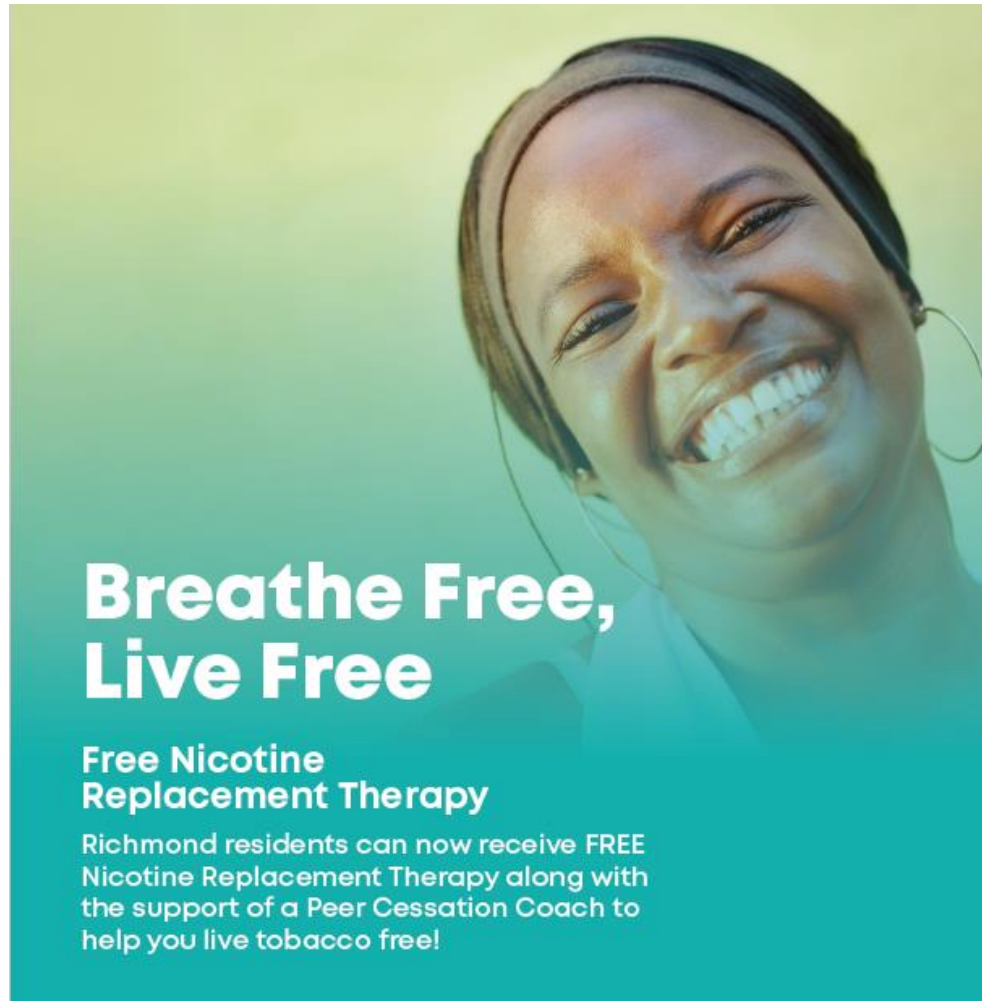




Free From Tobacco

Richmond City Cessation Program 2019-2020

Why Free From Tobacco?



