



UNIVERSITY OF OTTAWA
HEART INSTITUTE

INSTITUT DE CARDIOLOGIE
DE L'UNIVERSITÉ D'OTTAWA

OTTAWA MODEL
FOR SMOKING CESSATION

MODÈLE D'OTTAWA
POUR L'ABANDON DU TABAC

Evaluation of an incentive program for hospital-based patients who smoke: Lessons learned, benefits, and challenges

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Overview

- Introduction to the Ottawa Model for Smoking Cessation
- Introduction of the Quit Cards
- Participant Characteristics
- Predictors of Redemption, Quitting
- Next Steps
- Lessons Learned

Please note: This is a presentation about a real-world evaluation, not an RCT. Results are not broadly generalizable.



Acknowledgements/Disclosures

- The Ottawa Model for Smoking Cessation is Supported by the Ministry of Health and Long Term Care (MOHLTC)
- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.



Ottawa Model for Smoking Cessation (OMSC)

- A simple, systematic, step-by-step approach for addressing tobacco use in healthcare settings
- Consists of:
 - 1) Identification → Ask
 - b) Documentation
 - 2) Strategic Advice → Advise
 - 3) Pharmacotherapy & Long-term follow-up → Assist
- Implemented in 400+ sites across Canada
- 19 802 Consultations completed in 2017 alone!



Quit Cards

- OMSC received funding from the MOHLTC to provide "Quit Cards" to hospital-based patients in 2017
- Distributed to hospitals to
- Worth \$100 upon
- Cards are
- Distributed to
- Redeemed
- Patients at Ottawa Heart Institute program
- Assessed current smoking status, plans to quit, satisfaction with QC program, other substance use (e-cigarettes, cannabis, alcohol)





