Integration of Tobacco Treatment Services into Cancer Care at Stanford Health Care

Cindy Tran, MPH, Brittany Pike, MS, BSN, RN, Matthew Kendra, PhD, Rachelle Mirkin, MPH, Judith Prochaska, PhD, MPH

**Problem**

- In the United States, tobacco is the leading cause of cancer, cancer-related death, disability, and premature and preventable death (1,5).
- In the United States, cigarette smoking and exposure to tobacco smoke causes 480,000 premature deaths annually, about 36% are cancer-related deaths (2).
- Approximately 16 million Americans live with a serious illness caused by smoking (5).
- The United States spends $170 billion annually on medical care to treat smoking-related disease in adults (5).

**Why Address This Problem?**

- In the United States, more people are addicted to nicotine than any other drug, and research suggests that nicotine may be as addictive as cocaine, heroin and alcohol (2,3,4).
- Those who quit smoking can substantially reduce their risk for cancer, disease and premature death. The most effective approach for smoking cessation is combination pharmacotherapy and behavioral therapy (6).

**Aims**

- Increase tobacco cessation treatment referrals so that 100% of identified tobacco users seen at the Stanford Cancer Center are automatically referred for treatment (opt-out model).
- Support patients’ long-term tobacco abstinence, which is assessed 6 months post-treatment.

**Impact**

<table>
<thead>
<tr>
<th>Category</th>
<th>January 22, 2019 - February 24, 2020</th>
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</thead>
<tbody>
<tr>
<td>Patients seen in 14 clinics.</td>
<td>16,220</td>
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<tr>
<td>Patients screened in 14 clinics.</td>
<td>15,938 (98%)</td>
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<tr>
<td>Tobacco Users Identified &amp; Referred to Treatment.</td>
<td>823 (5%)</td>
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<tr>
<td>Tobacco Users Reached by Tobacco Treatment Specialist via phone.</td>
<td>624 (76%)</td>
</tr>
<tr>
<td>Tobacco Users Engaged in Tobacco Treatment.</td>
<td>187 (30%)</td>
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<tr>
<td>17% of patients are tobacco free at 6-months follow-up.</td>
<td>114 (61%)</td>
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<tr>
<td>73 (39%)</td>
<td>2+ Treatment Type</td>
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</tbody>
</table>

**Uniqueness**

- Pre-doctoral Clinical Psychology students provide tobacco treatment counseling to patients as part of their practicum experience.
- Partnership with Alto Pharmacy. Alto Pharmacy offers same day delivery of 2-weeks free Nicotine Replacement Therapy and/or discounted cessation medications to patients.
- Combination Therapy (Pharmacotherapy and behavioral therapy) is offered to patients.
- All patients identified as a tobacco user are offered treatment and biomarkers (Carbon Monoxide monitoring and/or Cotinine Saliva Test Kit).

**Next Steps**

To help grow our capacity for tobacco treatment outreach and counseling, expand tobacco treatment services across Stanford Cancer Center clinics, and meet our goal of engaging >500 patients in treatment by June 2020: We expanded into two additional Stanford Health Care Cancer Centers beyond the Palo Alto site: Cancer Center South Bay and Redwood City Cancer Center in March 2020.

**References**

- CDC, 2019: https://www.cdc.gov/tobacco/data_statistics/index.htm