

# *Smoke-Free Living for a Healthy Family*



## How to Talk to Families About Tobacco Use?

Early Head Start / Head Start / ECEAP Webinar



# FAQ

## Housekeeping items:

- You may send in questions at any time during the presentation.
- The webinar will be recorded and posted within one week at:  
[www.tobaccoprc.org/TCRC/](http://www.tobaccoprc.org/TCRC/)



# Today's Speaker



Julie Thompson  
Tobacco Cessation Coordinator,  
Tobacco Prevention and Control Program,  
Washington State Department of Health



# Welcome and Introductions





# Learning Objectives

- Be able to talk to your families about their tobacco use.
- Be able to have a conversation about the benefits of quitting and advise family members to make quit attempts.
- Be able to connect those family members who are ready to quit with appropriate resources.



# You Can Make a Difference

- Evidence shows that talking to families about their smoking can double their chance to successfully quit.
- An effective approach that can help you work with families is called the Brief Tobacco Intervention.



# What is a Brief Intervention?

- An evidence-based and effective approach to help you talk to your families about tobacco use.
- Used by Early Head Start, Head Start & ECEAP.





# Part of a Conversation

- The intervention should be part of your ongoing conversation with families.
- Keep the conversation family-centered.
- Use your assessment of family member exposure to secondhand smoke as a guide for the intervention.





# The Benefits of Talking About Tobacco

- Family Members Expect It
- Can Increase Satisfaction with Care
- Improves Family Health Outcomes
- Saves Money
- Reduces Children's Exposure to Secondhand Smoke (SHS)





# The Brief Intervention Model

**ASK** about secondhand smoke exposure and tobacco use.



**ADVISE** family member(s) to quit.  
**ASSESS** readiness to make quit attempt.



**REFER** family members who are ready to quit to trusted resources for help.



# ASK

1. **Ask** your family member(s) about secondhand smoke exposure and their own tobacco use.

*When/Where do you ask?*

- Registration, Health Assessment, Other?

*How do you ask?*

- Natural progression after SHS questions/exposure questions. Then move to adult smoking.
- Blend questions into your conversation.
- Ask about other forms of tobacco, not just cigarettes.
- This conversation will be similar to how you address other health behaviors or concerns.



# ADVISE / ASSESS

2. **Advise** the family member to consider a quit attempt and **Assess** readiness to quit.

## *How to Advise and Assess*

- This is a continuation of your conversation.
- There is no script. Your conversation will reflect the individual and should be family-centered.
- Advise the family member about the benefits of quitting, then assess readiness with a simple question like “Have you thought about quitting?”



# REFER

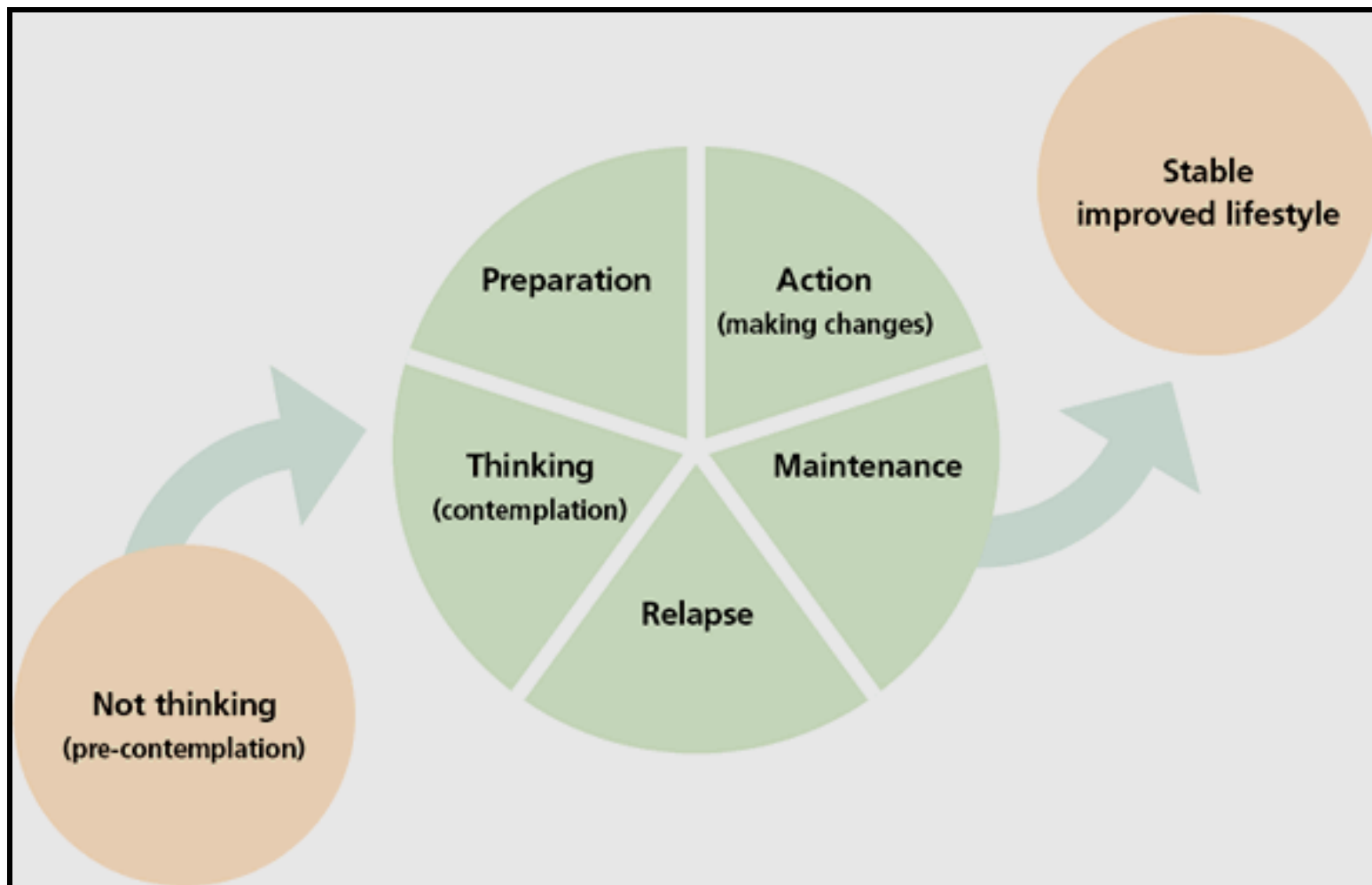
**3. Refer** Help family members access trusted quitting resources to help them make quit attempts.