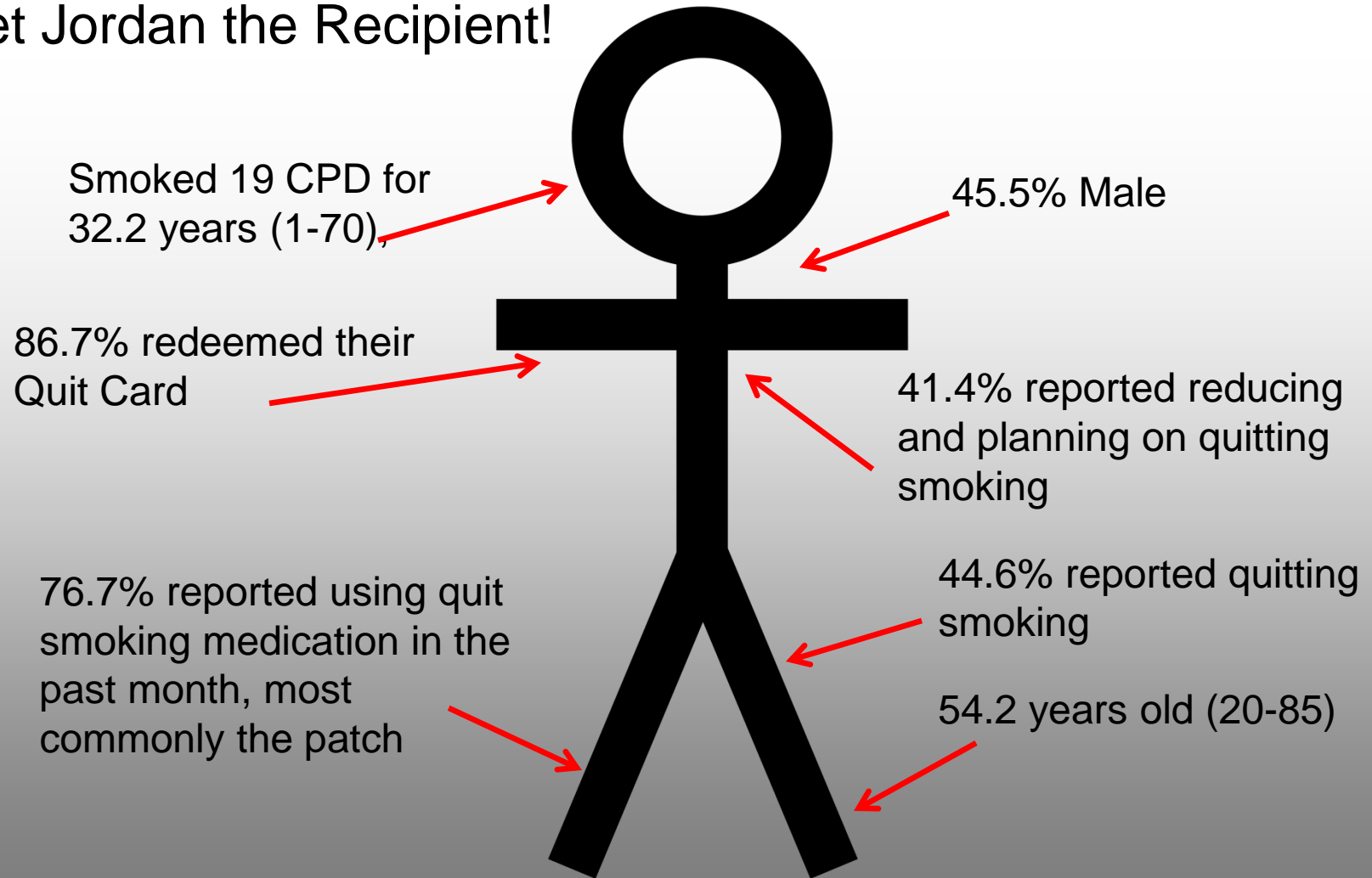
Sample

- Of 3141 who were eligible for a survey, 1387 (44%) were contacted and of those, 373 (27%) participated in the survey
 - Removed others for
 - Non-participation in evaluation
 - Deceased
 - Francophone
 - Not partnered with OMSC
- 360 completed the survey, and 314 were selected for analysis
 - Removed for:
 - Significant missing data (6)
 - Smoking cigars (1)
 - Reporting never receiving a Quit Card (39)



Recipients

Meet Jordan the Recipient!





