History of Tobacco Money in Florida

By Leila Martini

Florida was one of the first states to file a lawsuit against, and settle with, the tobacco companies. In 1997 Florida settled out of court with the tobacco industry for $11.3 billion, intended to compensate the state for Medicaid funds spent on sick smokers. A year later 46 other states joined together and took legal action against the tobacco companies and won. The Master Settlement Agreement which resulted from that lawsuit was signed on November 23, 1998. Although a major victory for public health, Florida was not part of that settlement as it had settled its own suit against Big Tobacco the year before.

In 1999 a Florida law was passed that mandated that the settlement funds would be allocated to several trust funds, the biggest being the Lawton Chiles Endowment Fund for Children and the Elderly. The intention was that interest generated by the fund would become part of the legislature’s general fund.

Each year part of the fund was used to implement a tobacco prevention program in Florida. According to the Campaign for Tobacco Free Kids, the first four years of the tobacco prevention program resulted in a decrease of youth smoking rates by 50% among middle school kids and 35% among high school students. Although the program was successful, the funding for the program vacillated every year and was continuously subject to being

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Students Teaching Students: Tobacco Information for Future Healthcare Professionals

By Tiffany Prater, MA and Joan Beatty-Lee, BA

This spring, Gulfcoast South Area Health Education Center (GSAHEC) hired two interns, Kelsey Roehr and Carolyn Webber, to develop, present and evaluate a tobacco education lesson targeting the Recruitment & Educational Assistance for Careers in Health (REACH) students in Charlotte, Manatee, and Sarasota counties. The REACH program is designed to provide minority and/or underprivileged middle and high school students interested in healthcareers a unique opportunity to explore health occupations and learn about health education topics that may directly affect their careers as future health professionals.

Both Kelsey and Carolyn are Manatee Community College students who are studying Occupational Therapy and Dental Hygiene respectively. The lesson plan that they developed covered several topics including: information on their fields of study, how tobacco
Training the Future Healthcare Workforce to Address Tobacco Use

By Emily Meade Hite and Stacy Weiss

It is widely acknowledged by healthcare professionals that tobacco is a major contributor to morbidity and mortality in this nation, yet relatively little time is devoted to prepare our future healthcare workforce to prevent tobacco use and intervene appropriately with tobacco users.

Healthcare professionals can play a pivotal role in intervening with tobacco dependent patients and preventing their patients from initiating tobacco use. Research shows that brief intervention from a healthcare professional can significantly increase the chance a patient will successfully quit tobacco use. However, if healthcare professionals are not aware of this or feel unprepared to discuss tobacco use, the opportunity to play a powerful role in the lives of their patients remains unfulfilled.

In order to better equip future healthcare professionals to address the needs of tobacco users, the AHEC Tobacco Training and Cessation Program (A.T.T.A.C.) was created. A.T.T.A.C. trains health professions students on tobacco abuse and prevention and cessation issues through a comprehensive program that includes evidence-based online modules and a half day training session with expert speakers. Students learn about the pharmacology of nicotine, the effects of tobacco use, and pharmacotherapy available for tobacco-dependent patients. They learn effective intervention techniques and learn how to incorporate these techniques in real-life situations. The combination of online modules and training sessions provides students with in-depth information pertinent to practice in their future professions. “I have had courses in smoking before, but this presentation had a lot more useful information to use in practice,” wrote a Florida Gulf Coast University nursing student of her experience with the A.T.T.A.C. program.

Through the half day training session, the health profession students learn that they can play a unique and active role in discussing tobacco use and prevention with their patients. In the last year, A.T.T.A.C. trained over 1400 medical, nursing, physician’s assistant, dental, dental hygiene, dental assistant, radiography, respiratory therapy and occupational therapy students. These students now have the skills and information they need to properly and effectively educate and counsel patients addicted to tobacco.

