

STOP: Systems Training and Outreach Program for Healthcare Providers in Arkansas

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Introduction

The Systems Training and Outreach Program (STOP) launched field based outreach to promote the use of the brief tobacco intervention among healthcare providers in the State of Arkansas. The objective of STOP is sustainable provider behavior and systems change, ensuring every clinic and hospital uses an integrated method of identifying and advising tobacco users to quit and referring them to treatment in accordance with the US Public Health Service Clinical Practice Guideline (Fiore et al., 2008). Two highly trained Outreach Specialists deliver outreach and training in two regions of Arkansas, working with health care systems and providers to conduct tobacco cessation and systems change training and promote referrals to the Arkansas Tobacco Quitline (ATQ).

Methods

Two Public Health Districts were prioritized for outreach based on tobacco use prevalence, presence of specific disparate populations and volume of clinics/ hospitals. STOP uses academic detailing, a provider resource website and an online training tool. STOP selected indicators to gauge program progress and impact based on temporal comparisons. Outcome data include numbers of callers to and how callers heard about the ATQ and the number of provider fax referrals to the ATQ.

Results

STOP began work in the outreach territories on October 4, 2011. For process measures see Figures 1, 2, and 3. For impact measures, see Figures 4 and 5.

Figure 1. Healthcare sites reached from October 2011 through March 2012 by type

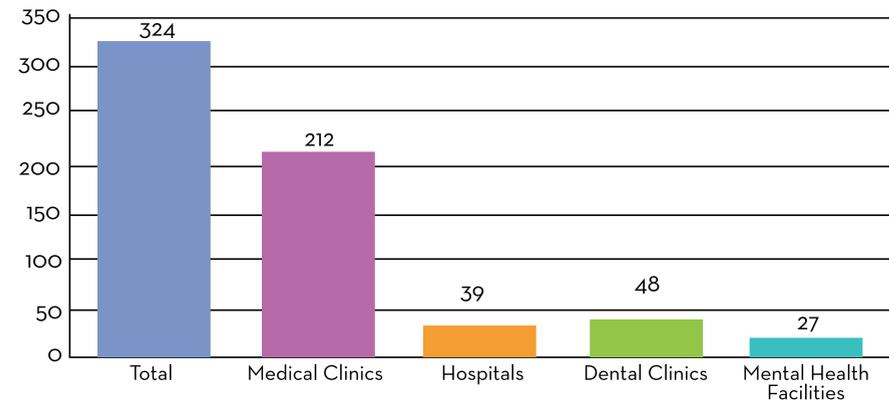


Figure 2. Healthcare providers reached from October 2011 through March 2012

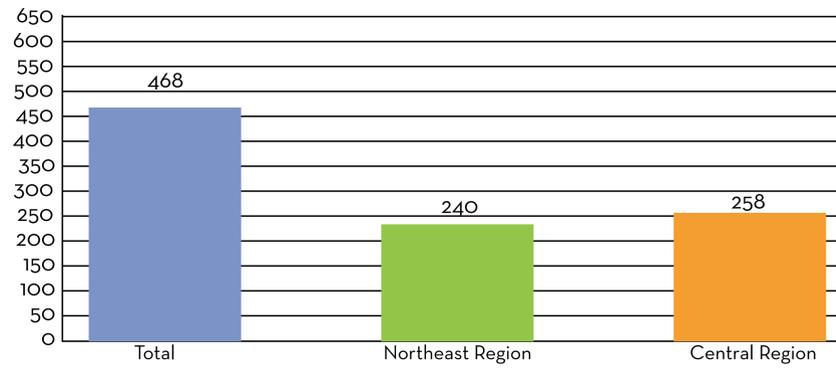


Figure 3. Overview of Outreach Services delivered to Providers from October 2011 through March 2012