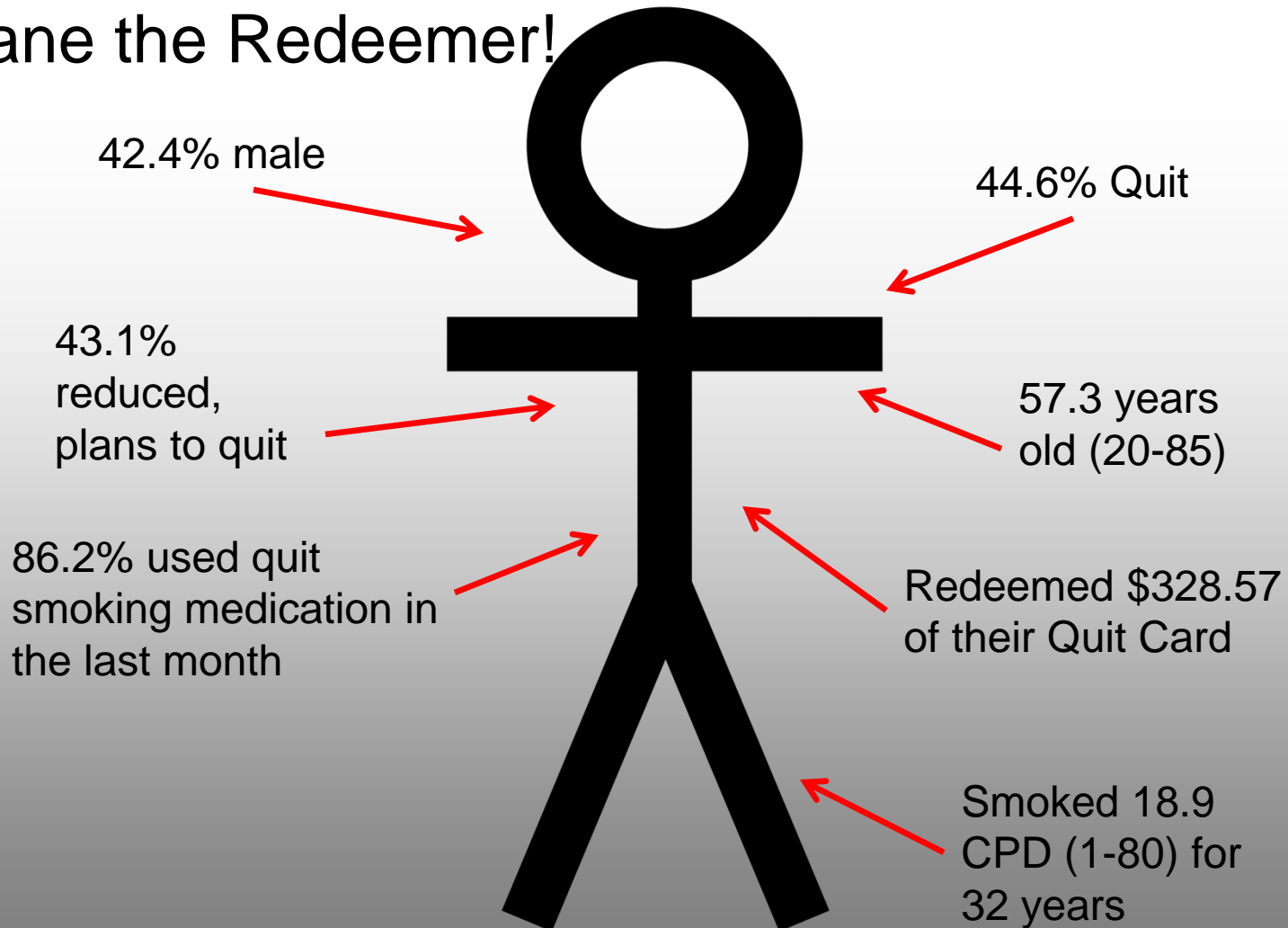
Recipients

- Overall quit rate of 44% is pretty good
 - What about the other 66%?
- Only 87% redeemed
 - What happened to the other 13% of people?
- Decided to look at univariate and multivariate predictors of redemption and quitting through Binary Logistic Regression



Redeemers (n=269)

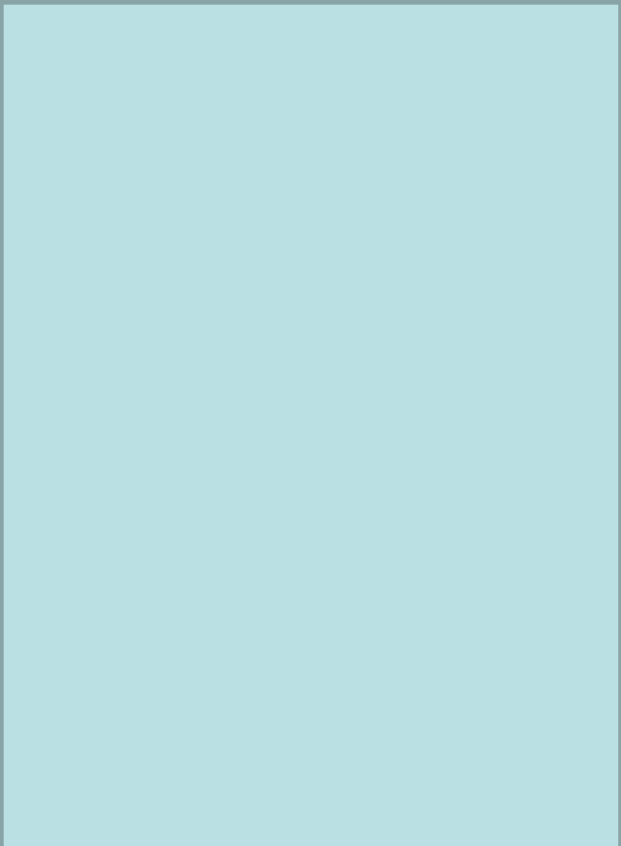
Meet Jane the Redeemer!





What Predicts Redemption?

