



# Hamilton

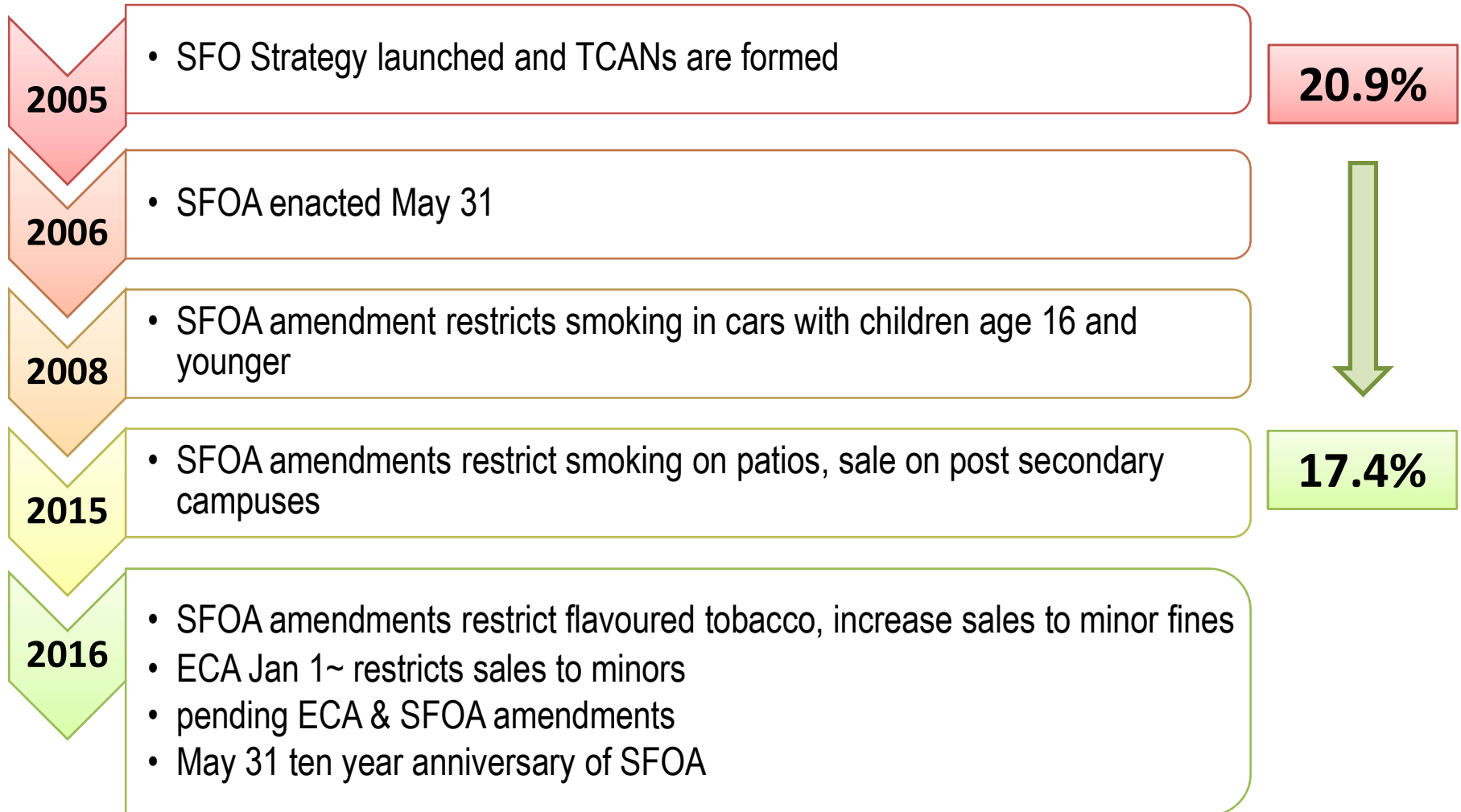
## **A City Quits Smoking: Building an Integrated Cessation System at a Municipal Level**