Along with training, A.T.T.A.C. prepares health professions students to educate at-risk middle school youth about the dangers of tobacco use. Health professions students are given a complete lesson plan to teach which is designed for middle school classrooms and meets Florida Sunshine State Benchmarks. In addition to interactive activities, there are video vignettes that coincide with each lesson, for a total of six lessons presented to each class. Throughout the six lessons the following topics are discussed; Media Manipulations and the Effects of Tobacco Use, Nicotine’s Effects on the Body, The Addictive Nature of Nicotine, Health Effects of Smoking, Effects of Smokeless Tobacco and SWAT (Students Working Against Tobacco).

Health professions students are trained on how to answer and ask questions with youth as well as how to convey their anti-tobacco message. They play the role of mentor and influence the future decisions of the students by teaching the tobacco prevention lesson. They also engage middle school students in a discussion on tobacco marketing strategies designed to encourage youth to smoke.
Motivational Interviewing: Key to Tobacco Cessation Counseling

By Vanessa Travieso

On January 10th the University of South Florida Area Health Education Center (AHEC) and its two centers, Gulfcoast North AHEC and Gulfcoast South AHEC, hosted a training by Dr. Theresa Moyers, a Motivational Interviewing (MI) expert from the University of New Mexico. Dr. Moyers, a clinical psychologist and assistant professor at UNM, is a founding member of the Motivational Interviewing Network of Trainers (MINT). She is the author of the Motivational Interviewing Treatment Integrity Code (MITI) and more than 20 research publications about MI. The training, titled Problem Behaviors: Helping Patients to Change Themselves, was attended by healthcare professionals from various area hospital, clinics and other healthcare organizations.

Dr. Moyers defines MI as a person-centered, directive (or goal oriented) method of communication for enhancing intrinsic motivation to change by exploring and resolving ambivalence. It is a method of helping people talk themselves into change by exploring their own reasons for adaptive change within an atmosphere of collaboration and respect for autonomy.

For more information on Motivational Interviewing and the research of Dr. Moyers you can visit:
www.motivationalinterview.org
http://casaa.unm.edu

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cut altogether. In fact, by 2004 the successful program that had initially been funded for as much as $70 million a year was cut to just $1 million.

In response to the tenuous standing of the tobacco funds, a group of citizens rallied and in 2006 a constitutional amendment passed with an astounding 61% of the vote that requires Florida to spend 15% of its annual tobacco settlement revenue on tobacco prevention programs. The result of the amendment for fiscal year 2007-2008 was $57 million earmarked for tobacco prevention.

Further, Senate Bill 1126 mandated that of the $57 million for fiscal year 2007-2008, a portion would go to the Florida AHEC Network to increase access to cessation services in medically underserved areas through the extension of academic resources, influencing health professions education, recruiting and training service providers in areas of need and by establishing educational/service linkages. The Florida AHEC Network Tobacco Training and Cessation Program was created with these funds. Each of the five Florida AHEC Programs (including programs at Florida State University, University of Florida, University of Miami, Nova Southeastern University, and the University of South Florida) take part in the tobacco program.

Since its inception in October 2007, University of South Florida AHEC’s Tobacco Training and Cessation Program has: trained 1421 health profession students with a total of 17,181 hours of training; trained 581 healthcare providers on tobacco cessation interventions; provided cessation services to individuals and groups in our 9 counties; partnered with 15 colleges and universities; taught prevention to 7,928 youth in 9 counties; and distributed over 48,000 informational materials including Quitline brochures, Quitline Fax Referral Forms, and Quitline Cards.
Changing Lives, One Provider at a Time

By Deirdre Dingman, MPH, CHES, Jessica Balos, MA, and Veronique Desautels, MBA

In 1996, after being commissioned by the Department of Health and Human Services, a collaboration of healthcare professionals and organizations created the Public Health Services (PHS) Clinical Practice Guidelines on Treating Tobacco Use and Dependence. The PHS Guidelines have since been revised; the latest version was released in the May of 2008. The guideline recommendations, proven effective by research and supported by both federal and non-federal health organizations, form the basis of AHEC’s Tobacco Training and Cessation (A.T.T.A.C.) program.

