Nationwide Dissemination of the Rx for Change Tobacco Cessation Curriculum: Impact of a Train-the-Trainer Program for Pharmacy Faculty

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Pharmacists and Tobacco Cessation Activities

- Current counseling levels -- low
- 8% -- received formal training for tobacco cessation counseling
- 86% -- the profession should be more active in tobacco cessation
- 88% -- interested in receiving formal training
  - 93% -- it will improve the QUALITY of their counseling
  - 70% -- it will increase the NUMBER of patients whom they counsel

Training Future Clinicians

Rx for Change: Vision and Curriculum Goals

- State-of-the-art training program
  - Easily integrated into existing course structures
  - Supported by evidence based research
  - TURN KEY PROGRAM
- Tobacco cessation curriculum for PharmD students
  - Graduates qualified to intervene with all tobacco users (implemented in yr 01 or yr 02)
  - Standard of care for pharmacy based cessation activities in California

Rx for Change: Overview

- Major components:
  - Didactic lecture material
  - Interactive workshop
- 6- to 12-hour modular program
  - MINIMUM is 6 hours
  - Consensus panel: WCOTOH 2000 (L Ferry)

Rx for Change: External Review

Neal Benowitz, MD
Bruce Berger, PhD, RPh
Li Cheng, PhD
Timothy Cline, PhD
Carlo DiClemente, PhD
Stanton Glantz, PhD
Taline Khroyan, PhD
Marianne Paynter, PharmD
Alexander Prokhorov, MD, PhD
Frank Vitale, MA
Rx for Change: Core Modules

- Epidemiology of Tobacco Use (20 minutes)
- Pharmacology of Nicotine & Principles of Addiction (45 minutes)
- Drug Interactions with Smoking (5 minutes)
- Assisting Patients with Quitting (90 minutes)
  - TTM or non-TTM
- Aids for Quitting (60 minutes)
- Role Playing: Case Scenarios (120 minutes)

Rx for Change: Optional Lecture Modules

- Forms of Tobacco (20 minutes)
- Pathophysiology of Tobacco Related Disease (40 minutes)
- Genes and Tobacco Use (20 minutes)
- How to Get Involved (20 minutes)
- A History of Tobacco Control Efforts*
- Post-cessation Weight Maintenance*
- Tobacco Use: Adolescents and Young Adults*

* Under development.

Disseminating Rx for Change: Student Pharmacists’ Views

Do you believe that students at other U.S. schools of pharmacy would benefit from receiving the same, or similar, training? (year 3 data; n=377)

YES 99.2%

Disseminating Rx for Change: Student Pharmacists’ Views

What IS being taught in pharmacy schools?

YES 99.2%

Tobacco Content in Pharmacy School Curricula

- National survey, 98.8% response (n=82)
- Median, 170 total min of required tobacco content during 3-5 years of pharmacy training
- Most heavily emphasized topics:
  - Aids for Quitting
  - Pharmacology of Nicotine & Principles of Addiction
  - Assisting Patients with Quitting
Perceived Importance of Tobacco-Related Topics

How IMPORTANT is it that each tobacco-related topic be covered in your school’s REQUIRED coursework?

Percentage of respondents

0% 20% 40% 60% 80% 100%

Aids for Quitting
Assisting w/ Quitting
Drug Interactions
Pharmacology
Epidemiology

Very or extremely
Moderately
Not at all or a little

Disseminating a Tobacco Curriculum for Pharmacy Schools: Specific Aims

- Recruit 2 faculty from every US pharmacy school
- Train the trainer program in San Francisco
- Provide faculty participants with knowledge & skills to implement the Rx for Change curriculum in their schools
- Attain a high level of implementation in pharmacy school curricula nationwide
- Evaluate the curriculum, using an approach that incorporates both process & outcome measures

Disseminating a Tobacco Curriculum for Pharmacy Schools

O1 O2 O3 O4 O5


Trainings
Curriculum content surveys
Student surveys
Web-site utilization
External dissemination