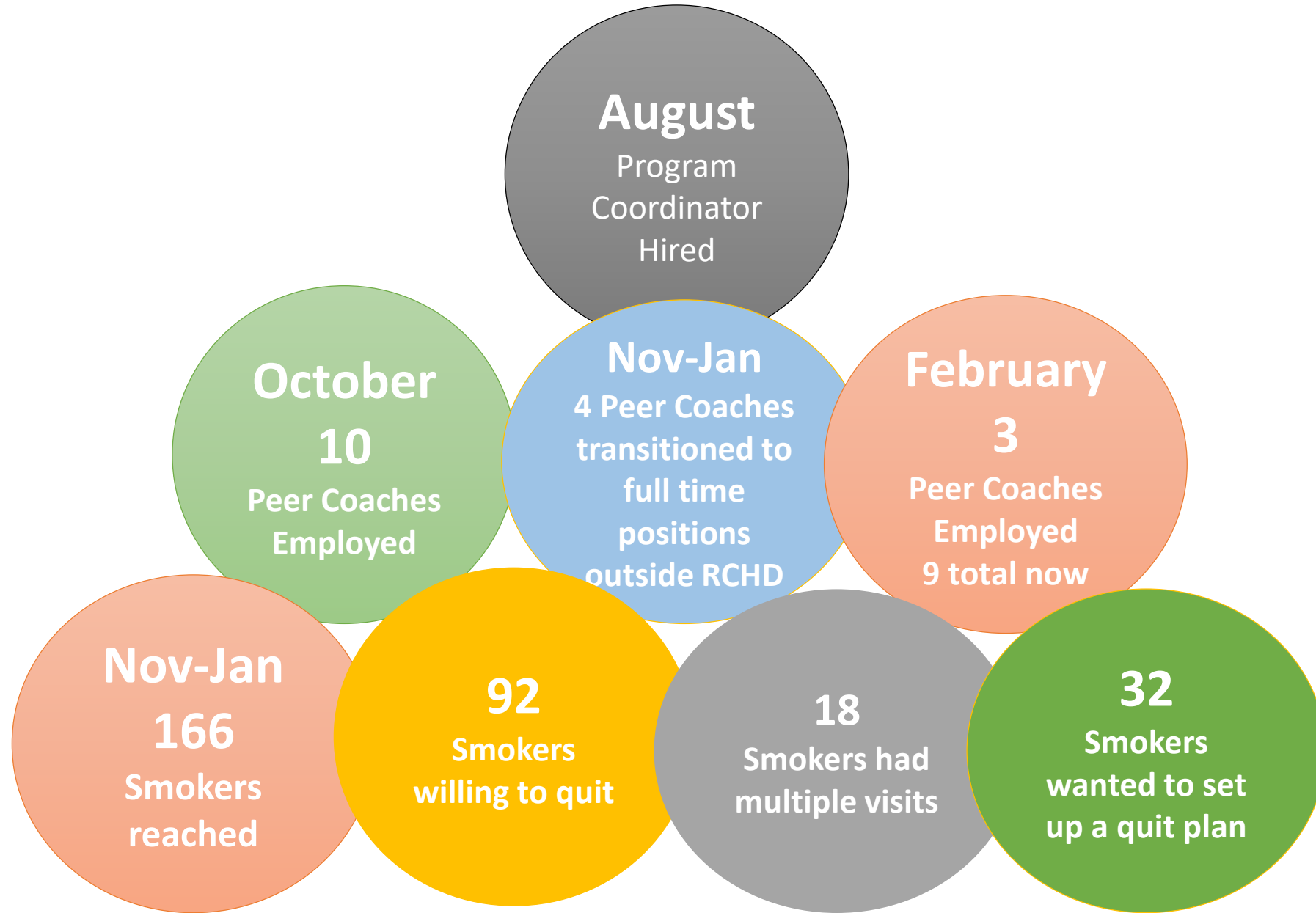
City Council recognized the need for the city's most vulnerable residents to have the support they need to quit and stay quit.

Tobacco is **STILL** the leading preventable cause of death and disease in the U.S.

75% of Virginian tobacco users WANT to quit.

Researchers estimate that smokers will attempt to quit smoking several times before being successful.

