

**Title of Intervention:** A Smokeless Tobacco Intervention

**Intervention Strategies:** Supportive Relationships, Individual Education

**Purpose of the Intervention:** To reduce the number of smokeless tobacco users

**Population:** Male smokeless tobacco users enrolled in Kaiser Permanente Dental Care Program

**Setting:** Primary care dental clinics in the Pacific Northwest; health care facility-based

**Partners:** Kaiser Permanente Dental Care Program

**Intervention Description:**

- Supportive Relationships: Following a regular dental check-up, feedback on oral health status and advice on how to improve oral self care procedures was given. The provider directly advised participants to quit using smokeless tobacco and all other tobacco products. The participant then watched a nine-minute video. The provider asked the participant to set a specific quit date. One week following the appointment, the provider called each participant to reinforce the intervention and provide support for quitting efforts. Additional support activities included monthly newsletters and a 24-hour advice phone line.
- Individual Education: The participant was given a self-help booklet and a quit kit containing oral substitutes.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Receptionists, dental hygienists, dentists, help-line staff
- Training: Protocol training
- Technology: Audiovisual equipment, phones
- Space: Dental clinics
- Budget: Not mentioned
- Intervention: Self-help materials, nine-minute video, quit kit containing oral substitutes, materials to create mailings, envelopes and postage
- Evaluation: Printed surveys

**Evaluation:**

- Design: Experimental
- Methods and Measures:
  - Survey to assess tobacco use behaviors

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: The intervention increased the proportion of patients who quit.

**Maintenance:** Not measured

**Lessons Learned:** These results demonstrate the value of a brief oral health care facility intervention for the general population of smokeless tobacco users.

**Citation(s):**

Stevens VJ, Severson H, Lichtenstein E, Little SJ, Leben J. Making the most of a teachable moment: a smokeless-tobacco cessation intervention in the dental office. Am J Public Health. Feb 1995; 85(2):231-235.