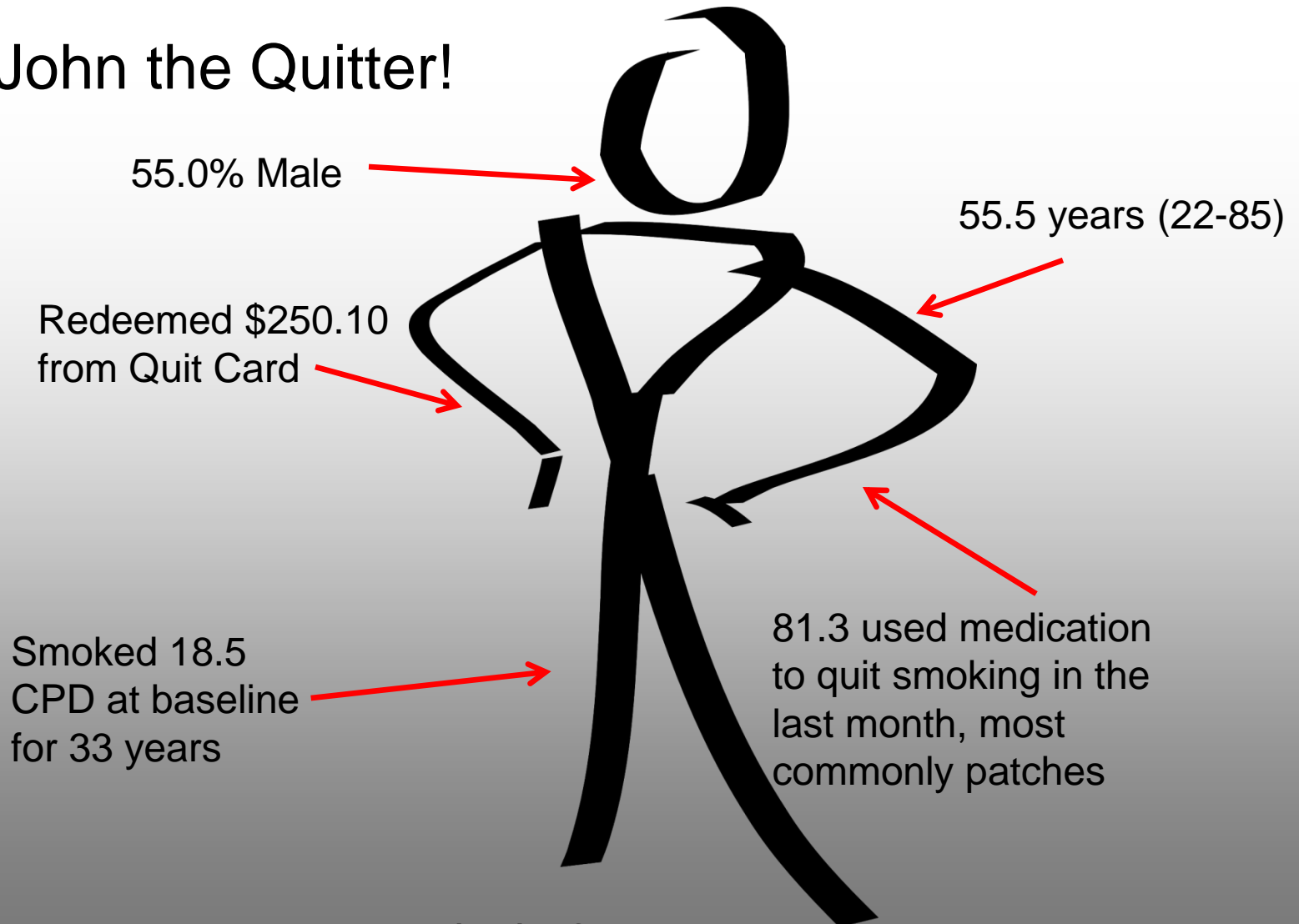
Variable	Univariate
Champlain (↑)	p = 0.012 OR = 2.53 95% CI = 1.22 – 5.22
Inpatient (↓)	p = 0.000 OR = 4.76 95% CI = 2.30 – 9.86
No support (↑)	p = 0.037 OR = 2.50 95% CI = 1.06 – 5.90
Gender (↑ female)	p = 0.007 OR = 2.54 95% CI = 1.30 – 4.97





Quitters (n=140)

Meet John the Quitter!





What Predicts Quitting?

	Univariate	
Inpatient (↑)	p = 0.010 OR = 0.55, 95% CI = .35-.86	
Champlain (↑)	p=0.021 OR = 0.59, 95% CI = 0.37-0.92	
No support (↑)	p = 0.010 OR = 0.50, 95% CI = 0.30-0.85	
Cannabis Use (↓)	p = 0.029 OR = 1.87, 95% CI = 1.07-3.26	
Gender (↑ male)	p = 0.003 OR = 0.50, 95% CI = 0.32-0.79	
Confidence (↑) (4.52 vs. 3.64)	p = 0.000 OR = 2.82, 95% CI = 2.07-3.83	
QC Helpful (↑) (8.6 vs. 7.8)	p = 0.001 OR = 1.22, 95% CI = 1.08 - 1.37	
QC Easy (↑) (9.2 vs. 8.8)	p = 0.009 OR = 1.24, 95% CI = 1.06 - 1.46	
F/U helpful (↑) (6.9 vs. 6.4)	p = 0.046 OR = 1.11, 95% CI = 1.00 - 1.23	



Next Steps

- This information is interesting, but doesn't really help us understand what could help someone quit smoking
- We looked at the questions we were asking and decided to completely redesign 6 month surveys for latest round of Quit Cards
- Asking questions about
 - Comprehensive demographics (income, education, employment status)
 - Stressors, mental health conditions, accessibility issues
 - Quit information (number of quit attempts, method of quitting)
- Look for this data to be available sometime next year!



Lessons Learned

- Lesson 1: People will generally answer your questions if you're able to get them on the phone
- Lesson 2: Quit Cards provide benefits for organization and management
- Lesson 3: Everyone redeems at the end
- Lesson 4: People who redeem the cards aren't always the people who quit
- **Lesson 5: We need to consider a more all-encompassing understanding as to why some people quit (including the social determinants of health)**