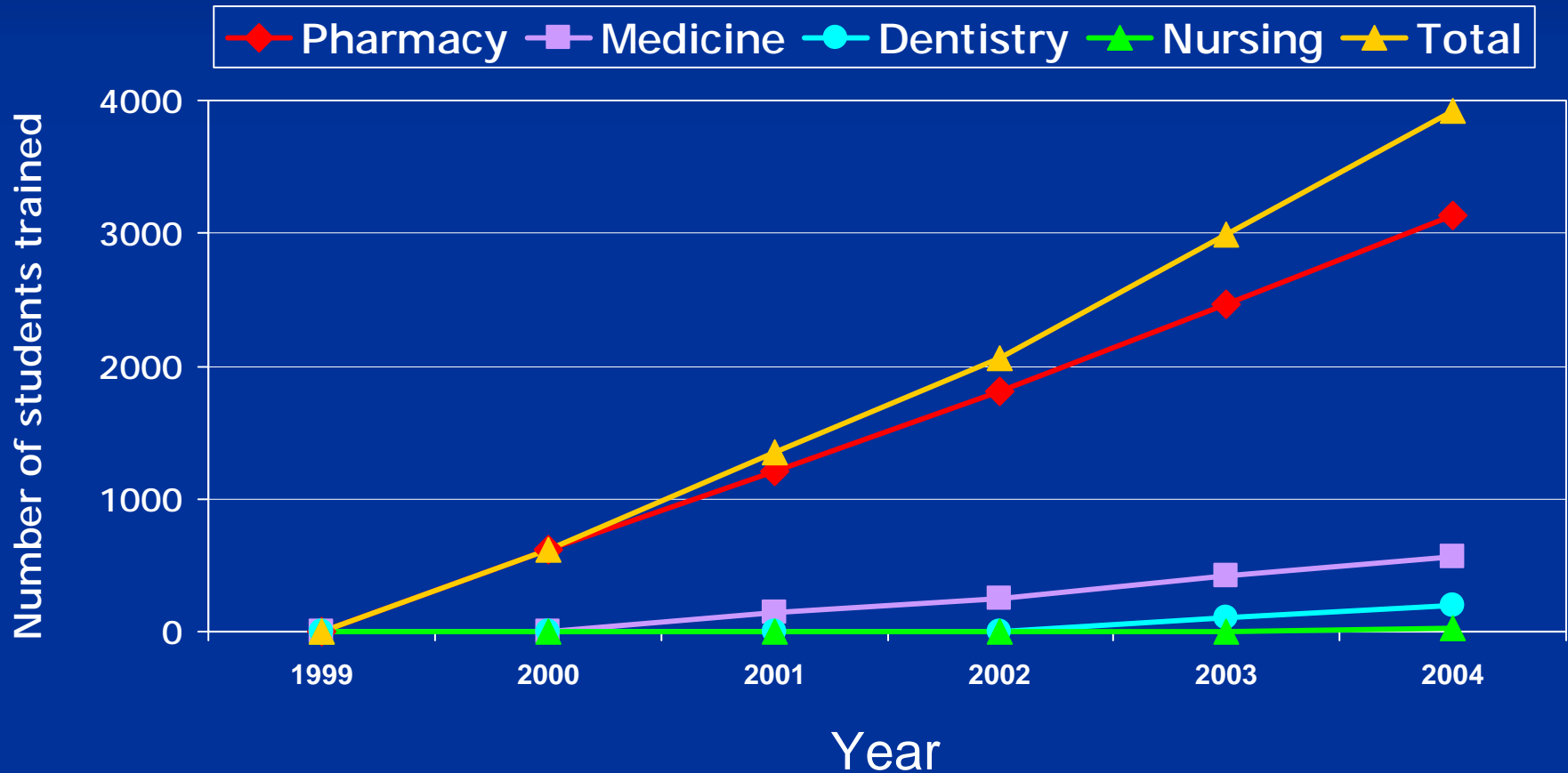
Tobacco Content in Pharmacy School Curricula

