

Smoking Cessation Counseling: Don't Miss Your Opportunity!

THE IMPACT OF COUNSELING ON QUITTING

- Recent surveys show 25 percent of all Americans smoke, and 70 percent of them want to quit.
- Only half of the smokers who see a doctor have ever been urged to quit.
- Less than three minutes of tobacco cessation counseling by a health care practitioner increases patient quit rates by 30 percent. Multiple interventions are associated with even higher successful quit rates.

WHY QUITTING IS IMPORTANT TO MEDICAL CARE

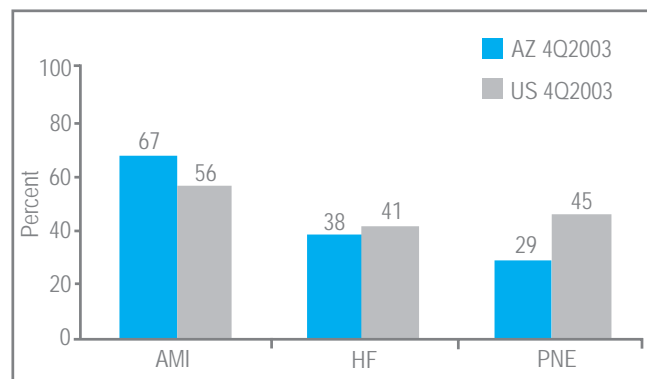
- Smoking negatively affects bone and wound healing.
- Among cardiac patients, second heart attacks are more common in those who continue to smoke.
- Lung, head, and neck cancer patients who are successfully treated but who continue to smoke are at elevated risk for a second cancer.

WHY HOSPITALIZED PATIENTS MAY BE PARTICULARLY MOTIVATED

- The illness resulting in hospitalization may have been caused or exacerbated by smoking, highlighting the patient's vulnerability to the health risks of smoking.
- Hospitals in the United States must now be smoke free if they are to be accredited by JCAHO. As a result, every hospitalized patient who smokes is temporarily in a smoke-free environment.

HOSPITAL PUBLIC REPORTING

- Beginning in January 2005, hospital smoking cessation counseling rates for patients with acute myocardial infarction (AMI), heart failure (HF), and pneumonia (PNE) will be added to the publicly-reported quality measures displayed on the Centers for Medicare & Medicaid Services (CMS) Web site.



Smoking Cessation Counseling Results for Three Publicly-Reported Hospital Quality Measures, Arizona and United States, 4th Quarter 2003.

Call the Arizona Smokers' Helpline at 1-800-556-6222 (www.ashline.org).