

## Elements Associated with Effective Adoption and Use of a Tobacco Use Identification and Treatment Intervention Protocol

### *Insights from Key Stakeholders*

Simple, evidence-based treatment protocols are an essential tool for improving the identification and treatment of patients who use tobacco in medical practices and health care systems. To accelerate the adoption and implementation of such protocols, Million Hearts® convened a group of stakeholders who recognize the importance of protocols in successful tobacco dependence treatment. Stakeholders consisted of protocol developers, as well as clinical and community organizations and health care providers that have successfully used protocols within their systems. This document is a compilation of comments and insights gained from a series of discussions with these stakeholders held in 2015, which focused on approaches to adopting and using tobacco dependence treatment protocols. From the stakeholders' perspective, the following strategies were important to the successful implementation and sustainability of the Tobacco Use Identification and Treatment Intervention Protocol.

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### **Preparation to Implement the Tobacco Cessation Protocol**

- ▷ Identify a key stakeholder to serve as a tobacco cessation champion and to provide ongoing direction and prioritization on implementation.
- ▷ Make tobacco cessation a priority and train team members to deliver tobacco cessation interventions.
- ▷ Make full use of the expertise and scope of practice of every member of the health care team, including physicians, nurses (including advanced practice nurses), physician assistants, hospital and community pharmacists, medical assistants, care coordinators, registration/admission staff, and other health care professionals.
- ▷ Integrate a tobacco cessation intervention protocol into your electronic health record system and practice workflow.
- ▷ Use electronic health records or other methods to identify, provide treatment to, and follow up with all patients who use tobacco.
- ▷ Create a plan to proactively reach out to patients who use tobacco with educational and motivational messages, with a special focus on patients who have not been seen recently.
- ▷ Learn about additional tobacco cessation resources, including quitlines, in-house cessation support, and community cessation programs.

## Implementation of the Tobacco Cessation Protocol

- ▷ Train the health care team on how to use the protocol, including the evidence base for identifying and treating patients who use tobacco.
- ▷ Offer ongoing training and support to staff on how to intervene with patients who use tobacco and the critical role that each team member plays in this process.
- ▷ Ensure that team members know how to refer patients who are interested in quitting to additional sources of cessation support, including quitlines, in-clinic support, community cessation programs, and others.
- ▷ Maintain a current list of patients who use tobacco and track these patients over time. Electronic health records can facilitate having information readily available to create such a list.
- ▷ Provide patient cessation resources in the waiting and exam rooms, such as information on quitlines, in-house support, and community cessation programs.
- ▷ Encourage patients to engage their family and friends as key sources of social support for their quit attempt.
- ▷ Recommend and link patients to additional tobacco cessation resources, including quitlines, in-house cessation support, and community cessation programs.

## Performance Feedback and Implementation Evaluation

- ▷ Review your current performance and set targets for increasing the proportion of patients:
  - Whose tobacco use is documented in the electronic health record system.
  - Who use tobacco and receive an evidence-based tobacco cessation intervention.
- ▷ Use electronic health records to query and analyze information on clinical performance.
- ▷ Provide regular and timely feedback on performance to the entire health care team.
- ▷ Review performance data with team members regularly and encourage high performers to share tips.
- ▷ Celebrate wins.

## Suggested Citation

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Million Hearts® thanks the following organizations for their time and commitment in providing guidance for protocol development and implementation:

American Association of Colleges of Pharmacy  
American Academy of Family Physicians  
American Association of Nurse Practitioners  
American Heart Association  
American Lung Association  
Campaign for Tobacco Free Kids

Centers for Disease Control and Prevention  
Highmark Inc.  
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WomenHeart