June 2017

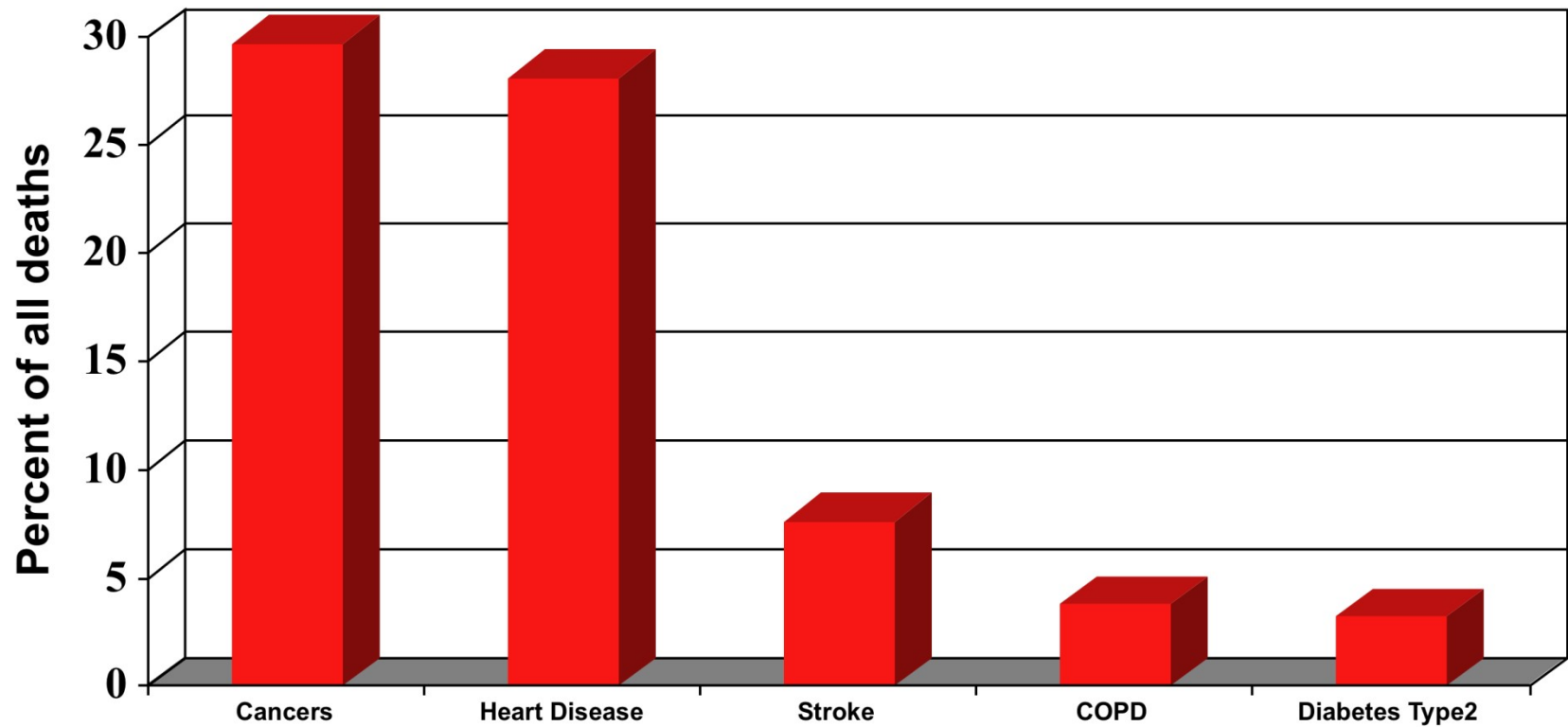
# Learning Objectives

- 🍃 Learn how inter-professional and inter-sectoral partnerships foster the development of an integrated cessation system
- 🍃 Learn how a city is monitoring and evaluating cessation outcomes
- 🍃 Use the Health Impact Pyramid as a framework to demonstrate how public health practice can expand impact to improve cessation services and to ultimately increase the number of quit attempts

