



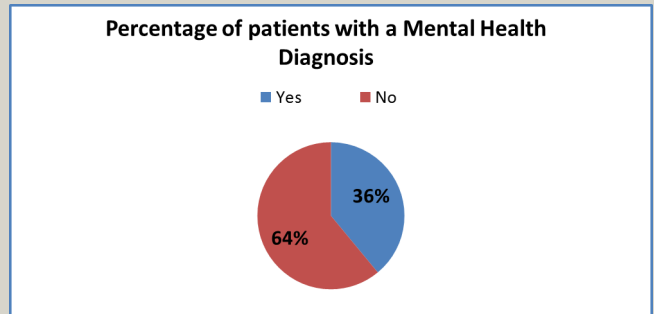
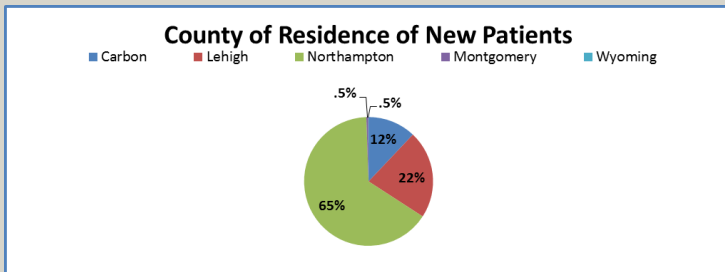
# TOBACCO CESSATION INITIATIVE

## SUMMARY

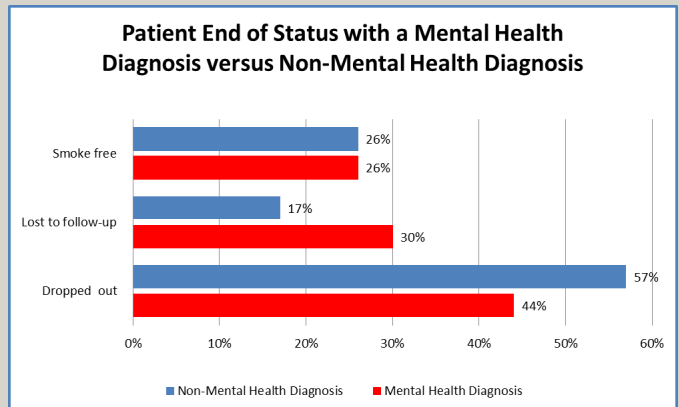
According to the Centers for Disease Control and Prevention, tobacco use remains the single largest preventable cause of death and disease in the United States. Cigarette smoking kills more than 480,000 Americans each year, with more than 41,000 of these deaths from exposure to secondhand smoke. In addition, smoking-related illness in the United States costs more than \$289 billion a year, including at least \$133 billion in direct medical care for adults and \$156 billion in lost productivity.

In fiscal year 2013 – 2014, St. Luke’s Tobacco Cessation Treatment Center enrolled 202 new patients from Lehigh, Northampton, Carbon, Montgomery, and Wyoming counties. Patients received individual cessation counseling at the St. Luke’s Community Health Office in Bethlehem, Nesquehoning Community Health office, Southside Medical Clinic and Allentown Health Center, all which have high rates of underinsured and uninsured patients. The following data is for the 202 patients enrolled in cessation services in FY 2013-2014.

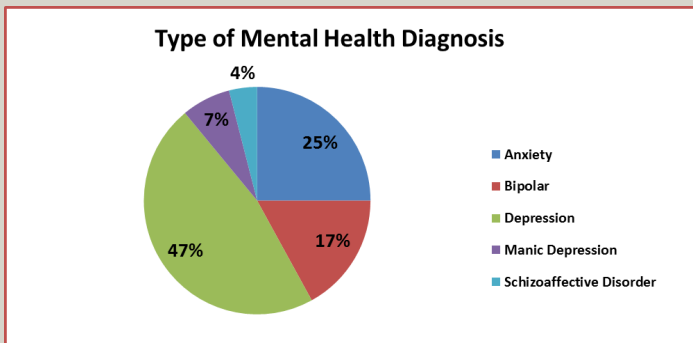
## HIGHLIGHTS



According to the Centers for Disease Control and Prevention, nationally, nearly 1 in 5 adults (or 45.7 million adults) have some form of mental illness, and 36% of these people smoke cigarettes. In comparison, 21% of adults without mental illness smoke cigarettes. At St. Luke’s Tobacco Cessation Treatment Center, 36% of our patients enrolled in counseling reported a mental health diagnosis. Out of these patients, 47% reported having depression and 25% anxiety.

