

## BRIDGING THE GAP BETWEEN RESEARCH, COMMUNITY, AND HEALTHCARE PRACTICES

Californians enrolled in Medi-Cal, are an extremely diverse population who have higher rates of tobacco use and tobacco-related diseases compared to the general population. To increase access to evidence-based tobacco cessation strategies among this population, the TRDRP Community Practice-Based Research Initiative (CPBRI) tested several approaches.

### Connecting Patients to Quitlines

This study assessed how calling smokers from a local LA area code (213) vs. a toll-free 888 number affected their consent to receive tobacco cessation services. There was a higher consent rate from older, and Spanish speaking individuals when calls originated from the local area code suggesting that a simple change of phone number may increase the engagement of some smokers.

### Health Message Effectiveness

Another study tested two health messages, 'Quit for COVID' versus 'Stop smoking, live your life,' partnered with alternative incentive messages: 'Get a free nicotine patch' or 'Access a free Quit Service.' While the COVID-specific messaging was no more effective than the generic, the free nicotine patch was almost seven times more effective in generating calls to the quit line. This result suggests that providing free nicotine patches can boost participation in smoking cessation programs.

### Substance Use Disorder and Tobacco Use

Working with Substance Use Disorder (SUD) treatment centers, a team created Quit Readiness and Tobacco Cessation counseling groups and measured their effectiveness at reducing smoking. Participants in these counseling groups increased their use of nicotine replacement therapy (NRT), decreased self-reporting of daily smoking, and tended to have more quit attempts. This suggests that counseling groups at treatment centers can play an important role in smoking cessation.

### Tobacco cessation in the San Francisco Health Network Primary Care Clinics

The San Francisco Health Network is largest network of primary safety net clinics serving San Francisco's diverse low-income populations. Introduction of a tobacco user registry coupled with staff training in primary care clinics within the San Francisco Health Network, led to a nearly ten percentage point increase in quit attempts.

### Tobacco Cessation in L.A. Clinics

Los Angeles clinics were randomly assigned to either "treatment as usual" or were embedded with a comprehensive smoking cessation program. In the clinics with cessation programs, smokers could select counseling, medications (Bupropion or Varenicline), or NRT. In the clinics with cessation programs, 22.5% received medicines and 18% stopped smoking completely versus 15% and 10% in the treatment-as-usual control, respectively. This study demonstrates the importance of embedding comprehensive smoking cessation programs within community clinics.

VISIT [HERE](#) TO READ THE FULL ARTICLE.

## SELECTED REFERENCES

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If you'd like to know more about any of these topics or have questions about other commercial tobacco control topics, please contact

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