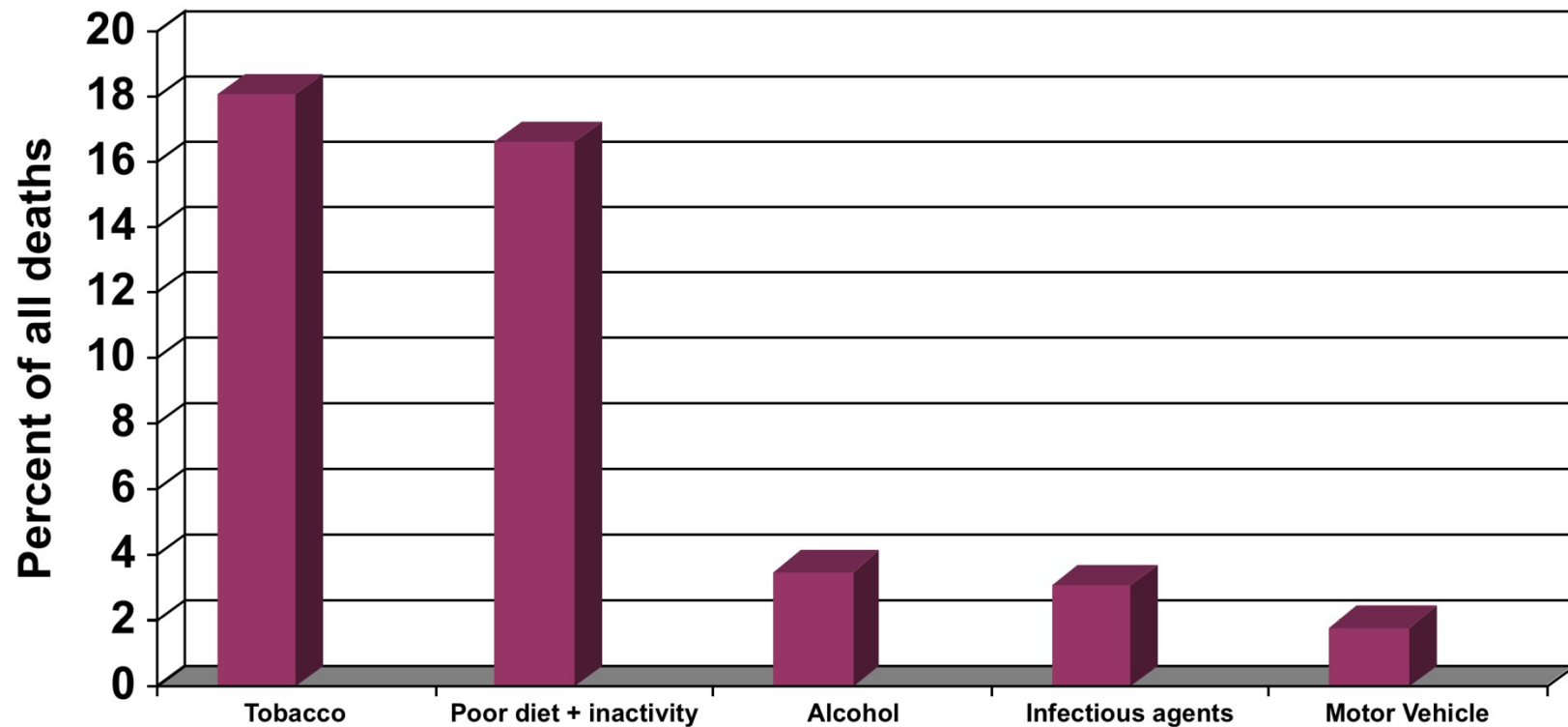
# History: Smoke Free Ontario



# Causes of Death in Ontario



# Real Cause of Death



Poor diet to Inactivity ratio: Approximately 1.5 : 1

# The City of Hamilton



## Hamilton's Housing Market Be The Hottest In Canada

Posted: 12/09/2016 10:49 am EST | Updated: 12/09/2016 11:06 am EST



# Smoking Prevalence

- 18.8% of Hamiltonians are daily or occasional smokers.
- Persons living in poverty are disproportionately affected by tobacco use.
- Incidence of smoking among pregnant women living in Hamilton (30%) is higher than Ontario.
- In some areas of Hamilton, maternal smoking rates are as high as 40%.

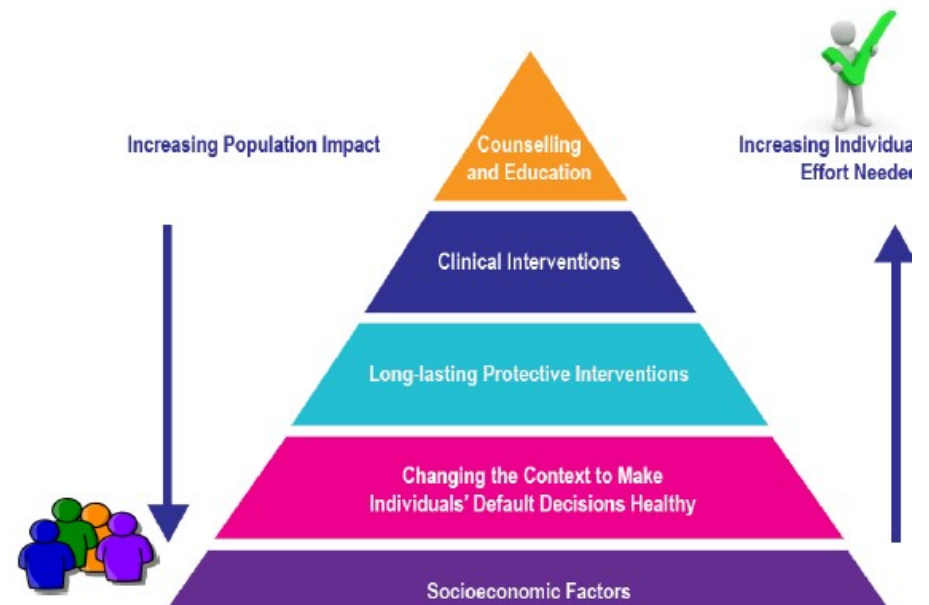


# Moving towards integration

## PATIENTS FIRST

A PROPOSAL TO STRENGTHEN  
PATIENT-CENTRED HEALTH CARE  
IN ONTARIO

DISCUSSION PAPER  
December 17, 2015





# Future State

How best to build and link our services in Hamilton to improve quit attempts among tobacco users and to enable HCP/SS providers to help people access cessation care?