- National survey, 98.8% response ($n=82$)
- Median, 170 total min of required tobacco content during pharmacy training
- Most heavily emphasized topics:
 - Aids for Quitting
 - Pharmacology of Nicotine & Principles of Addiction
 - Assisting Patients with Quitting

Perceived Importance for Required Coursework



Rx for Change: Dissemination within California



**USA: 89 schools
9,000 students annually**



**“Disseminating a Tobacco Curriculum for Pharmacy Schools”
National Cancer Institute: 1 R25 CA 90720**

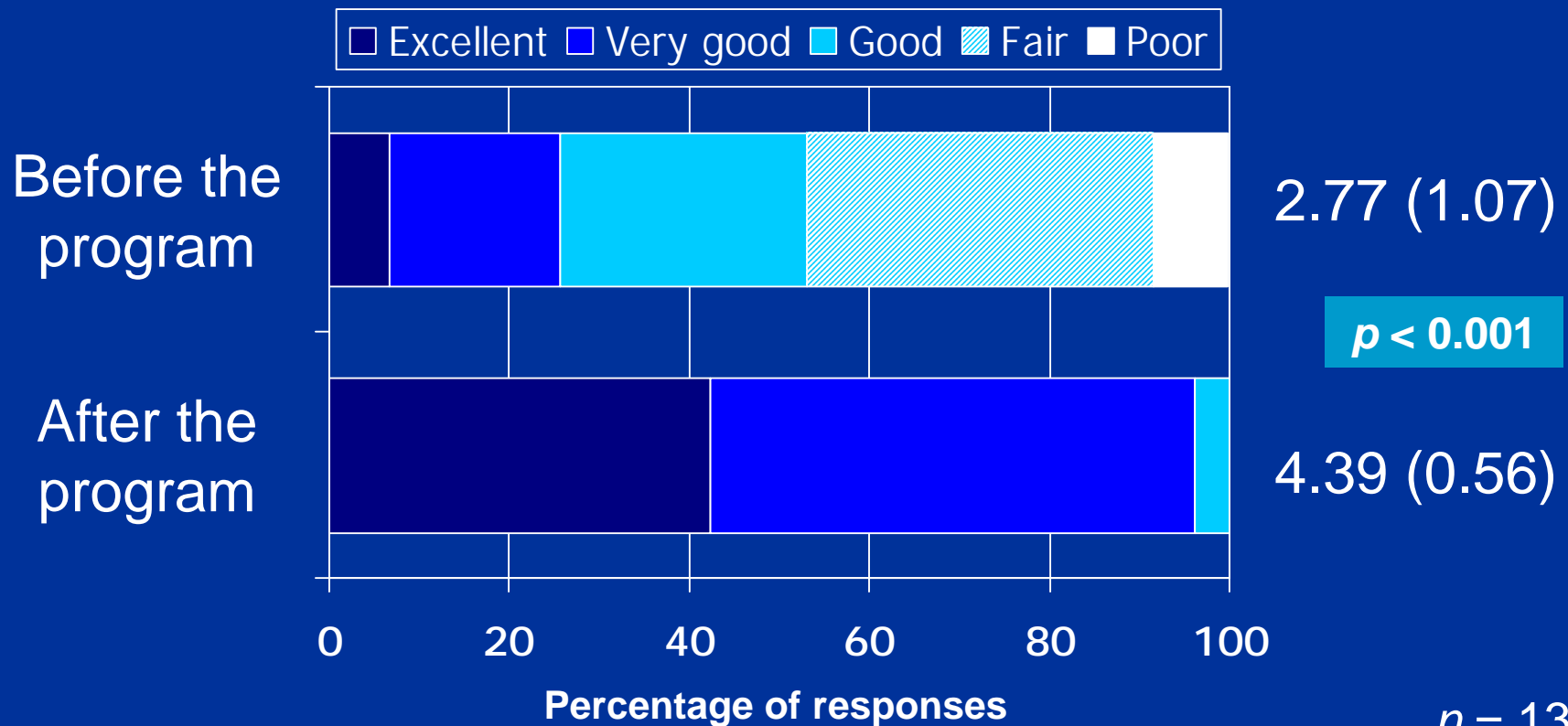
**CALIF: 6 schools
650 students annually**

