Getting to Quit: Smoking Cessation Initiatives

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KATRINA F. TRIVERS, PHD, MSPH
LEAD EPIDEMIOLOGIST
OFFICE ON SMOKING AND HEALTH

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

-Smokefree Michele
Acknowledgements

- Lei Zhang, PhD, Health Scientist
- Stephen Babb, MPH, Public Health Analyst
AGENDA

1. Overview
2. Cessation: What Works
4. Resources & Conclusions
Tobacco use is the single most preventable cause of disease, disability, and death in the U.S.

Cigarette smoking kills about 480,000 people in the U.S. each year.\(^1\)

Cigarette smoking costs the U.S. more than $300 billion annually.\(^{1,3}\)

About two in every five children are exposed to secondhand smoke.\(^2\)

For every one smoking-related death, at least 30 people live with a serious smoking-related illness.\(^1\)

The Good News: Cigarette Smoking Is Down

Note: Estimates since 1992 include some-day smoking.
The Bad News: Disparities in Smoking Persist

- **Race/Ethnicity**
  - 31.8% American Indians/Alaska Natives
  - 16.6% White

- **Education level**
  - 40.6% GED
  - 4.5% Graduate degree

- **Poverty status**
  - 25.3% Below poverty line
  - 14.3% At or above poverty line

- **Health insurance coverage**
  - 28.4% Uninsured
  - 25.3% Medicaid
  - 11.8% Private
  - 10.2% Medicare

- **Disability/limitation**
  - 21.2% Yes
  - 14.4% No

- **Sexual orientation**
  - 20.5% Lesbian/Gay/Bisexual
  - 15.3% Heterosexual

- **Serious psychological distress**
  - 35.8% Yes
  - 14.7% No

The Evolving Tobacco Product Landscape

- Cigarettes
- Cigars, Cigarillos, Little Cigars
- Pipes
- Hookah
- Dissolvables
- Heated Tobacco Products
- ENDS
- Snus
- Bidis
- Smokeless

Tobacco

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Tobacco
Framework for Increasing Cessation

1. Health systems change
2. Expansion of cessation insurance coverage
3. State quitline capacity: 1-800-QUIT-NOW

Part of comprehensive approach of population-based interventions to drive cessation: price increases, smoke-free policies, hard-hitting media campaigns

Sources:

Evidence-based cessation treatments that increase quit rates among adult cigarette smokers include:

- Brief advice to quit from a health care professional
- Individual, group, and telephone counseling and 7 FDA-approved medications
- Providing health insurance coverage for these cessation treatments
How Are We Doing With Quitting?

- 68.0% Wanted to stop smoking
- 55.4% Made a past-year quit attempt
- 7.4% Recently quit smoking
- 57.2% Who had seen a health professional in the past year had been advised to quit
- 31.2% Used cessation counseling and/or medication when trying to quit
- 59.1% Who had ever smoked had quit

Proportion of ever smokers who have quit: Quit ratio (former/ever smokers) – National Health Interview Survey, 1965-2015

2002 is the first time more than 50% of people who had ever smoked had quit

Source: National Health Interview Survey
Disparities in Quitting

- Past-year quit attempts were lower in whites than in Asians and Blacks.
- Hispanics and Asians were less likely than whites to:
  - Receive advice to quit
  - Use cessation counseling and/or medication
- Gay/lesbian/bisexual smokers were markedly less likely than straight smokers to report using cessation counseling and/or medication.
- Recent cessation increased with education level.
- Uninsured smokers were less likely than smokers with private health insurance to:
  - Receive advice to quit
  - Use cessation counseling and/or medication
  - Quit successfully

Medicaid Coverage of Cessation Treatments (Lung Association Cessation Coverage) – in Effect as of March 31, 2018

Barriers to Medicaid Coverage

- **Copayments required**
- **Prior authorization required**
- **Counseling required for meds**
- **Stepped-care therapy**
- **Limits on duration**
- **Annual or lifetime limit on quit attempts**

Elements of Health System Change to Increase Quit Attempts and Success

- Barrier-free/evidence-based comprehensive cessation insurance coverage
  - Both public and private
  - Crafting the right benefit – barrier-free!
- Healthcare systems changes
  - Prompt, guide, and incentivize tobacco treatment
  - Meaningful use/Electronic Health Records
  - Clinical Quality Measures
- Proper evaluation
Additional Resources

How to Quit Smoking
https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/index.html

Quitting Resources
https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/quitting-resources.html

Much More, Incl. Free Resources!
Tobacco use continues to create a considerable health and economic burden in the United States. Proven cessation interventions exist but are underutilized. It is important to treat tobacco dependence as a chronic condition.

Progress has been made in cessation. Almost three in five U.S. adults who ever smoked have quit. However, there is room for improvement.