How best to ensure engagement by HCP and SS/organizations?

How best to measure success?



- Hamilton Public Health
- Hamilton Family Health Team
- McMaster Family Practice
- North Hamilton Community Health Centre
- Refuge Hamilton Centre for Newcomer Health
- De dwa da dehs nye s Aboriginal Health Centre
- Hamilton Health Sciences (7 sites)
- St. Joseph's Healthcare Hamilton (3 sites)
- Region Cancer Centres (LHIN 4 Hamilton Niagara Haldimand Brant)
- Hamilton and District Pharmacy Association
- Good Shepherd Homes
- Arcelormittal Dofasco
- Indwell
- Hamilton Academy of Medicine
- Smokers' Helpline
- McMaster University



- Health Care providers trained in best practices
- Policies and programs (e.g. STOP, SHL fax ) to systemize tobacco cessation/smoke free property
- NRT protocols



- Hotline for calls and referrals
- STOP on the Road workshop
- Quit Smoking Clinic (STOP for Addiction Agencies)
- Priority populations including pregnant clients



# Hamilton Cessation Program

# Public Health Approach

How?



Define  
the  
Problem



Identify  
the Risks



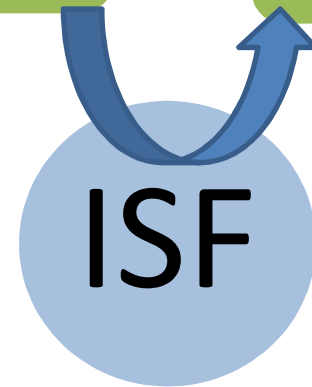
Develop  
and Test  
Strategies



Adoption



ISF



# Background: Defining the Problem

## COP situational assessment:

- 🌱 Approximately 90,000 tobacco users have access to free cessation service
- 🌱 Current health care provider challenges include:
  - Unaware of services;
  - Smoke-free Ontario Strategy not a priority;
  - No dedicated staff to measure the quality of service;
  - Low SHL fax referrals;
  - Community pharmacist ODB program low uptake; and
  - Processes not clear and/or universal



**Interagency workgroup of system leaders**



# Identify Risk and Protective Factors

- Collaborative
- 2 large “Super Family Health Teams” (FHTs) → the majority of primary care physicians provide cessation programming
- HPHS distributing NRT from the Ministry of Health and Long Term Care’s 2015/16 Smoke-Free Ontario Expanded Smoking Cessation for Priority Populations initiative