Disseminating a Tobacco Curriculum for Pharmacy Schools

	Winter 2003	Summer 2003	Summer 2004	Summer 2005	Summer 2006
Trainings		X	X	X	
Curriculum content surveys	O ₁	O ₂	O ₃	O ₄	O ₅
Student surveys			O ₁	O ₂	O ₃
External dissemination	Monthly throughout life of grant				
Web-site utilization	Ongoing throughout life of grant				

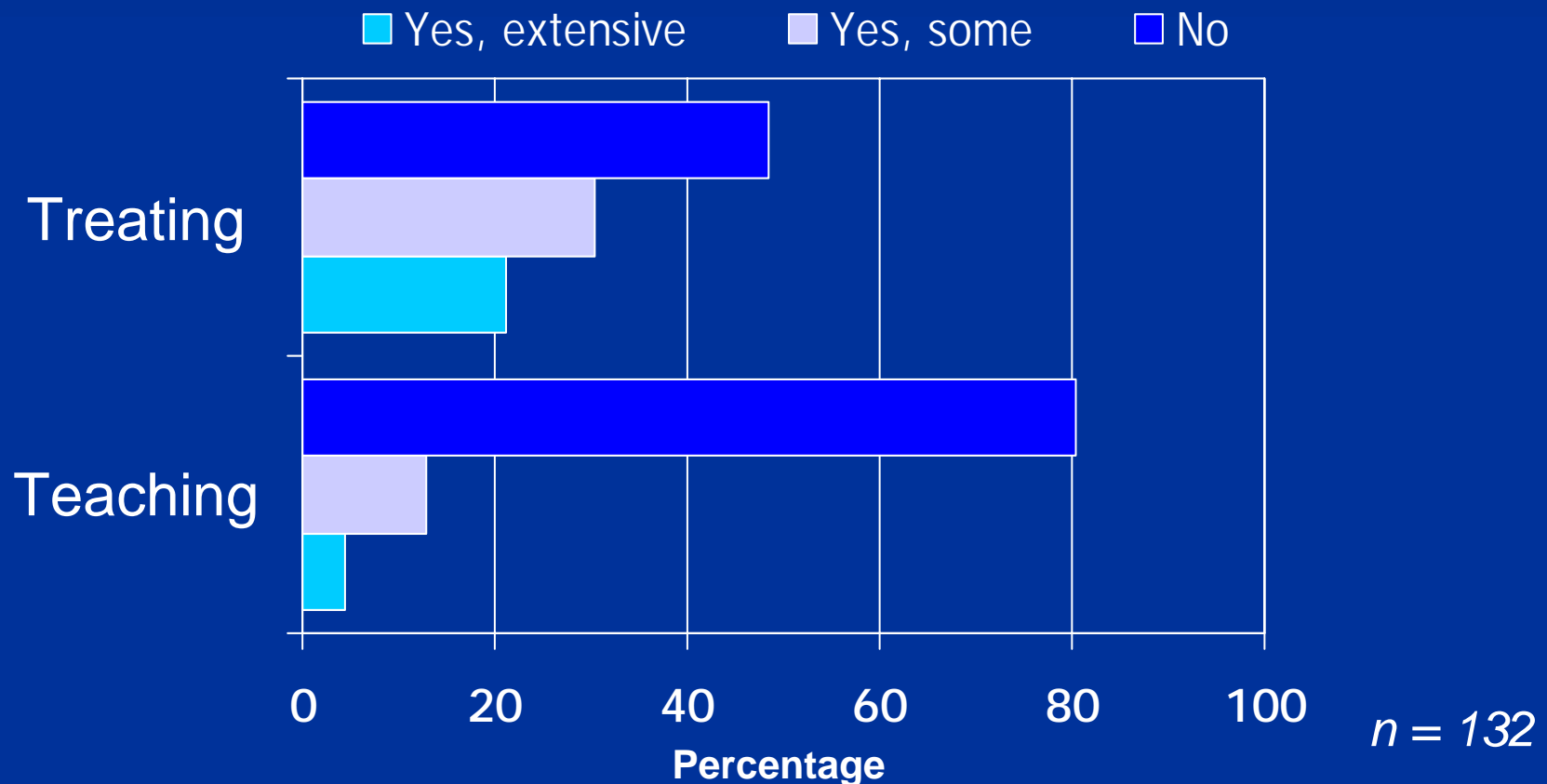
Train-the-Trainer Programs Summer 2003

How do you rate your overall ability to teach comprehensive tobacco cessation to your students?

