

Title of Intervention: The Doctors Helping Smokers Intervention

Intervention Strategies: Supportive Relationships, Provider Education

Purpose of the Intervention: To support physicians and other medical staff with an environment that assisted and encouraged the provision of smoking cessation advice

Population: Individuals who smoke

Setting: Minnesota clinics and primary care clinics in western Wisconsin that provided health services to individuals covered by Blue Cross/Blue Shield plans; health care facility-based

Partners: Blue Cross/Blue Shield of Minnesota

Intervention Description:

- Supportive Relationships: The Doctors Helping Smokers patient intervention program provided brief advice by clinic personnel to smokers to quit smoking at every visit. Any additional activities focused on helping patients who were trying to quit and wanted help.
- Provider Education: The providers and staff were trained to identify smokers, assess their habits, advise them to quit, negotiate an action and follow up on those who wanted to quit. Newsletters were mailed bi-monthly to all key personnel at the clinics.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Clinic personnel
- Training: Not mentioned
- Technology: Telephones
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Educational materials, newsletters, cessation materials
- Evaluation: Surveys

Evaluation:

- Design: Non-randomized cohort
- Methods and Measures: Surveys to current smokers assessed tobacco use, level of interest in quitting and level of interest in having help from their health care providers to stop smoking.

Outcomes:

- Short Term Impact: The mean proportion who reported that someone asked them if they smoked was higher for the intervention clinic cohort than for the control clinic cohort. The mean proportion who reported on the post-intervention survey that their physician had advised them to stop smoking was higher for the intervention group cohort than the control group cohort. The intervention cohort was twice more likely than the control cohort to report that their physician complimented or commended them if they were not smoking during their last visit.
- Long Term Impact: Not measured

Maintenance: After one of the Doctors Helping Smokers visited each clinic at the beginning of the intervention, the two nurse educators employed by Doctors Helping Smokers provided the clinics with onsite and telephone consultative assistance. The assistance consisted of information about a feasible and effective system, help with problem solving, assessment of program progress and feedback and reinforcement. Complimentary workshops for the leaders of each clinic's program were provided three times a year at Blue Cross headquarters.

Lessons Learned: Not mentioned

Citation(s):

Kottke, T. E., L. I. Solberg, et al. (1992). "A controlled trial to integrate smoking cessation advice into primary care practice: Doctors Helping Smokers, Round III." *J Fam Pract* 34(6): 701-8.