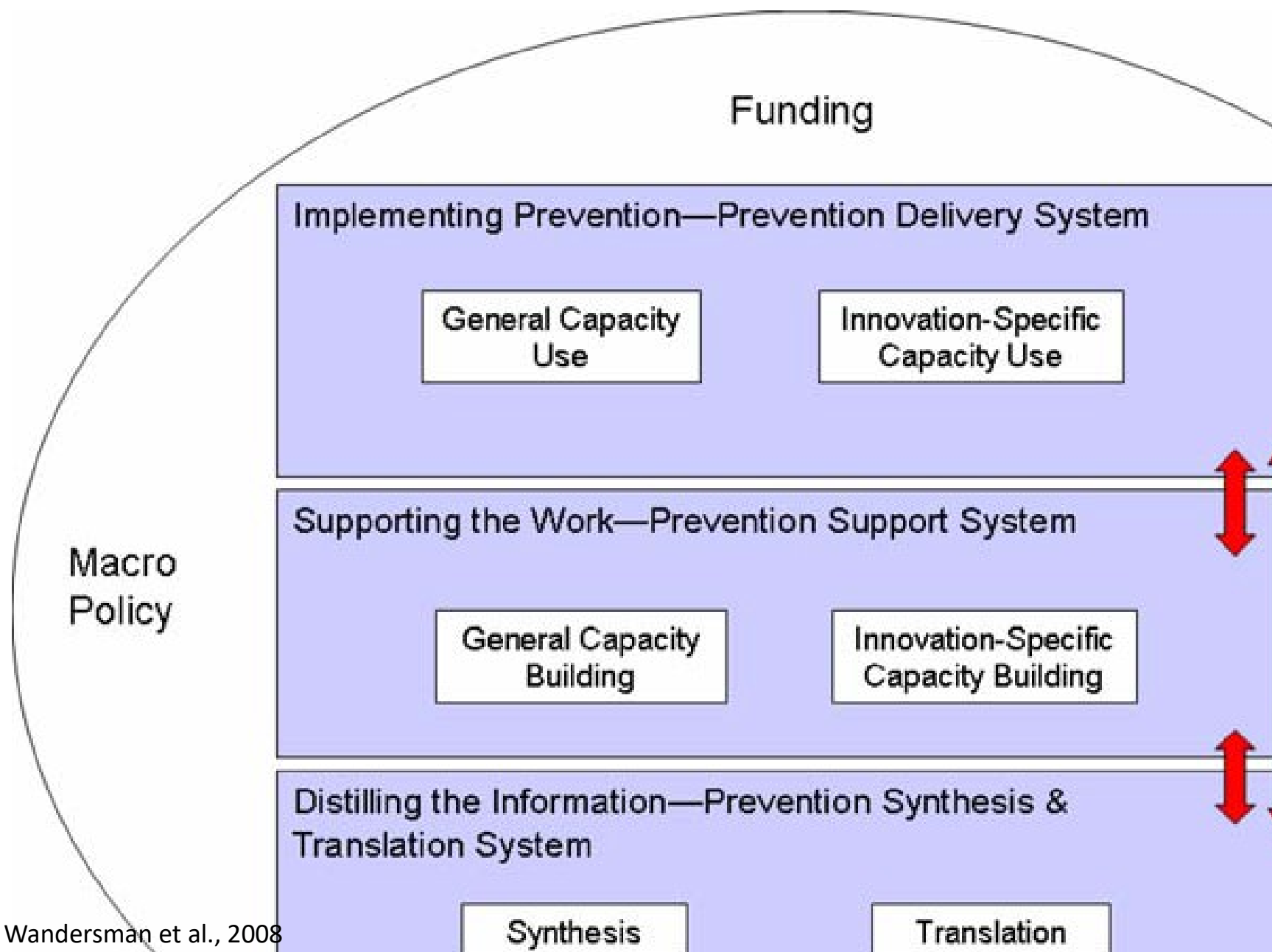


# Develop and Test Strategies

“Hamilton Quits Smoking” is a series of relationships and practices that link organizations as a community of care to ensure a common, no wrong door approach to care