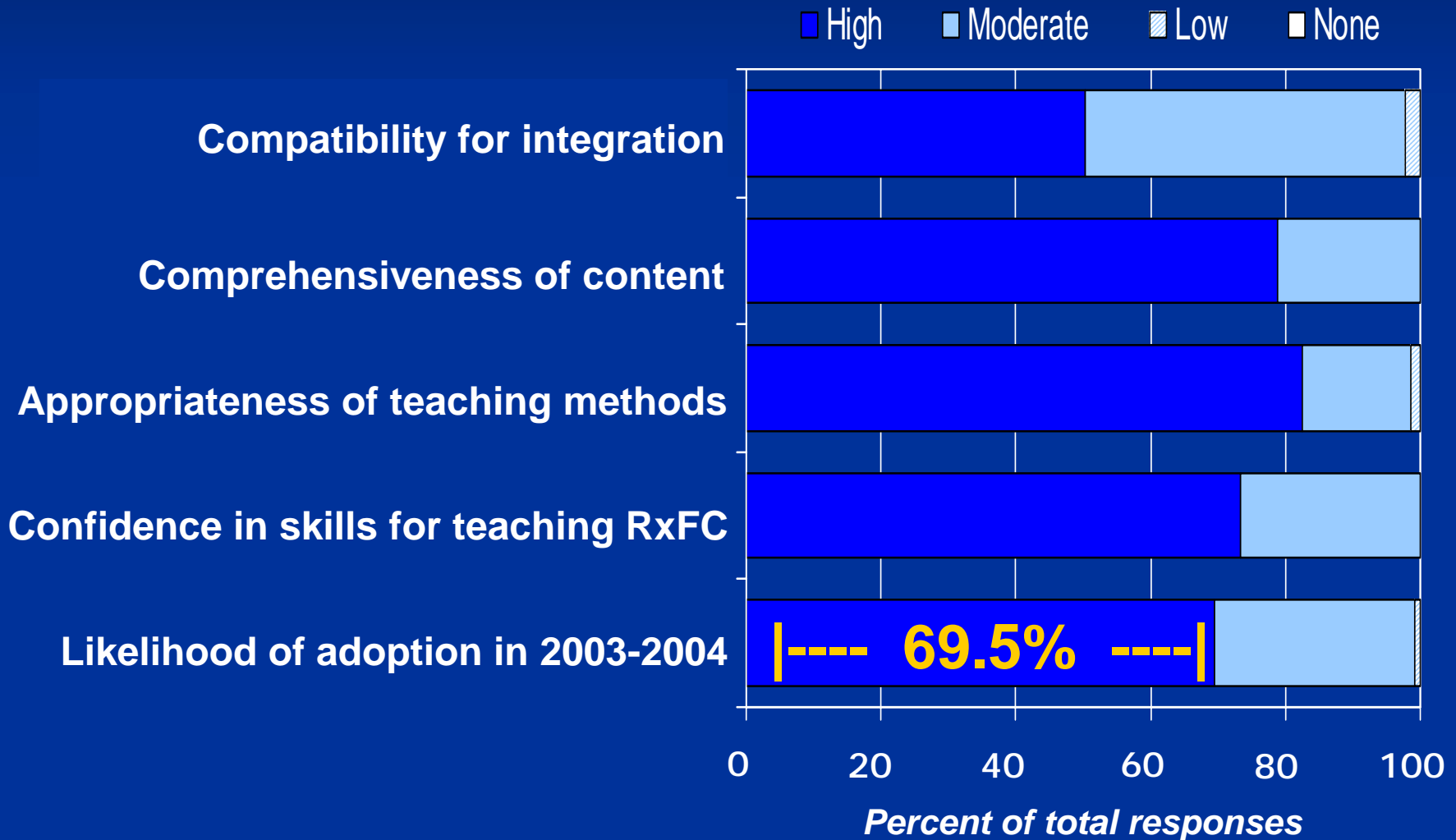


Train-the-Trainer Programs Summer 2003

Prior to attending this conference, had you received formal training for _____ tobacco use & dependence?



Train-the-Trainer Programs: Participant Perceptions