Program Metrics



What Free From Tobacco Offers

- ✓ 1-1 Support to Richmond City Residents to include resources with Free Nicotine Replacement Therapy
- ✓ Cessation Classes or Support Groups (Nic A)
- ✓ Linking and referring to community resources including Medicaid, Disease Management, Housing, Employment, etc.
- ✓ Investment in Richmond residents as leaders in the community

Compassionate, Nonjudgmental support on your journey to quit and stay quit

Breathe Free/Live Free

Free From Tobacco Peer Coaches



Michele Style:
Peer Coach



James Braxton-
Peer Coach



Rudy Green:
Peer Coach

18 year old male client has been successful in moving his quit journey from a 1-4. He is thinking critically now about how his smoking impacts his health but more importantly **he has learned that his smoking habit is connected to his stress**. He recently traveled with a youth development program out of town and had the urge to smoke. He had the means to walk off at will and purchase his own black & mild but instead he decided to hang out in the hotels hot tub. He loved it and found it more relaxing than smoking! In this moment he discovered there are positive ways to relieve stress without harming his body and now working towards learning more.

We have engaged members of the community who have been **searching for a supportive resource like this** leaving them feeling inspired and informed.

I've worked with two city residents that started their journey with me back in November or December. They both smoked almost a pack a day. I took them to the resource center and they both received nicotine patches and gum. **Now neither of them are smoking; and have stopped using the patches and gum**. They thanked me for reinforcing their idea to stop and for helping them construct a "stop plan" to give them a map on how to stop. #freefromtobacco



Tanya Francis:
Peer Coach



Sheila Goode:
Peer Coach



Thelma Brown:
Peer Coach

CDC 500 Cities Data

Model-based estimates for current smoking among adults aged ≥ 18 years – 2016



NRT in RCHD
Resource
Centers

Current:
Creighton Resource Center
Fairfield Resource Center
Gilpin Resource Center
Hillside Resource Center
Mosby Resource Center
Whitcomb Resource Center



