

## Outreach and Training Programs

Regionally based outreach specialists contact hospitals and clinics to offer health care providers resources, training and technical assistance.

### Benefits of Health Care Provider Outreach Programs

- Decreased tobacco use prevalence, particularly in disparate populations and within communities with high prevalence.
- Decline in economic impact of tobacco related illness and other chronic disease conditions on health expenditures.
- Decline in economic impact from loss of productivity due to tobacco and other chronic disease related illness and death.
- Improved overall health of residents in region.
- Increased use of state-based resources.

### Health Care Providers

- Increased capacity to routinely identify tobacco users, advise patients to quit and refer those who are ready to quit to available cessation resources, resulting in the delivery of higher quality, more evidence-based care and treatment.
- Burden of providing intensive counseling onsite is alleviated.
- Coordinated care practices for treating tobacco use are implemented.
- Increased patient satisfaction in clinical care.
- Standards for accreditation and reimbursement (Joint Commission Standards, Meaningful Use Criteria etc) are met and providers/organizations are eligible for financial incentives and payment.
- Technical assistance in system change is offered to integrate and coordinate chronic disease and modifiable health risk identification and treatment or referral to treatment.

### Tobacco Users

- Increased satisfaction with clinical care and their health care provider.
- Realize the benefits of quitting tobacco and are more motivated to quit.
- Awareness about cessation resources available to help them quit.
- More likely to successfully quit tobacco by utilizing evidence-based cessation treatments.

### Onsite Trainings

- Brief Tobacco Intervention Training – Training on how to talk with patients about tobacco use, and how to conduct an effective brief intervention with tobacco users.
- Tobacco Quit Line Training – Training about the free statewide cessation resource available to support tobacco using patients who are interested in quitting tobacco.

- *Fax Referral Program Training* – Training on how to build a system within a practice to refer patients to the Quit Line using a fax referral process.
- *Materials and Tools Consultation* – Training on population appropriate, free patient and provider focused materials available from the State, and how to access and order materials