Year 01 Implementation Statistics

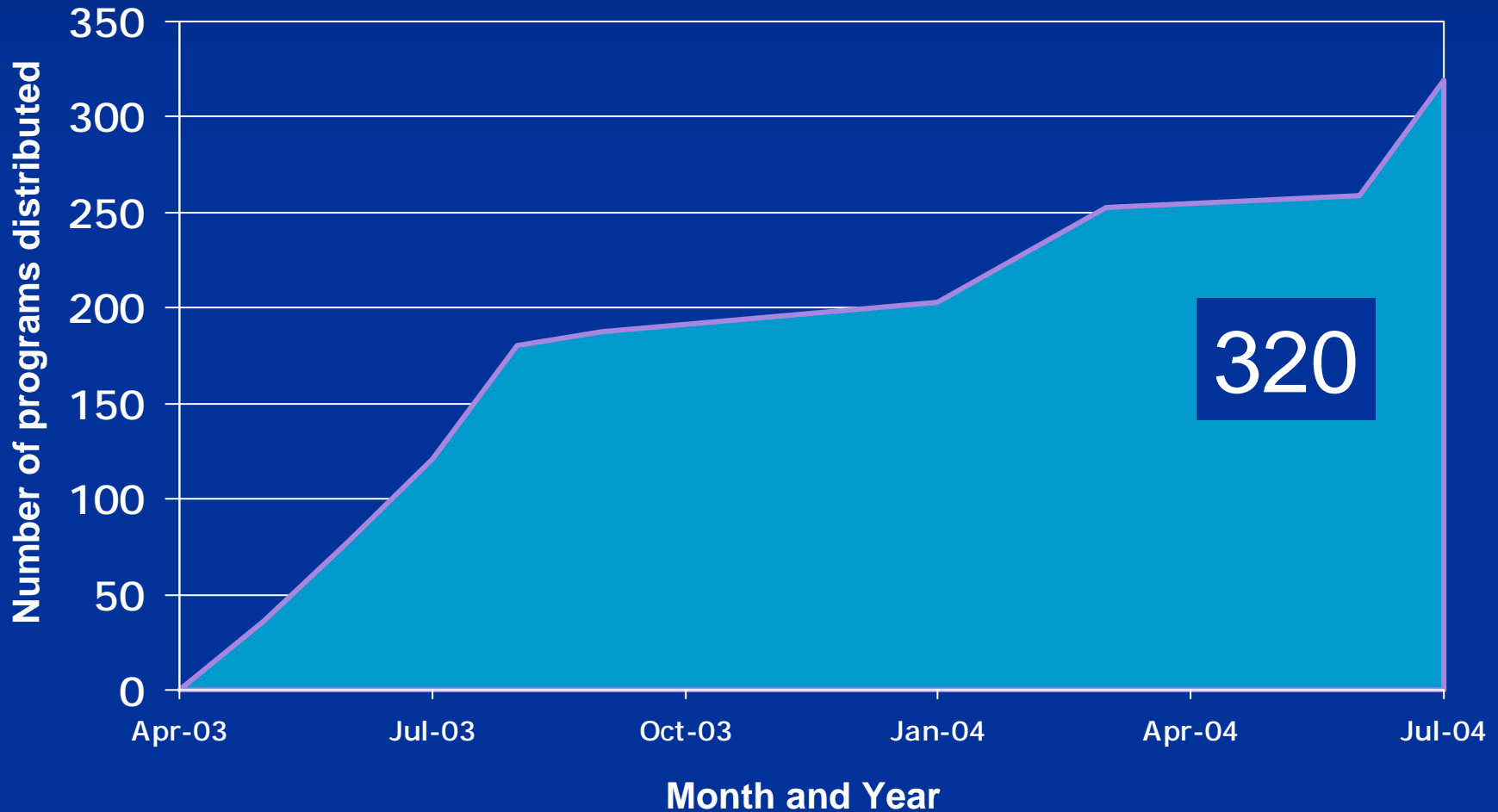
- 55/75 (73.3%) of schools trained have implemented ($n \sim 6,100$ students)
- 7 in Fall 2004; 5 in Spring 2004
 - $67/75 = 90\%$
- New schools attending Yr 02 train-the-trainer program: 9
- 4 remain