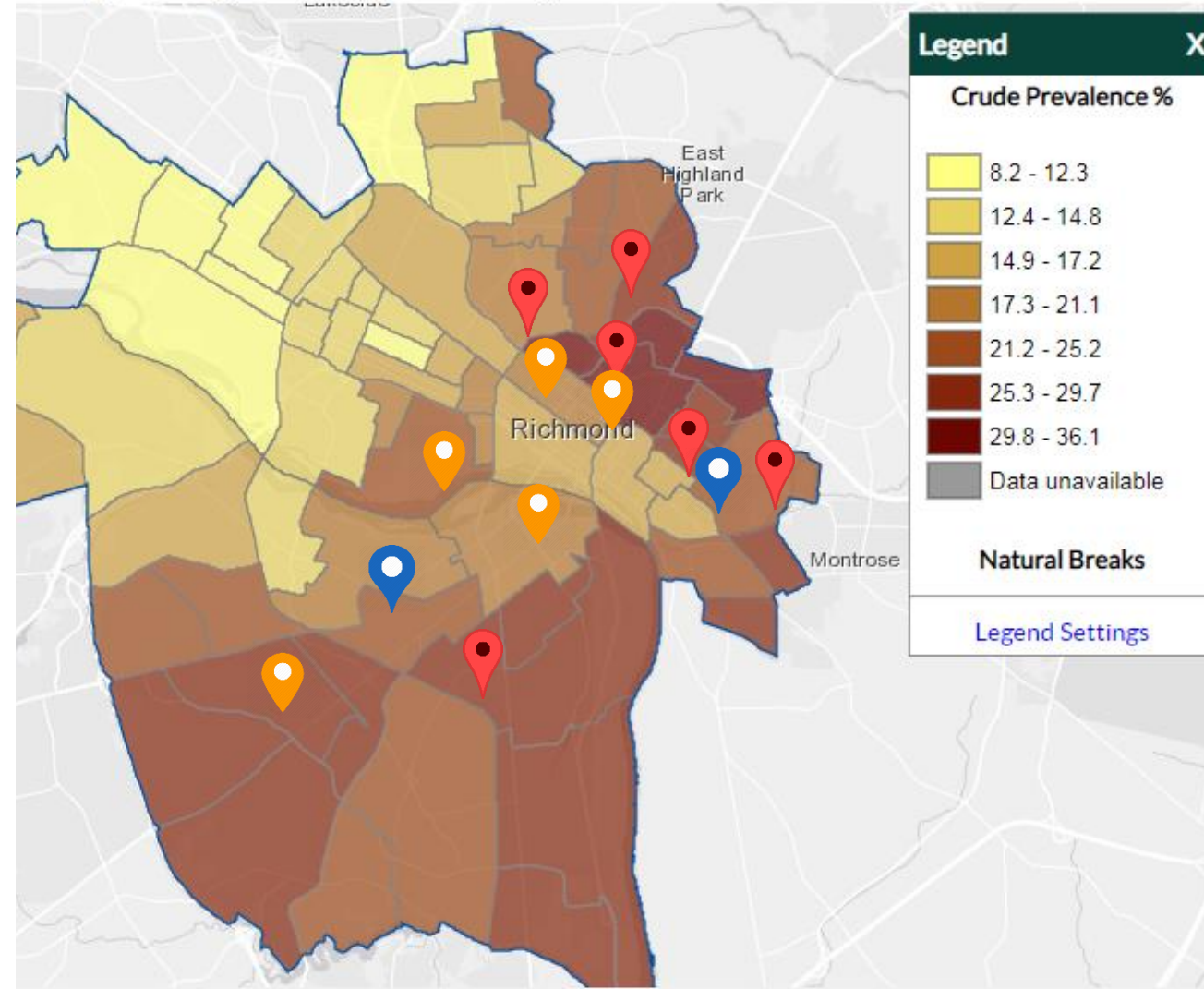
NRT coming at
Partner Clinics

Coming soon:
CAHN
Daily Planet
Crossover Ministries
Bon Secours Care-A-Van
Health Brigade