Disseminating a Tobacco Curriculum for Pharmacy Schools

O1 O2 O3 O4 O5

Train-the-Trainer Program Materials

- Rx for Change curriculum binder
  - Faculty Coordinator’s Guide and supporting materials
  - CD ROM (> 300 slides)
  - Instructor’s notes for each slide
  - Ancillary handouts
  - Case scenarios (2 demo, 20 pharmacy, 10 clinician)
- Instructor guidelines, clinician info, patient info
Train-the-Trainer Program Materials (cont’d)
- Rx for Change videotape:
  - Introductory segment (F Vitale, U Pittsburgh)
  - 6 trigger tapes + instructor guidelines
  - 3 videotaped counseling sessions
- Clinical Practice Guideline (full, abbreviated)
- LifeSign unit (PICS, Inc.)
- Pharmaceutical products for trainings
- Outreach tools:
  - Tobacco prevention lecture for middle schools
  - CE programs: 6 versions, w/ goals and objectives, handouts
- Rx for Change web-site access

Survey of Rx for Change Train-the-Trainer Program Participants

STUDY GOAL
To assess pharmacy faculty members’ perceptions regarding adoptability of the Rx for Change curriculum after participation in a train-the-trainer program

Survey of Train-the-Trainer Participants

Study Methods
Participants
- 132 faculty members from 75 US schools of pharmacy attending a 2-day train-the-trainer program in Summer 2003
Study instrument
- 8-page, 110-item, post-training survey
- Assessed key factors hypothesized to be associated with program adoption
- Roger’s Diffusion of Innovations Theory

Faculty Participants: Demographics

<table>
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<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>73.5%</td>
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<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>82.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>8.3%</td>
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<tr>
<td>Hispanic/Latino</td>
<td>5.3%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>3.0%</td>
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<tr>
<td>Pacific Islander</td>
<td>0.8%</td>
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<thead>
<tr>
<th>Academic Rank</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Assistant Professor</td>
<td>64.4%</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>18.2%</td>
</tr>
<tr>
<td>Professor</td>
<td>6.8%</td>
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<tr>
<td>Other</td>
<td>10.6%</td>
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Mean Age (SD, range): 36.3 (9.5, 25-63)

Faculty Participants Tobacco Use History

- 47% Never tried tobacco
- 39% Experimented a few times
- 12% Current daily user
- 12% Previous user, but quit
- 12% Current user, not daily

Previous Tobacco-Related Teaching Experience

- 43.9% Taught class lectures on tobacco
- 36.4% Provided tobacco cessation counseling services to patients
- 28.8% Precepted students providing tobacco cessation counseling services to patients
- 25.9% Taught labs/workshops (e.g., role playing, case studies) on tobacco cessation
- 18.2% Taught CE programs on tobacco

n = 132
Prior to attending this conference, had you received formal training for ______ tobacco use & dependence?

<table>
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<tr>
<th>Treatment</th>
<th>Yes, extensive</th>
<th>Yes, some</th>
<th>No</th>
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<tbody>
<tr>
<td>Treats</td>
<td>20%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Teaching</td>
<td>10%</td>
<td>30%</td>
<td>60%</td>
</tr>
</tbody>
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How do you rate your overall ability to teach comprehensive tobacco cessation to your students?

<table>
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<tr>
<th>Before the program</th>
<th>After the program</th>
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<td>2.77 (1.07)</td>
<td>4.39 (0.56)</td>
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Would you recommend this program to other pharmacy faculty who might be interested in teaching tobacco cessation to their students?

- Yes: 96.2%
- Not sure: 3.8%
- No: 0%
Conclusions

- 132 faculty members from 75 pharmacy schools (90% of schools) have attended Rx for Change train-the-trainer programs
- Participation in the program significantly increased faculty members’ confidence to teach tobacco cessation to pharmacy students
- 80% of schools will have implemented the Rx for Change curriculum by Fall 2004
- Broad scale adoption of the Rx for Change curriculum will increase the proportion of future pharmacists who are adequately trained to treat tobacco use & dependence

Collaborators

- Rx for Change core team:
  - Robin Corelli, Christine Fenlon, Karen Hudmon, Lisa Kroon, Ken Lem
- Rx for Change committee members:
  - Eunice Chung, Berit Gundersen, Leanne Sakamoto, Frank Vitale

Dissemination of Rx for Change by Fall 2004

60/75 (80%) of schools trained have implemented

Rx for Change
Current & Future Directions

- Additional train-the-trainer programs
  - Summer 2004 (San Francisco, July 24-26)
  - Summer 2005 (TBA)
- Program adaptations
  - UCSF School of Medicine (4 yrs, 4 hours)
  - UCSF School of Dentistry (2 yrs, 4 hours)
  - UCSF School of Nursing (1 yr, 4 hours)
  - Georgetown University School of Nursing (ALF)
  - Baylor College of Dentistry (NIH R01)
  - Practicing physicians, pharmacists (NIH R01)