## *How to Refer*

- Process for referral is likely to be similar to other referrals you make for other conditions/concerns.
- Use trusted and validated resources. Communicate the fact that you trust the resource.
- If possible, try to follow up to see how the resource worked. Continue the conversation.



# Stages of Change





# What if They Are Not Ready?



- Offer family members who are not ready to quit encouragement and informational materials.
- Let them know you can talk to them when and if they start thinking about quitting.
- Keep the door open to future conversations.
- You will spend most of your time working with family members who are thinking about quitting.



# There Are Resources for Everyone

## Family Members Who Are Not Ready to Quit:

- Provide encouragement and keep the door open. You are always a resource!
- Offer materials specific to their stage of readiness.

## Family Members Who Are Ready to Quit:

- Congratulate them on their desire to quit.
- Offer materials to help them plan for a quit attempt.
- Offer referral to trusted tobacco cessation resources.



# Resources for Those Ready to Quit

Washington State Tobacco Quit Line

(1-800-QUIT-NOW)

Local Hospital-Based Programs

Community Groups

Local Cessation Programs

Other?



# How to Effectively Refer?

- Use trusted state-wide and local cessation resources.
- Understand the type of services they offer.
- Use materials to help describe the resource to your family member(s).
- Help your family member(s) understand what to expect from the services they will receive.



## How You Can Help

- Talk to family member(s) about their tobacco use and offer cessation resources.
- Whether you are a tobacco user or not, YOU can still make a difference by working with family member(s).
- Do not assume that family members who do not want help do not want to quit.



# QUESTIONS?





# Break

## 15 Minute Session Break



# Summary of Part I

- Help family members achieve better help by working to help them quit tobacco.
- Family members value and appreciate your concern for their health. You show this concern by asking about secondhand smoke and tobacco use.
- Make asking, advising and referring part of your routine conversation with families.
- Use trusted cessation resources to help families access quitting information.



# Brief Intervention Review

1. **Ask** your families about their smoking and other forms of tobacco use.
2. **Advise** the family member(s) to quit and **Assess** their readiness by finding out if they have thought about quitting before.
3. **Refer** family members who are ready to quit to resources to help them.



# Review: How to Ask?

1. **Ask** your families about secondhand smoke, their smoking and other forms of tobacco use.

*“Has your child been exposed to cigarette smoke or other forms of tobacco smoke in the past 30 days?”*

*“Have you or a family member smoked or used tobacco in the past 30 days?”*

## **Tips:**

1. Ask about secondhand smoke first, then the family member’s tobacco use, not just smoking.
2. List tobacco use on paperwork where you ask about other health related information (depression, alcohol use, etc.)



# Practice

Talk about how you might ask families you work with about their tobacco use and exposure to secondhand smoke.

5 to 7 minute practice activity.



# Examples

What are some examples?



# How to Advise?

## 2. Advise the family to quit.

*“Quitting is one of the best things you can do for your health, for the health of your children, and for the health of your family. I strongly encourage you to consider making a quit attempt.”*

### *Tips:*

1. Try asking a question like, “Have you ever thought about quitting?” to lead into the advice.
2. Link your advice to a current condition or situation.



# Practice

Talk about how you might advise family members you work with to make quit attempts.

5 to 7 minute practice activity.



# Examples

What are some examples?



## How to Refer?

- 3. Refer** Help family members access trusted resources to help them make quit attempts.

*“We work with a wonderful resource that can support you in your quitting process. Since you mentioned that you are thinking about quitting, I’d really recommend that you [call, make an appointment with, etc.] X.”*

### *Tips:*

1. If a family member is thinking about quitting, you can refer to in-house resources, community resources or state-based resources. We will talk about these more...
2. Resources should be comprehensive.



# Practice

Talk about how you might refer families you work to resources.

5 to 7 minute practice activity.



# Examples

What are some examples?



# Taking a Family-Centered Approach

- Approach families in a supportive, non-judgmental way.
- Meet families where they are on the stage of readiness.
- Provide a menu of options for how to make changes.
- Do not assume the role of an expert but more of supportive helper.



Thank You

Questions?

Tobacco Cessation Resource Center

Email: [TCRC@freeclear.com](mailto:TCRC@freeclear.com)

Phone: 206-876-2560