Interest in
expanding
access to NRT

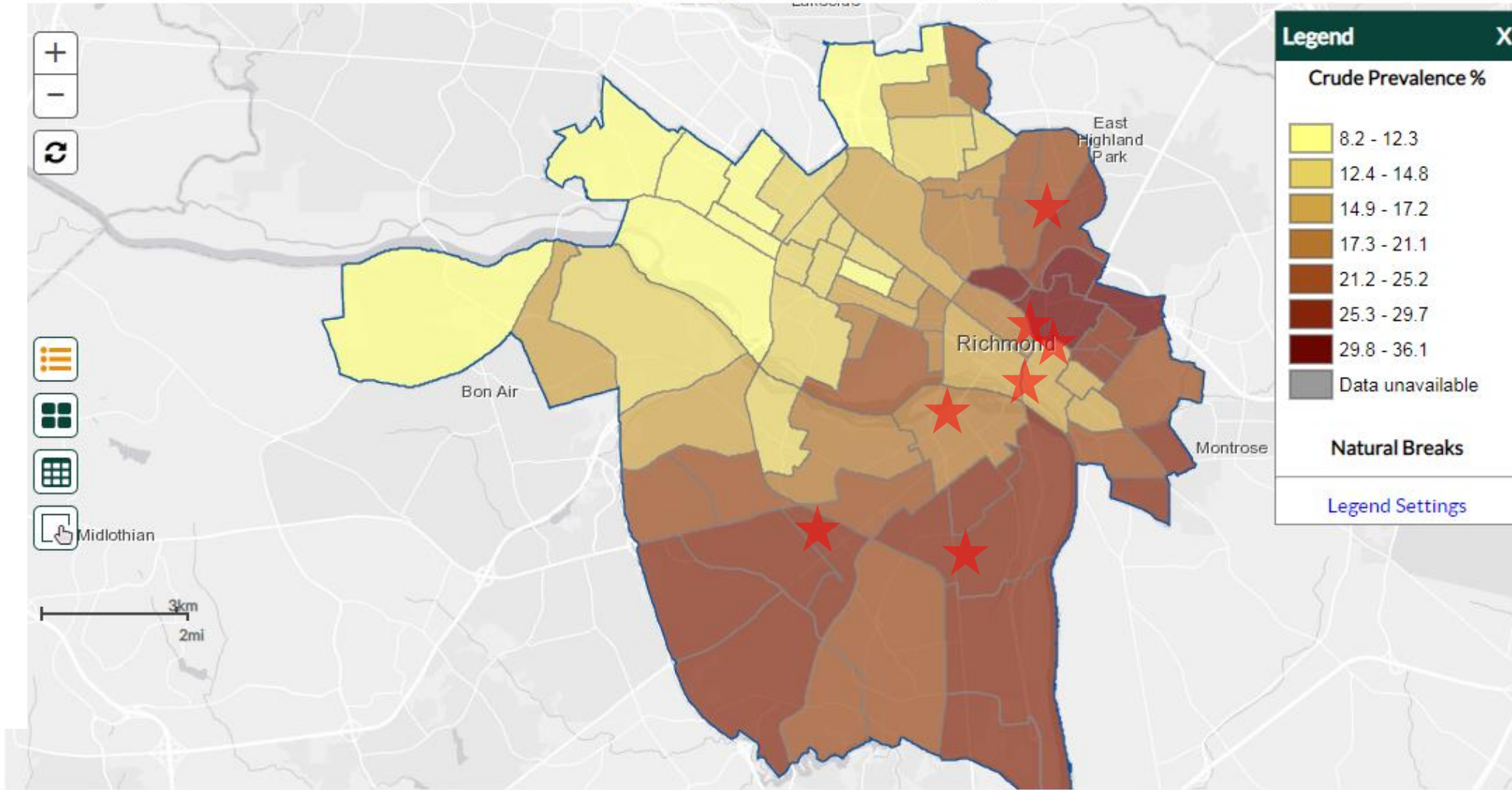
Interest from:
VCU
CAHN Mobile Unit



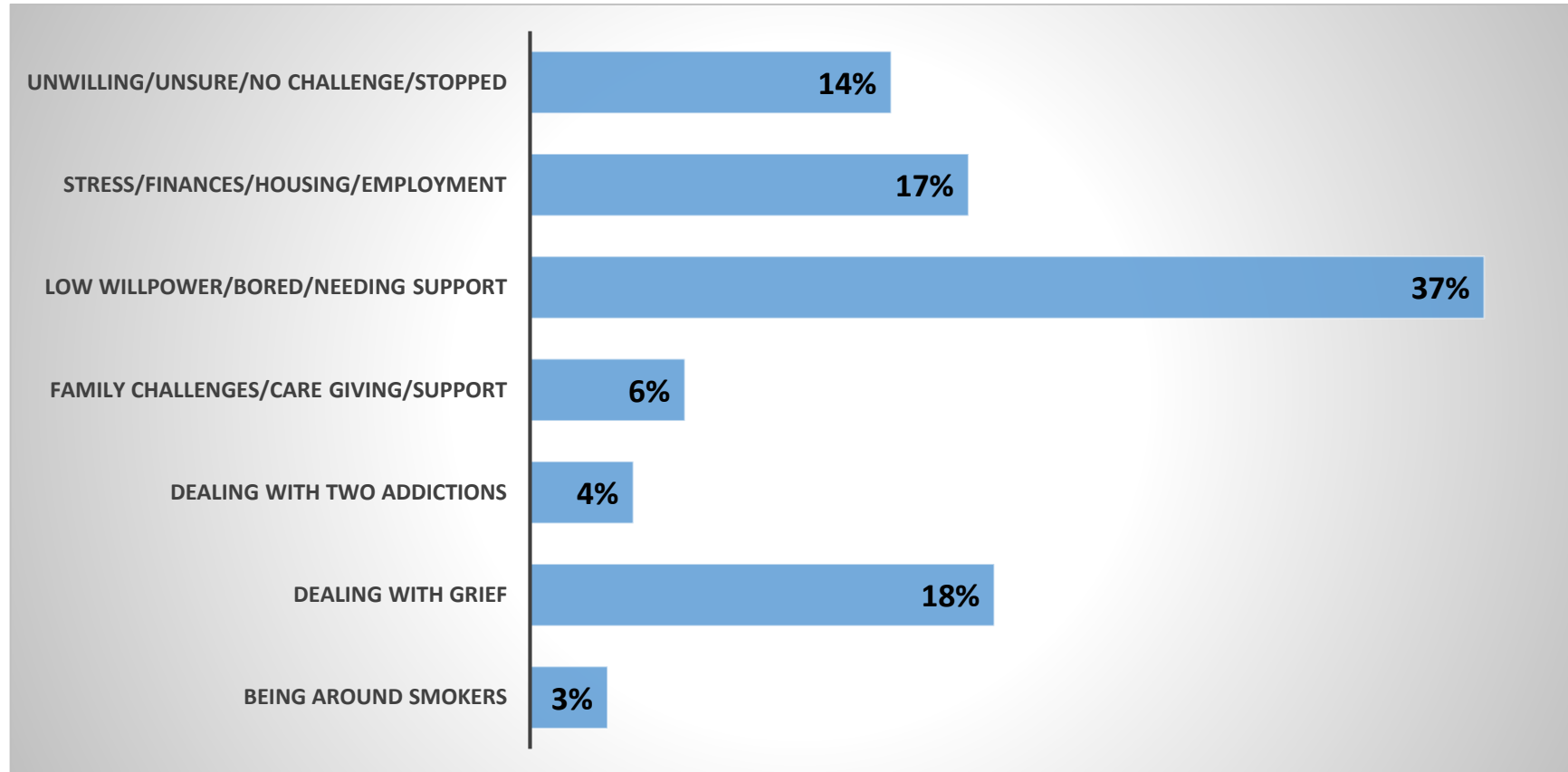
