



# Tobacco Cessation Program for Underserved Iowans

## **Background**

In late 2007, the Iowa Department of Public Health (IDPH) awarded a contract to the Iowa/Nebraska Primary Care Association and its member health centers to provide **free** tobacco cessation services to underserved Iowans. Data suggests that people with less education, a lower income, and a minority status are more likely to be tobacco users. The 13 Community Health Centers (CHCs) in Iowa see a large portion of these underserved populations; therefore, the partnership provides a unique opportunity for the state's investment in tobacco cessation to be directed where care is needed most in order for the greatest change to be realized.

## **Services Provided**

Research has suggested receiving both counseling and pharmacotherapy yields the highest rates of successful cessation. Therefore, this program requires that patients receive both components. Participants enrolled in the program are eligible for 12 weeks of both of the following:

- **Counseling:** Individual Cessation Interventions, Group Cessation Interventions, or Referral to Quitline Iowa
- **Pharmacotherapy:** Bupropion, Chantix (participants can receive up to 24 weeks of counseling and Chantix in certain circumstances), Nicotine Gum, Nicotine Patch, and Other Cessation Products

One of IDPH's goals is to promote practice change in health care settings to incorporate tobacco use screenings at every patient visit. The CHCs are already exceeding the 70% screening goal set by IDPH. Thus far, adult patients have been screened 92.5% of the time and the long-term goal is to screen 100% of all adult health care visits. Over time, routine screenings for tobacco use will become standard practice at every health care visit.

## **Outcomes and Results**

During State Fiscal Year 2009 (July 1, 2008 – June 30, 2009):

- Nearly 3,300 patients enrolled in the program
- Close to 11,000 two-week courses (counseling + medication) were provided
- 82% of the patients enrolled in the program are **uninsured**
- Quit rates for participants in program align with similar programs nationwide
- Program evaluation being conducted by the University of Northern Iowa

Centers are currently focused on performance improvement to the program with the goals of improving quit rates, participation in the program, and identifying and promoting best practices.

**Participating Community Health Centers (program available at approximately 30 clinic sites)**

### **Patient Success Story**

A fifty-three-year-old female smoked two packs of cigarettes per day for 27 years prior to beginning the program. She has been tobacco free since April 11<sup>th</sup>, 2008. Without the medication and the program, she has indicated she would not have been able to quit. She cannot believe how much more energy she has and was able to quit taking her blood pressure medication. She described the program as "liberating".

- Community Health Care – Davenport
- Community Health Center of Fort Dodge
- Community Health Centers of Southeastern Iowa – West Burlington, Keokuk, Columbus Junction
- Community Health Centers of Southern Iowa – Lamoni, Leon
- Council Bluffs Community Health Center
- Crescent Community Health Center – Dubuque
- Greater Sioux Community Health Center – Sioux Center (program available spring 2009)
- Linn Community Care – Cedar Rapids
- Peoples Community Health Clinic – Waterloo, Clarksville
- Primary Health Care, Inc. – Des Moines, Marshalltown
- River Hills Community Health Center – Ottumwa, Richland
- Siouxland Community Health Center – Sioux City
- United Community Health Center – Storm Lake

Iowa/Nebraska Primary Care Association

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