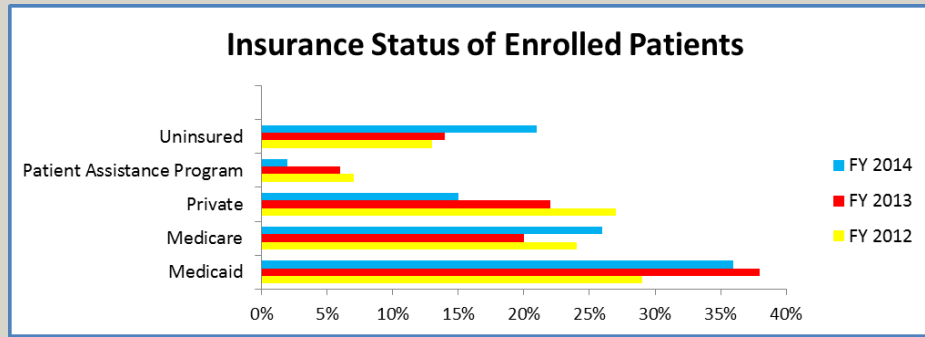


During FY 14, 36% of our patients enrolled in counseling reported having a mental health diagnosis. Unexpectedly, the quit rate of

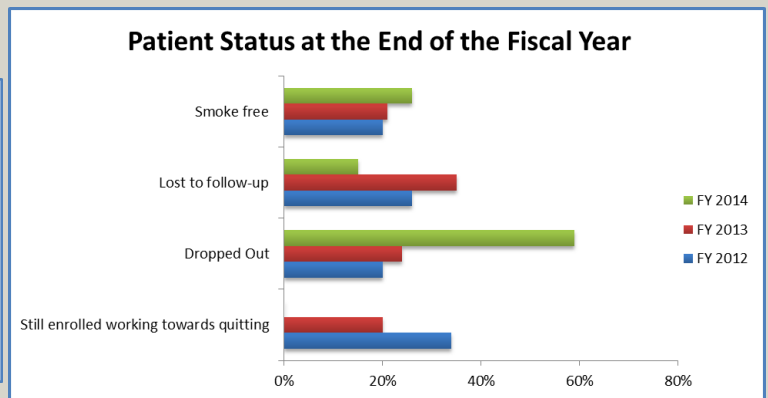
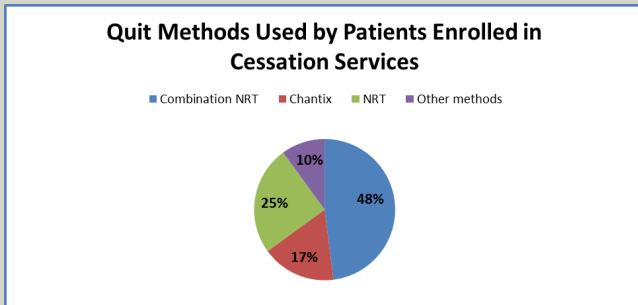


patients who reported having a mental health diagnosis compared to patients who did not report having a mental health diagnosis was the same. When treating our patients with mental health diagnoses, our counselors pay close attention to the medications they are taking, and ensure that the nicotine replacement therapy does not interfere with antidepressants, and/or antipsychotics. This has been a great resource to help patients quit.

## SUCCESSSES



This past year, St. Luke’s Tobacco Cessation Treatment Center contracted with Crayola to provide smoking cessation services to its employees. Employees enrolled in the program had a quit rate of 63%. Additionally, a worksite assessment was completed at Fulton Financial Corporation in Northampton County, Lehigh Valley Children Center in Lehigh County, and RG Balliet & Son Agency in Carbon County but no cessation services were provided. The worksite assessments consisted of the review of existing tobacco and wellness policies and identified areas for policy education and improvement.



## CHALLENGES & NEXT STEPS

- During this FY 14, the program experienced a dramatic reduction in funding which caused higher drop out rates than previous fiscal years. This also affected the number of patients who were still enrolled working towards quitting. Due to the limited funding, staff was reduced and we were not able to provide follow-up services to those patients who enrolled in the program at the beginning of the fiscal year. Once the funding was partially restored, some of those patients did not return for services.
- St. Luke’s Tobacco Treatment Center also partnered with AIDS Services Center to provide cessation counseling to HIV positive patients as one of the quality management measurements. The goal of this intervention was to increase the number of referrals for tobacco counseling to 100% and increase those who received counseling to 50%. At the end of the FY 14, only 80% of the patients were referred to our Tobacco Cessation Program, and out of those referred only 40% received cessation counseling services. Due to program funding cuts and staffing changes, this project was impacted and we were not able to meet program goals. St. Luke’s Tobacco Cessation Treatment Center and AIDS Services Center have decided to continue working on this project in FY 2015 to meet the target goals.

