

## THE TOBACCO CONTROL INITIATIVE

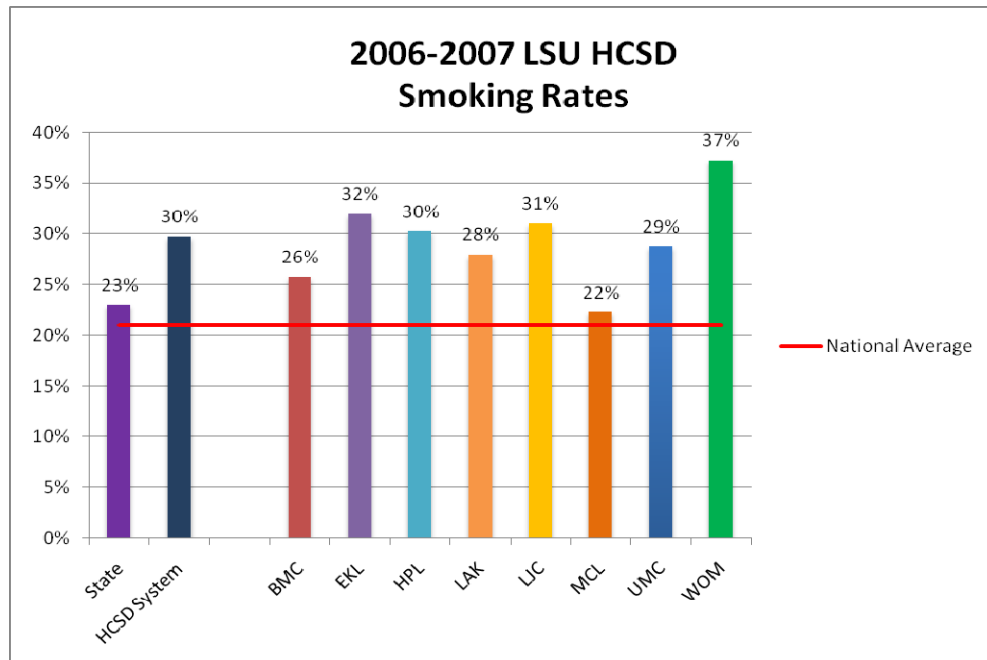
A PROGRAM TO REDUCE SMOKING THROUGH INCREASED ACCESS TO EVIDENCE-BASED TREATMENT FOR TOBACCO USE

Tobacco use costs the state \$1.47 billion in healthcare costs, \$663 million of which are absorbed by the Medicaid program (SAMMEC, 2007). The impact of tobacco use is also reflected in the health status of the state's residents; Louisiana placed 50<sup>th</sup> in the nation for 15 of the last 18 years, with a current ranking of 49<sup>th</sup> (United Health Foundation, 2007). The state's smoking prevalence of 23.4% is 8<sup>th</sup> highest in the nation.

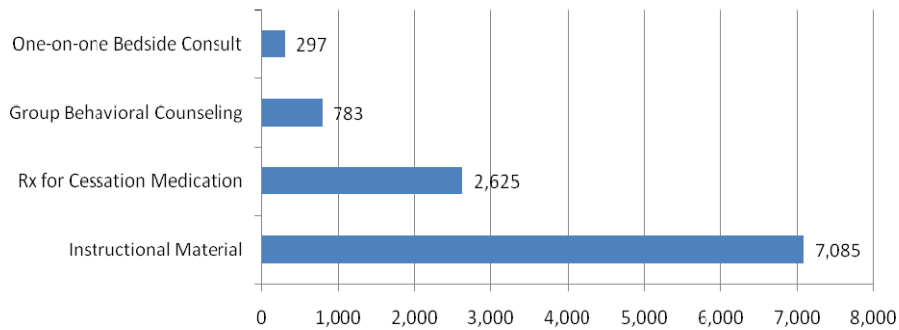
The efficacy and cost-effectiveness of current treatments for tobacco use make it one of the most effective methods of preventing disease among adults (CDC, 2005). Treatment of tobacco use is ranked among the top 20 targets for national healthcare quality improvement (IOM, 2001). And, tobacco cessation is a critical component in the medical management of patients with chronic diseases (Gritz, 2007). Unfortunately, a minority of smokers uses these effective treatments and there are significant disparities in access to treatment across ethnic groups, geographic locations and socioeconomic status (Fiore, et al, 2000).

Funded by the state's excise tax on cigarettes, the Tobacco Control Initiative (TCI) is administered by the LSU Health Sciences Center, School of Public Health in partnership with the Health Care Services Division (HCSD) and the Louisiana Campaign for Tobacco Free Living (TFL). The Initiative provides standardized smoking cessation services to patients and employees of all HCSD hospitals. Through TCI, patients have access to state-of-the-science cessation services including: low- or no-cost medications; free group behavioral counseling; bedside consultation for hospitalized smokers; phone counseling via the Louisiana Quit Line; and instructional self-help materials at clinic visits. Because advice from a healthcare provider has been shown to be an effective catalyst for quitting, TCI also provides education and training to ensure clinicians have the skills needed to intervene with patients who use tobacco.

Smoking among patients served by the LSU HCSD exceeds both national and overall state rates. Tobacco use is a major risk factor for onset of and complications associated with chronic illnesses. TCI supports all areas of the LSU HCSD Disease Management Program (e.g. Diabetes, Asthma, CHF, HIV, and Kidney Disease).

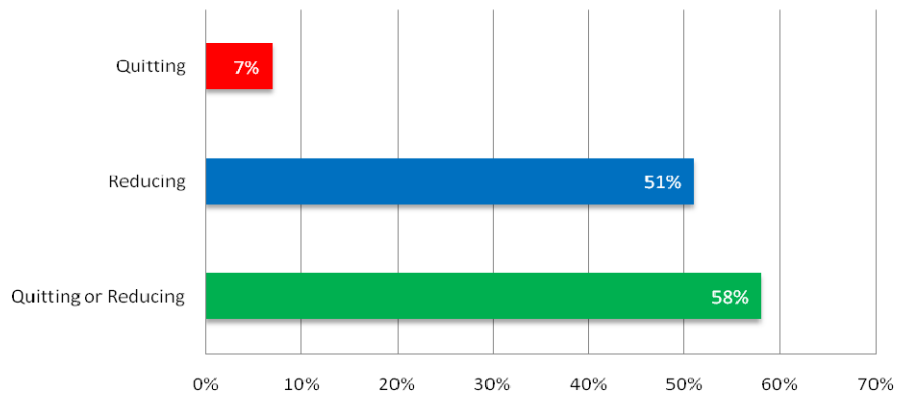


### 2006-2007 LSU HCSD Referred Patients Accessing Evidence-Based Cessation Services



- Nearly **10,000** HCSD patients **received cessation services** and **210 healthcare providers** were trained to treat patients who use tobacco.
- **Barriers to immediate access to cessation medications** were **addressed**.

### 2006-2007 LSU HCSD Referred Patients Attending At Least One Class Who Report Quitting Or Reducing



### TCI

- Includes a **Registry of tobacco use status on all HCSD patients** at all facilities, and
- **Combines the delivery of cessation services** with multi-level **system change and continuous program evaluation to increase access to evidence-based treatment** for tobacco use.