

Identifying Opportunities for Improvement in a Program Designed to Address Tobacco-related Disparities in Rural Communities

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Overview

- Learning Outcomes
- Background/Objectives
- Challenges to providing services in rural communities
- Developing a Rural Health Plan
- Preliminary Findings
- Addressing Barriers/Adapting the Rural Health Plan
- Conclusions



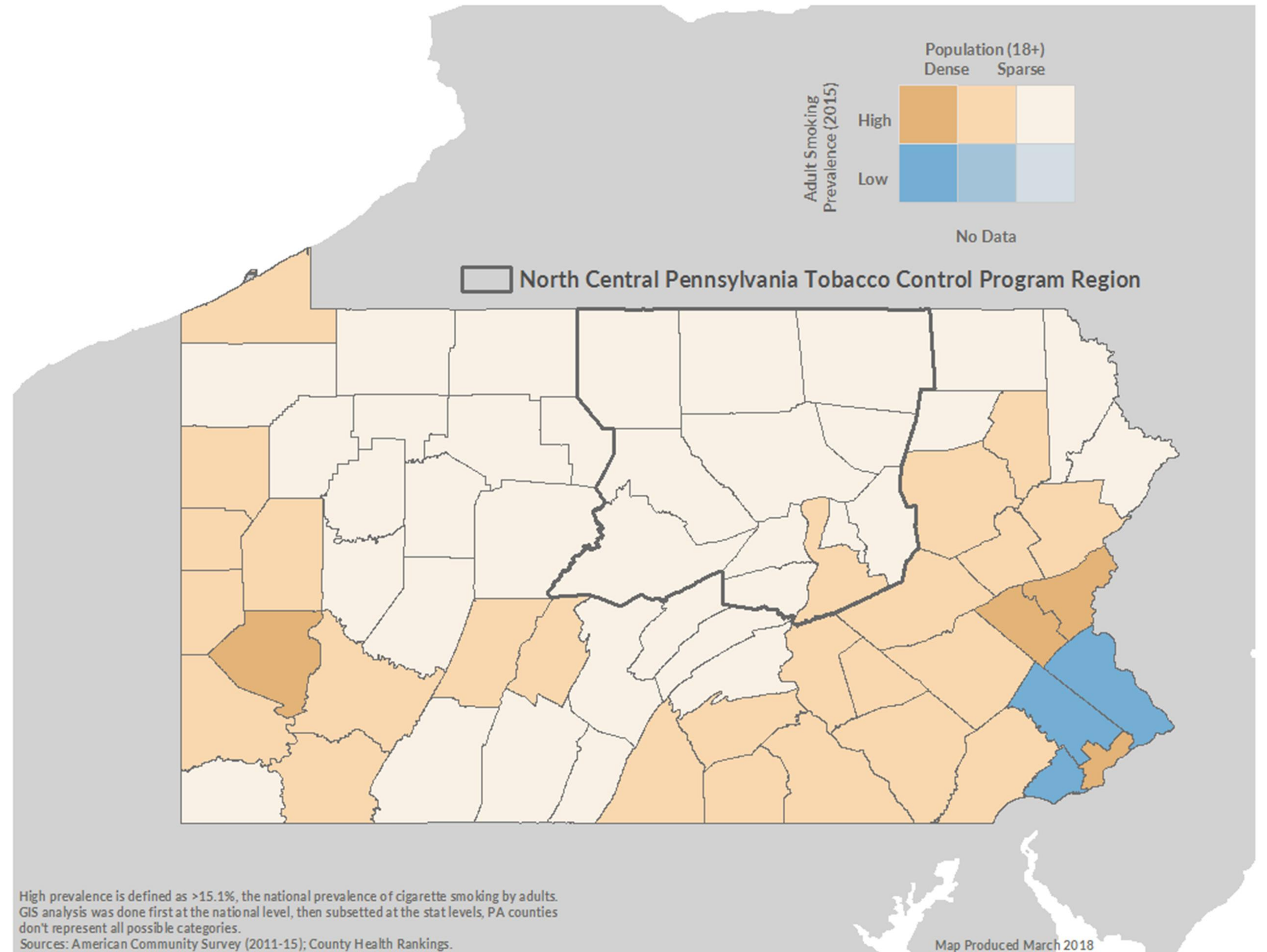
Learning Outcomes

- Identify the risk factors and challenges to providing tobacco cessation services in a rural community.
- Describe how to adapt traditional tobacco cessation programming to meet the needs of rural communities and their most vulnerable populations. Challenges to providing services in rural communities