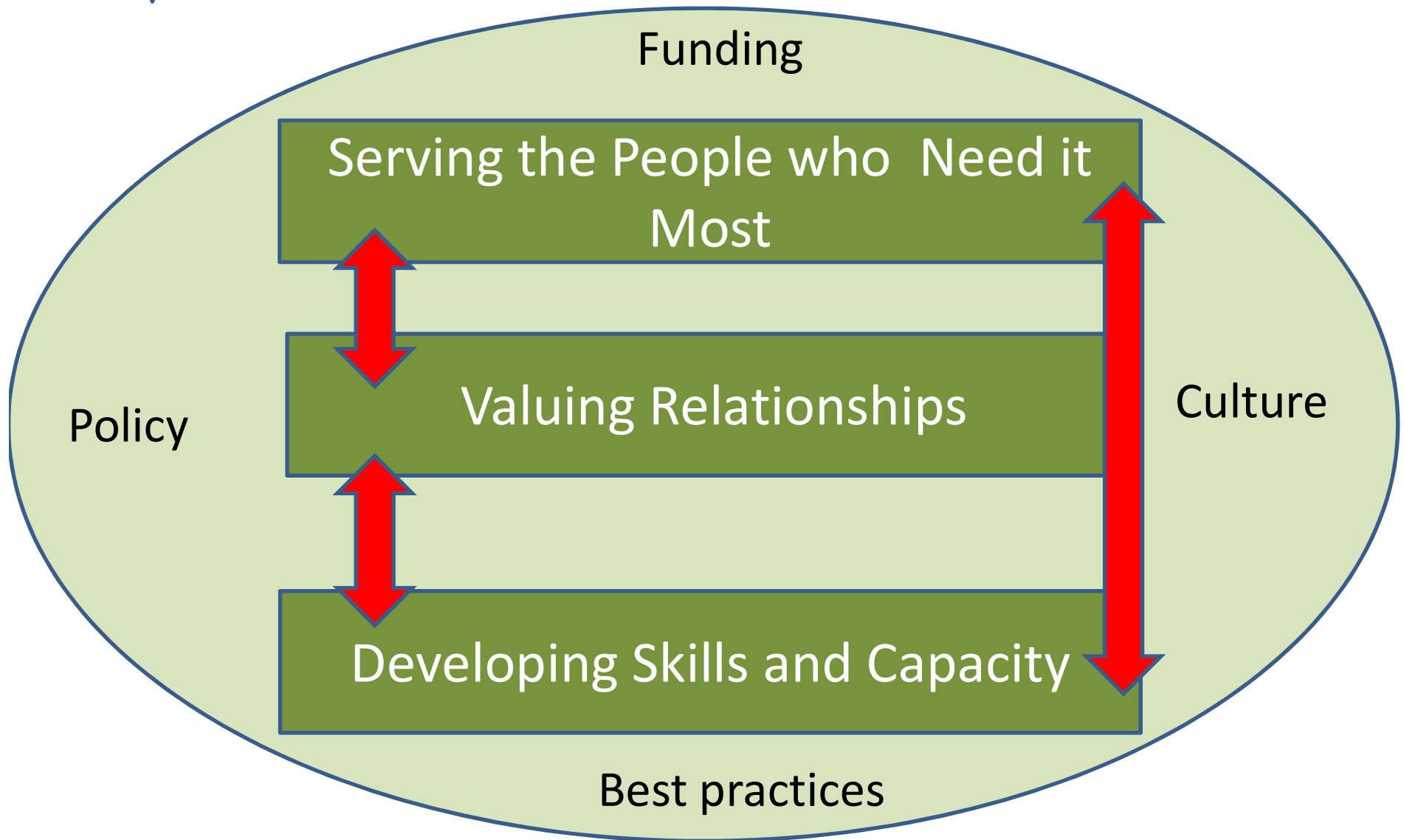


# Interactive Systems Framework for Dissemination



How?

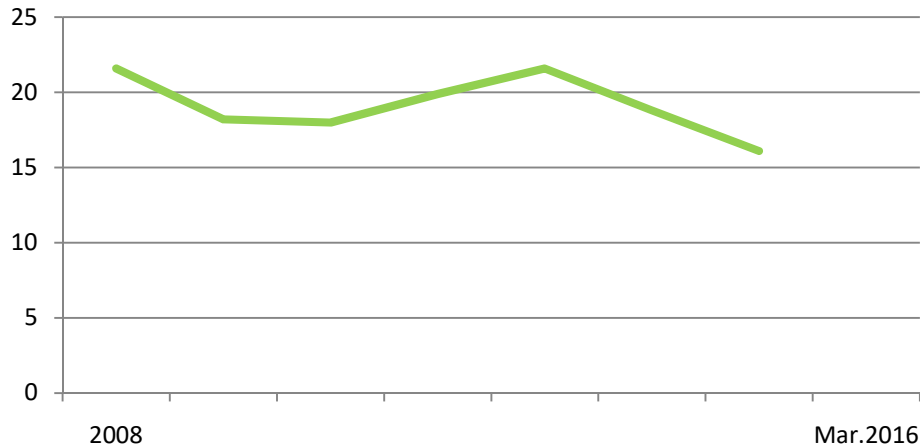
# Does Hamilton Ensure Adoption of Cessation Activities?