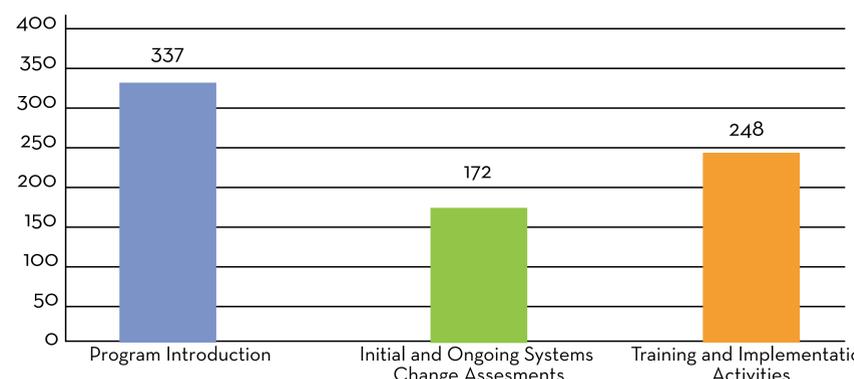
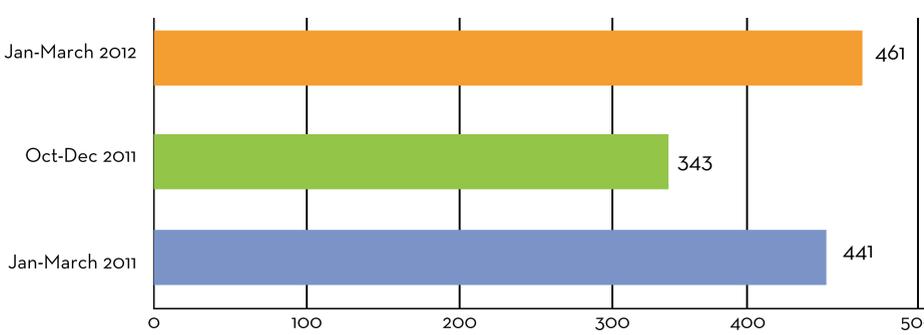


Figure 4. # of Fax Referrals by Healthcare Providers in Outreach Territories to the Arkansas Tobacco Quitline



Discussion

It is not possible to exclusively attribute changes in behavior to a given intervention without taking into account other factors. It is understood that a significant portion of the increase in calls to the ATQ can likely be attributed to the CDC's national media campaign which launched in March 2012. Impact indicators for utilization of referral resources are affected by numerous variables on a community, state and national level.

Program activity increases healthcare provider awareness of state-based cessation resources and works to implement integrated and sustainable systems to identify and advise tobacco users to quit, and refer them to treatment. As a result, more tobacco users in Arkansas are able to access available cessation and treatment resources such as the ATQ.

Figure 5. # of Callers to the Arkansas Tobacco Quitline in Outreach Territories reporting a Health Professional "How Heard About"

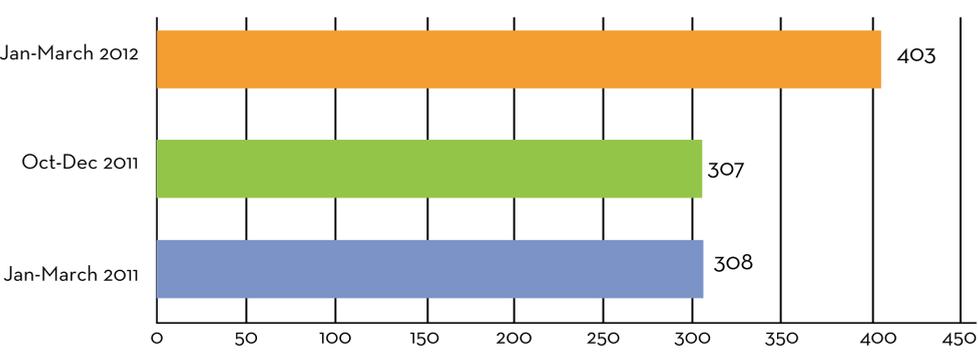


Figure 6. # Callers to the Arkansas Tobacco Quitline in Outreach Territories