Dissemination of Rx for Change: U.S. Schools of Pharmacy



● 55/75 (73.3%) of schools trained implemented in 2003-2004

Rx for Change: Programs Disseminated



school of
pharmacy



Rx for change

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[Petition Against
Tobacco Sales in
Pharmacies](#)



LOGIN

Clinician-assisted tobacco cessation

Welcome to Rx for Change!

Rx for Change: Clinician-Assisted Tobacco Cessation is a comprehensive, turn-key, tobacco cessation training program that equips health professional students and licensed clinicians with state-of-the-art knowledge and skills for assisting patients with quitting. The program is based on principles set forth in the *U.S. Public Health Service Clinical Practice Guideline for Treating Tobacco Use and Dependence*.

The Rx for Change materials can be used in the classroom, for students in the health professions, or as a continuing education program for licensed clinicians. Learn more about the [Rx for Change program](#).

We openly share our materials with others at no cost; however, all persons who receive any component of the Rx for Change program must sign and submit an [End-User Licensing Agreement](#). Rx for Change can be used only for non-commercial teaching and research purposes and cannot be used for profit.

To gain access to downloadable program materials from the Rx for Change Internet site and/or to receive a copy of our materials by mail, please [register here](#).

Dissemination of the Rx for Change materials is made possible by the [National Cancer Institute grant R25 CA 90720](#) (Karen Hudmon, DrPH, RPh, Principal Investigator).

Please direct all comments or questions to rxfc@itsa.ucsf.edu

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Dissemination Hurdles

- Lack of funding, funding delays
- Overly optimistic launch date
 - Materials finalization and editing
- Legal issues related to dissemination
 - Permissions
 - Inter-institutional agreement
 - End-user licensing agreement
 - Tracking and issuing of licenses

Program Adaptations

- UCSF School of Medicine (4 yrs, 4 hours)
- UCSF School of Dentistry (2 yrs, 4 hours)
- UCSF School of Nursing (1 yr, 4 hours)
- Georgetown University School of Nursing (ALF)
 - ~85 schools trained
- CE for practicing clinicians (NIH R01)
- Physician Assistant programs