

Title of Intervention: A Smokeless Tobacco Cessation Intervention in the Dental Office

Intervention Strategies: Individual Education, Supportive Relationships

Purpose of the Intervention: To increase smokeless-tobacco quit rates

Population: Male patients aged 15 and older who were scheduled for a routine dental hygiene visit

Setting: The Kaiser Permanente Dental Care Program (KPDCP); health care facility-based

Partners: None mentioned

Intervention Description:

- Individual Education: The hygienist performed an initial oral assessment in which he/she asked the patient where the tobacco was held in his/her mouth. This information was recorded on the special form. Following assessment and dental treatment, the hygienist directly advised the patient to quit using smokeless tobacco and all other tobacco products. In addition to the normal procedure, the dentist pointed out keratotic lesions, noted the harmful effects of smokeless tobacco and advised the patient to stop using tobacco. Both the dentist and hygienist followed a model message. If a lesion was present, they were instructed to relate the lesion to the patient's use of smokeless tobacco. The dentists and hygienists then asked patients to watch a videotape produced for the project. After the patient watched the tape, the hygienist attempted to get them to set a quit date. At the end of this brief counseling session, the patient was given a brief self-help booklet, the phone number to a 24-hour advice line and a quit kit containing oral substitutes such as chewing gum, toothpicks, a tin of ground mint leaf non-tobacco product and a set of tip sheets with advice on how to quit. Additional support activities included monthly mailings of tip sheets and a newsletter.
- Supportive Relationships: Sometime following the dental visit, each intervention participant was called by a dental hygienist to reinforce the clinic-based intervention and provide support for quitting efforts.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Clinic receptionists, dentists and dental hygienists
- Training: Protocol training for receptionists, dentists and hygienists
- Technology: Not mentioned
- Space: Dental offices
- Budget: Not mentioned
- Intervention: Envelopes, data collection forms, self-help booklet, videotape, quit kit, mailings, tip sheets, newsletters
- Evaluation: Baseline questionnaire, surveys, mailing materials, telephones, interviewers

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Surveys by mail assessed tobacco use.
 - Telephone interviews assessed tobacco use habits and scheduled oral examinations.
 - Oral examinations collected saliva samples for biochemical verification of tobacco use.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: A larger portion of the intervention group reported abstinence from smokeless tobacco than the control group. A larger percentage of participants in the intervention group reported that they had attempted to quit since their last visit when compared to the control group.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Stevens, V. J., H. Severson, et al. (1995). "Making the most of a teachable moment: a smokeless-tobacco cessation intervention in the dental office." *Am J Public Health* 85(2): 231-5.