CDC 500 Cities Data

Model-based estimates for current smoking among adults aged ≥ 18 years – 2016

★ Peer Coach
Outreach
Events

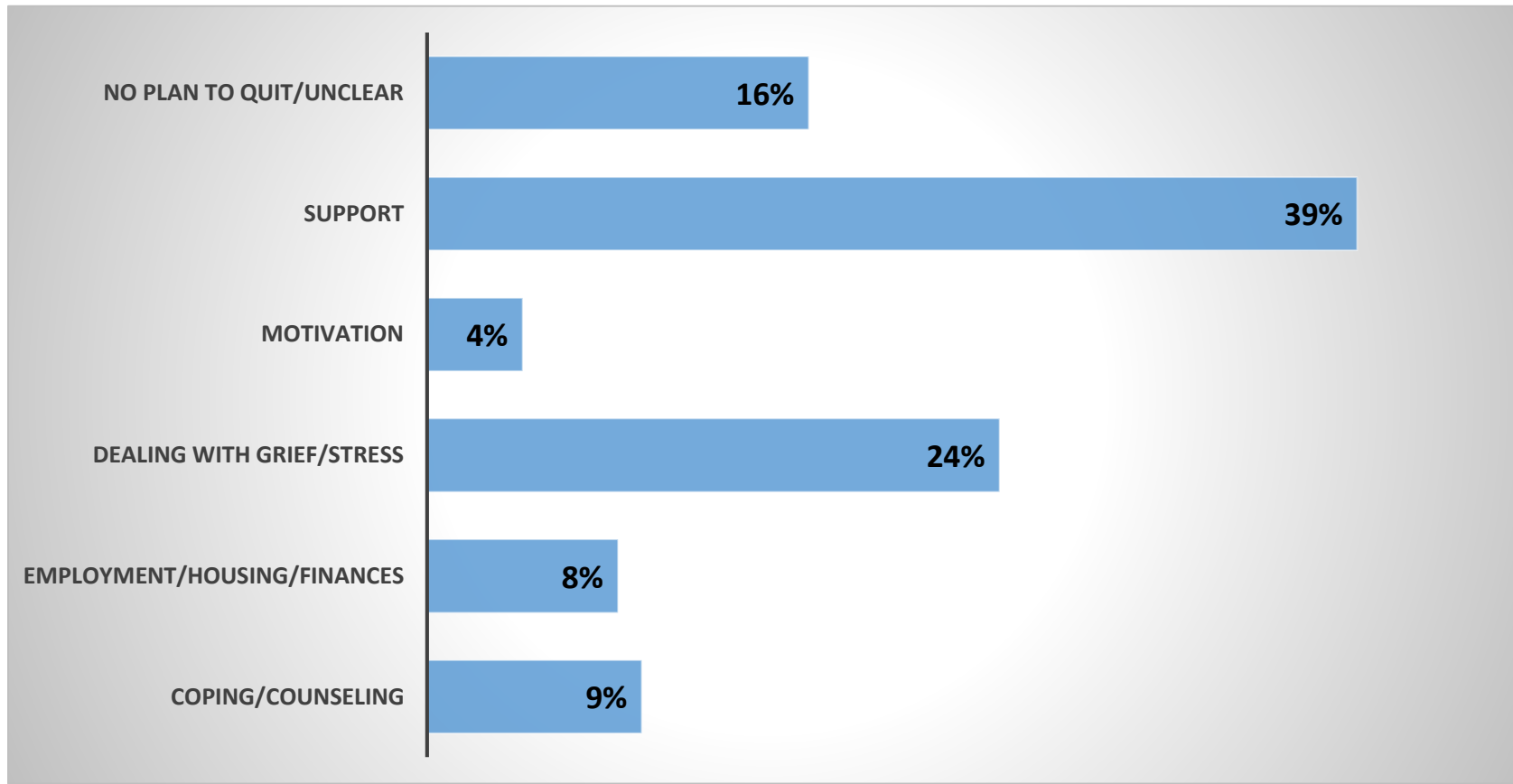