Background/Objective

- North Central PA is primarily comprised of rural communities but suffers from high rates of tobacco use



Challenges to providing service in rural communities



Geographic Isolation and Transportation Barriers



Lower Socio- Economic Status and Education Level



Higher Rates of Health Risk Behaviors

Program Tasks

Goal 1: Prevent the initiation of tobacco use among young people

- Tobacco Resistance Unit – TRU
- Enforcement – Act 112, FDA, Synar



Program Tasks

Goal 2: Promote quitting among adults and young people

- Promote the Quitline
- In-Person Cessation
- Online Cessation
- Youth Cessation



Program Tasks

Goal 3: Eliminate non-smokers' exposure to secondhand smoke

- Worksite Policy
- Multiunit Housing Policy
- Young Lungs at Play



Program Tasks

Goal 4: Identify and eliminate tobacco-related health disparities

- Key populations: Rural, Low SES, Hispanic/Latino, LGBTQ
- Partnered with local service providers, rural health clinics, FQHCs, Hispanic/Latino, and LGBTQ serving organizations to provide tobacco prevention and control services.



Developing a Rural Health Plan

This plan prioritizes:

Using targeted social media campaigns as the primary form of outreach to promote program services, including Freedom From Smoking Plus, no-cost nicotine replacement therapy, and the Pennsylvania Free Quitline.



Developing a Rural Health Plan

Offering a no cost online cessation program called Freedom From Smoking Plus



Evaluation

- Tracking promotional activities
- Quitline Promotion
- Freedom From Smoking Plus Promotion



Preliminary Findings

- Online cessation programming now represents over 40 percent of the region's clients
- Promotional activities have triggered interest from someone in every county in the region
- Facebook the number one promotional tool

American Lung Association in Pennsylvania
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Freedom From Smoking® Plus is the newest way to access the American Lung Association's proven tobacco cessation program.

AMERICAN LUNG ASSOCIATION | FREEDOM FROM SMOKING® PLUS

Quit tobacco today.

Learn more about Freedom From Smoking® Plus
Receive free nicotine replacement therapy and free access to an online course to quit tobacco. This project is funded through a grant from the Pa. Department of Health.

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Addressing Barriers/Adapting the Rural Health Plan

- Lung Association will complete interest surveys with participants that they interact with on the spot
- Additional materials were created to assist in FFS+ enrollment
- Incentives will be used to entice individuals

Step-by-Step Instructions



- 1 Fill out **Interest Survey** using the bit.ly/FFSPlus link or with the help of Lung Association staff member.
- 2 Someone from Lung HelpLine will contact you via email and phone within 48 hours.
 - a. Look out for the phone number 1-800-LUNGUSA (1-800-586-4872).
- 2 Complete Intake Survey with the Lung HelpLine Staff.
- 4 Once the survey is complete you will receive a login code for your **FREE** 1-year Freedom From Smoking Plus Membership, as well as a **FREE** Quit kit shipped to your house to aid in your quit journey.
- 5 Complete the **9-Module** program at your own pace. You have up to 12 months to complete.
- 6 Throughout the program, Lung HelpLine will contact you to provide additional telephonic support, as well as **FREE** four weeks of **Nicotine Replacement Therapy** (NRT – patch, gum or lozenge).
- 7 NRT will be shipped directly to your home.
- 8 Receive a **\$15 Gift Card** for completing the program, as well as the end of class survey.

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Conclusions

- Traditional methods of providing services must be adapted and continually evaluated to enable informed program modifications. This will ensure that rural communities, and their most vulnerable populations, receive the services they need.



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Thank You!

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