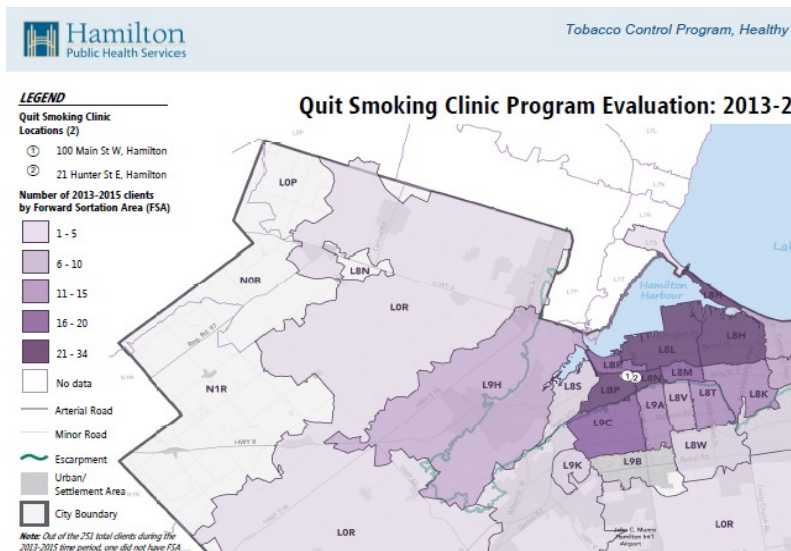
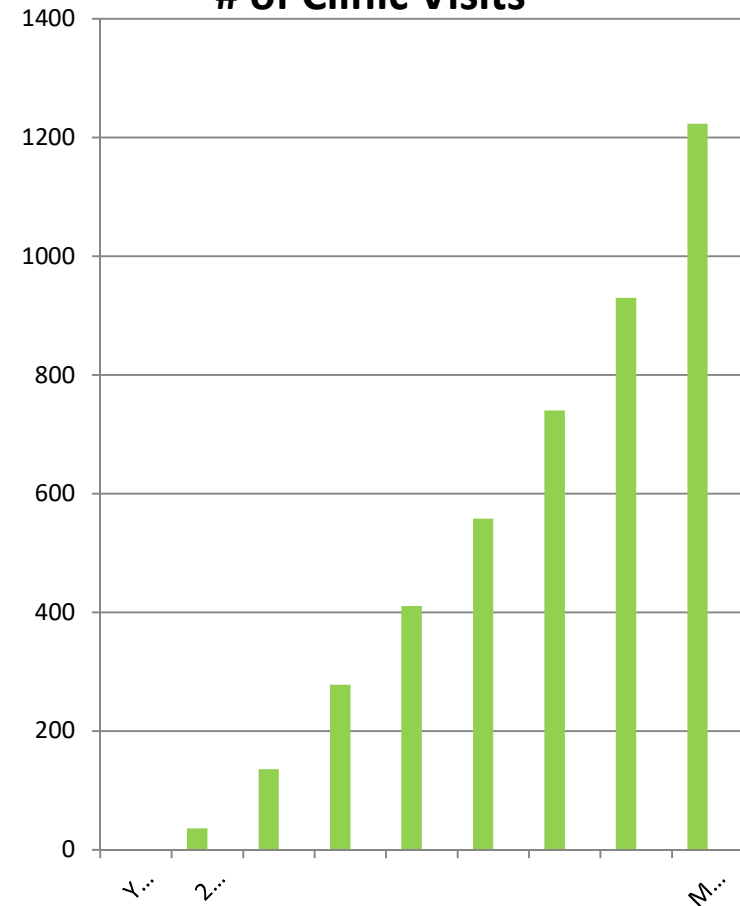


# Serving the People Who Need It Most

current smokers %



# of Clinic Visits



# Valuing Relationships: Hamilton Cessation Community of Practice



- Partnership approach\*
- 14 agencies (30 members)
- Consultations
- Face-to-face quarterly
- Monthly email updates
- Provincial initiatives (LTPB, WUR, SHL)

# Developing Skills and Capacity: Professionals



## Training

- Over 60 Sessions from 2014 - Now
- 3000 Resources
- 200 Consults



## Workplace Quit and Win

- SOR Workshop for staff on site



## Cessation Services for Syrian Refugees



## Healthy Birthweights Initiative

- CoH Strategic Initiative to Decrease Low Birth Weight



## Partnerships

- 12 Steering/Workgroups
- Support agencies with SFOA NRT
- Hamilton Quits Smoking Care Pathway

# Program Components...so far

1. Co-create, maintain and promote distribution and use of the Cessation Care Pathway tool;

2. Evaluation and monitoring system (portal);

3. Coordinated professional education for healthcare and social service organization staff;

4. Community-wide campaign.



# HCP Care Pathway Tool

- Tool in every HC organization
- Increase reach
- Personalized to different consumer groups

## Quitting or Reducing Smoking? We Can Help.

Contact your practitioner to see if you are eligible to receive up to 26 weeks of NRT and attend sessions every 2-4 weeks.

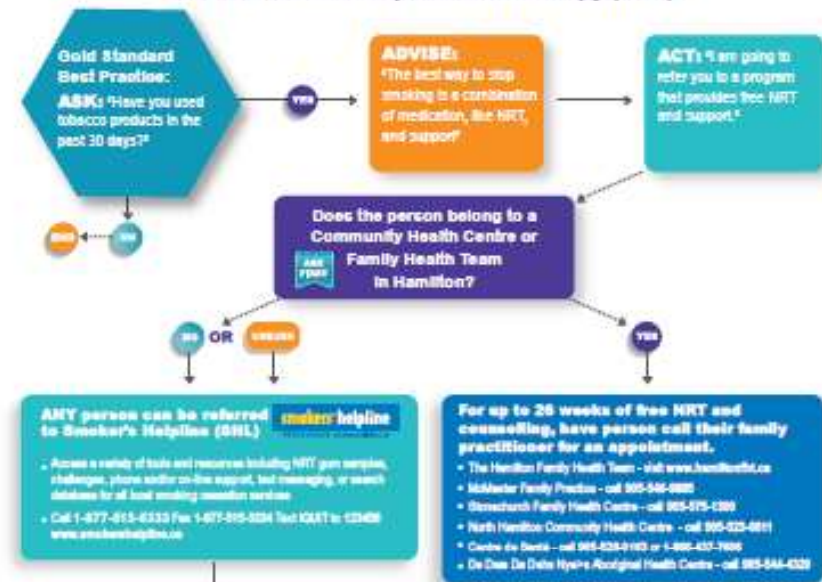
Or call Smokers Helpline **1-877-513-5333** or text **iQUIT** to **123456** to find out what site you are eligible for.