Client-Identified Challenges with Quitting



**145 respondents*

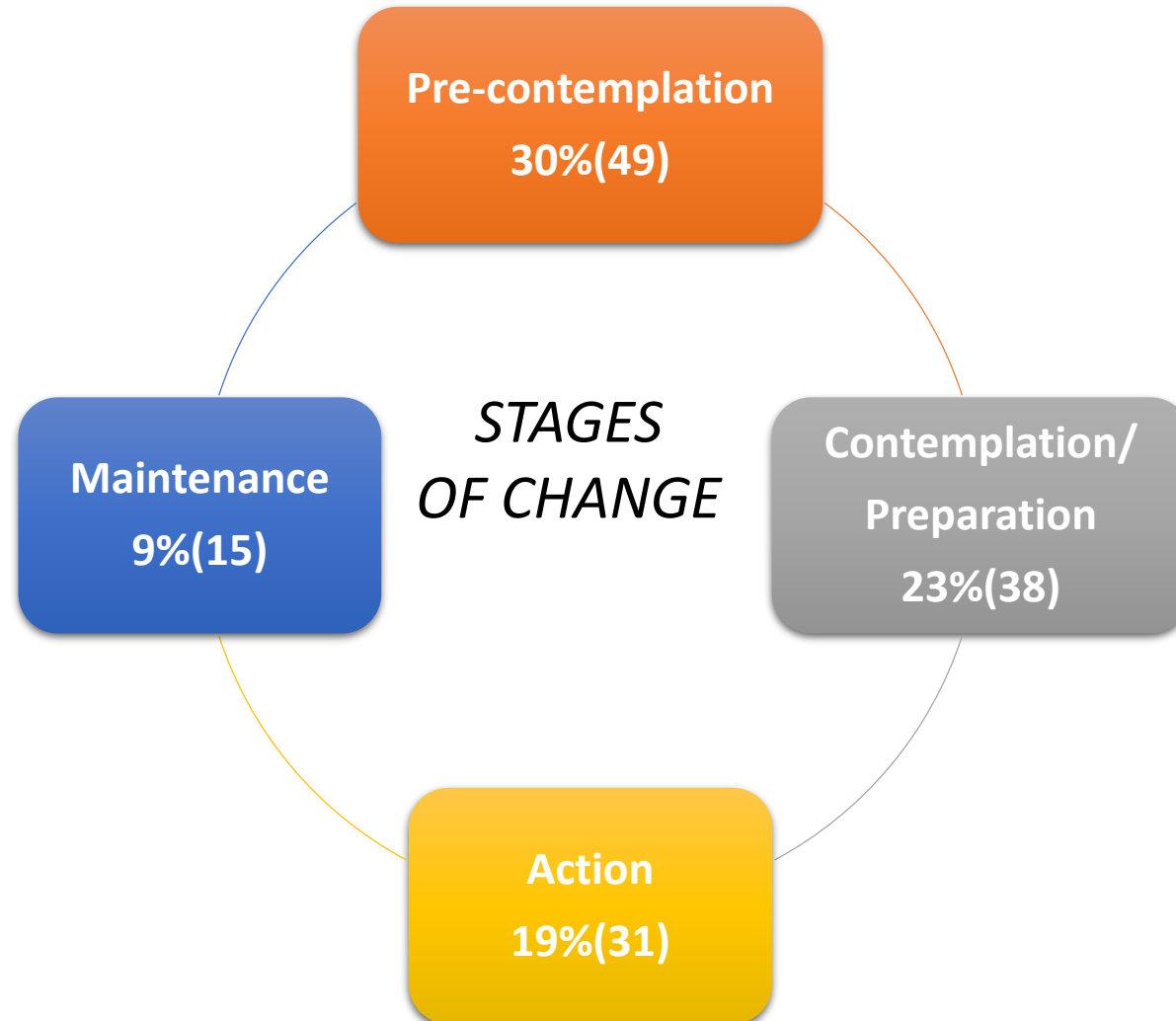
Client-Identified Needs to Optimize Cessation



