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:
  o 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):