Visit [hamiltonquitssmoking.com](http://hamiltonquitssmoking.com) for more information.

- The Hamilton Family Health Team - [www.hamiltonfht.ca](http://www.hamiltonfht.ca)
- McMaster Family Practice - **905-546-9885**
- Stonechurch Family Health Centre - **905-575-1300**
- North Hamilton Community Health Centre - **905-523-6611**
- Centre de Santé (French) - **905-528-0163**
- De Dwa Da Dehs Nye>s Aboriginal Health Centre - **905-544-4320**
- Hamilton Public Health Quit Smoking Clinic (one time session) - **905-540-5566**
- Good Shepherd (Mental Health Diagnosis) - **905-528-3655**
- St. Josephs Health Care Hamilton TARP (Mental Health Diagnosis) - **905-522-1155 ext. 36407**
- Juravinski Hospital and Cancer Centre - **Talk to your practitioner**
- Pharmacist
- Other \_\_\_\_\_

## Hamilton Tobacco Cessation Care Pathway

Every person in Hamilton can access tobacco use services and free Nicotine Replacement Therapy (NRT)



## Quitting or Reducing Smoking? We Can Help:



# Electronic Care Pathway for Patients

Hamilton Quits Smoking

Home

Treatments ▾

Where to get help ▾

About

Contact

Hello, Janice.Johnston@hamilton.ca!

Answer the questions below to learn where to find help.



# Evaluation and Monitoring

Hamilton Quits Smoking   Home   Data Entry ▾   Reports ▾   Admin ▾   About ▾   Hello, Michelle.Wawrzyniak@Hamilton

Site	Date	Enrollment	Visits	At 3 months			At 6 months			Quit
				Quit Rate	People Surveyed	People Who Quit	Quit Rate	People Surveyed	People Who Quit	
☒ Good Shepherd		46	71	NaN			NaN			
☒ Hamilton Family Health Team		838	2389	41.1	314	129	39.1	400	156	
☒ McMaster Family Health Team		47	179	28.6	7	2	20.0	20	4	
☒ McMaster Family Practice		98	271	37.5	16	6	66.7	3	2	
☒ Public Health Services - Main Site	Mar 31, 2016	52	278	42.3	52	22	35.0	20	7	
	Jun 30, 2016	36	209	38.9	36	14	38.6	44	17	

# “Hamilton Quits Smoking” Training/Orientation

- ❖ Coordinated Professional education for Healthcare and social service organizations’ staff
- ❖ Sequencing with current channels/venues
- ❖ Organizations outside system - leader group





# Community Awareness

- Promote and support the “Hamilton Quits Smoking” initiative as no wrong door approach to engage people as well as to enhance clinical best practices among HCP
- Use existing resources that can be accessed through the portal and facilitated by the system leaders



# Use of Existing Resources

## Patient Reminder Video



## Patient Reminder Door Decal



**YOU CAN MAKE IT HAPPEN**  
It's time to **QUIT**



**Tips:**

- Drink water with crushed ice if possible
- **Deep Breathe** - Take a deep breath, hold for two seconds, then let it out
- **Delay the urge to smoke** - put it off for a few minutes
- **Do something else** - try a different activity
- **Keep a diary** of how much and where you smoke
- **Get support** from friends, family and/or professionals
- **Make your home and car smoke-free**

**Changes after qu**

- 20 minutes** - your pulse pressure return to norm
- 8 hours** - carbon mono in your blood drop
- 24 hours** - your chance a heart attack drops
- 72 hours** - you can taste things better and becomes easier
- 2 weeks** - your circulation working becomes easier
- 1 year** - you've cut your disease in half

**Facts:**

- Smoking takes up a lot of your time. For people who smoke a pack a day you will spend 4 hours a day smoking\*. That is 60 days every year.
- For people who smoke a pack a day, they will spend over \$1000 on contraband tobacco (clear bags) and \$4160\*\*\* for premium cigarettes each year.
- Cigarette butts are the most common type of litter.
- Many people are ashamed to smoke, mostly around children or others who do not smoke.
- Tobacco companies use sneaky advertising that leads people to s



"I wanted to be healthier, play more activities and hang with friends without smelling like smoke."  
- Michael



**QUITTING FOR WINNERS**

# Quick Wins

- ❖ HCP engagement- SC program in the RCP improvements
- ❖ Enhanced partnership with AHAC
- ❖ Influence other PHUs and organizations



# Hamilton Quits Smoking