**158 respondents*

STAGES OF CHANGE

One-third of the clients were in the “Pre-contemplation” stage



- Pre-contemplation: Not planning to make a change
- Contemplation: Thinking about change, seeking support and information
- Preparation: Planning to make a change, gathering confidence and resources
- Action: Taking positive steps and putting plans into practice
- Maintenance: Achieving results and behavior becomes part of daily life

Free From Tobacco Program Administration Priorities

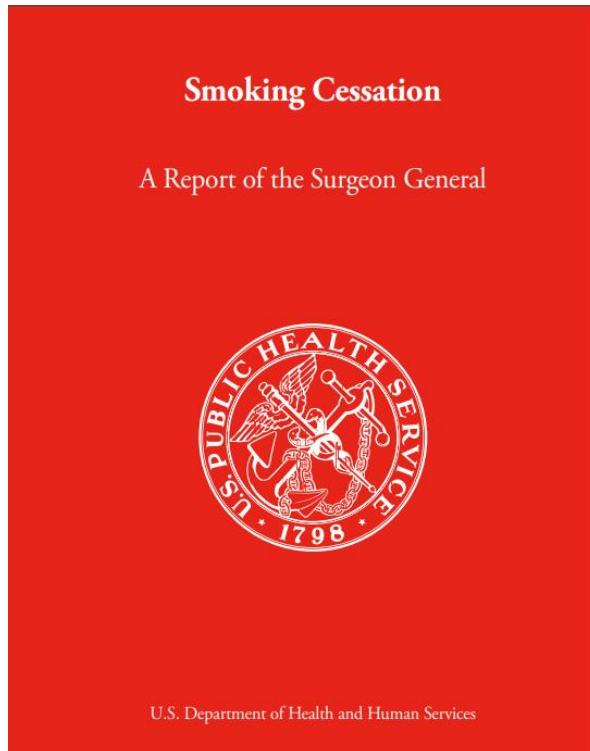
- Program Manager + Administrative Costs
- Cessation and Disease Prevention (Peer Coaches, Community Health Workers)
- Nicotine Replacement Therapy
- Marketing
- Training (peer coaches + local organizations)
- Surveillance + Data

Future Surveillance & Data Analysis

- Tracking smokers' transition points (stages of change) as they advance towards quitting
- Characterizing smoking prevalence by social determinants of health at the census-tract level in Richmond City

Smoking Cessation

A Report of Surgeon General : January 2020



Use Nicotine Replacement Therapies/
Medication

+

Connect to Behavioral Support

THANK YOU!



Breathe Free/Live Free
Free From Tobacco