



What is it? Information for PCPs regarding a pocket reference manual to aide you in helping your WellCare patients quit smoking.

SMOKING CESSATION... IT CAN'T HURT TO ASK

Have you have asked yourself, “What can I do to make a difference in the lives of my patients who smoke?” We have an answer! Through motivational interventions, you can help decrease tobacco use in your patient population.

The Public Health Service-sponsored Clinical Practice Guideline, **Treating Tobacco Use and Dependence**, assists in identifying tobacco users and supporting and delivering effective smoking cessation intervention. This pocket reference manual will help you guide your patient to a smoke-free lifestyle. A small excerpt from the manual of “5 A’s and 5 R’s” is printed below.

Manual can be obtained by contacting your provider representative.

Motivational Interventions

Tobacco user willing to quit – “5A’s” motivational intervention

- **Ask** – Systematically identify all tobacco users at every visit
- **Advise** – Strongly urge all tobacco user to quit
- **Assess** – Determine patient’ willingness to make a quit attempt
- **Assist** – Aid the patient in quitting (e.g., counseling, literature, pharmacotherapy)
- **Arrange** – Schedule follow-up appointment with patient (e.g., in person or by telephone)

Tobacco users unwilling to quit – “5 R’s” motivational intervention

- **Relevance** – Encourage the patient to indicate why quitting is personal relevant
- **Risk** – Identify potential negative consequence of tobacco use
- **Rewards** – Ask the patient to identify potential benefits of smoking cessation
- **Roadblocks** – Ask the patient to identify barriers to quitting
- **Repetition** – Motivational intervention should occur at every patient visit

Additionally, the following resources are available to you and your patient to reinforce your efforts to encourage smoking cessation.

Patient and Provider Resources:

- **Georgia Tobacco Quit Line – (877) 270-STOP (877-270-7867)** is a FREE telephone program that can help your Member quit smoking. When he/she calls they will be offered a choice of services including one-on-one counseling over the phone and a referral list of programs in their area such as smoking cessation classes. The program is funded by Georgia Department of Health Resources and the Coalition for a Healthy and Responsible Georgia. www.unitegeorgia.com
- **Tobacco – Quit Line**
Sponsored by the American Lung Association
(866) QUIT-YES (866-784-8937)
- **American Lung Association**
(800) LUNG-USA (800-586-4872)
- **American Heart Association**
(800) AHA-USA1 (800-242-8721)
- **County Health Department**
To locate a local office, contact your local provider representative

Provider Resources

- Agency for Health Care Research and Quality (AHR) Publication Clearinghouse manual on **Treating Tobacco Use and Dependence**.
For more information on Stop Smoking <http://www.ahrq.gov/path/tobacco.htm>

As clinicians, you are in a frontline position to help your patient by asking two key questions: “Do you smoke?” and “Do you want to quit?” As a leader in healthcare, we are committed to providing ongoing support for plan members who are trying to stop smoking and providers who deliver this care. Let’s work together as a team to deliver quality healthcare that will enrich our members’ health and quality of life!