One of the critical components of the A.T.T.A.C. program is its cessation services. The core of the USF AHEC Program’s cessation initiative is the community health centers (CHCs) within the nine-county service area. In counties not served by CHCs, cessation services are implemented in other settings, often in conjunction with the local county health departments or other community-based organizations.

Cessation services in Citrus, Hernando, Pasco, Hillsborough and Pinellas counties are offered by Gulfcoast North AHEC’s (GNAHEC) Tobacco Cessation Specialists, Veronique Desautels and Megan Meister; while services in DeSoto, Sarasota, Charlotte, and Manatee counties are offered by Jessica Balos and Deirdre Dingman, Gulfcoast South AHEC’s (GSAHEC) Quit Team. All of the Tobacco Cessation Specialists follow the PHS Guidelines in their individual and group services.

In addition to cessation services, and because research has shown that a person is twice as likely to quit smoking if advised to do so by their healthcare provider, the Tobacco Cessation Specialists educate healthcare providers and community partners on the PHS guidelines including techniques for intervention with tobacco dependent patients. The GNAHEC and GSAHEC Tobacco Cessation Specialists provide a variety of educational programs for healthcare providers through one-on-one encounters, small group meetings, and formal continuing education. A major goal of these training programs is to have all providers institutionalize tobacco cessation intervention into their practices.

To assist healthcare providers in institutionalizing the Clinical Practice Guidelines on Treating Tobacco Use and Dependence the following steps, referred to as the 5 As, are recommended:

- **Ask** every patient at every visit if they smoke; document and flag the chart.
- **Advise** every smoker to quit; explain the health benefits.
- **Assess** readiness to quit. Are they ready to stop smoking in the next 30 days? If yes, go to the next step. If no, ask that they commit to not smoking around others, especially children. Continue to ask and utilize motivational intervention techniques at each visit.
- **Assist** them in quitting. Help set a quit date, plan for triggers, encourage pharmacotherapy where appropriate, and refer to local support services.
- **Arrange** follow up. Have a staff member call within a week; schedule an office visit after their quit date.

**Students continued from page 1...**

could affect their patients, myths about tobacco and information on how the students could get involved in anti-tobacco efforts at their school.

“The (REACH) students were very receptive to the information that we provided,” said Kelsey Roehr. “They also had not heard a lot of what we had to tell or show them about tobacco. I was surprised. I had figured that by middle school most kids knew almost everything about tobacco.”

Carolyn Webber said that the students were “interested in what was presented. I had many young people ask questions, mostly personal ones about…a loved one that was using tobacco.”

After the intern presentations, Joan Beatty-Lee (GSAHEC’s Youth Programs Coordinator) asked each student what career they are interested in pursuing and what types of tobacco scenarios they thought they might encounter in that profession. This was an eye opening experience for the students since most did not realize that tobacco endangers all who come in contact with it. For example: Veterinarians may treat pets with symptoms related to second hand smoke, Radiologists may have to identify the source of osteoporosis in their patient as symptomatic of tobacco usage, and Physical Therapists may rehabilitate a stroke patient – one of the leading causes of stroke being tobacco usage.

The success of these presentations is evident by what the REACH students wrote in their evaluations, such as the Port Charlotte High School student who declared, “I was surprised to hear that 88 people die each day in Florida from tobacco products.” A North Port High School student was awed by the realization that, “Tobacco killed over 4 million people last year.” In perhaps the most glowing review that a guest speaker can receive from high school students, a Riverview student exclaimed, “Awesome presentation! This was more interesting than I thought.” But perhaps a Harlee Middle School REACH student summed it up best when she was asked, “What is the point we are trying to make with this presentation?” the student shouted, “Don’t smoke!”
Meet Our Team: Dr. Carolyn Schlede

By Vanessa Travieso

Carolyn Schlede, M.D. wears many hats over her signature long curly hair. Involved with the Area Health Education Center for over 10 years, she is an expert in the field of tobacco cessation and has traveled all over the United States lecturing on the topic. So when USF AHEC began to assemble a team of experts we did not have far to go. I had the pleasure of sitting with Dr. Schlede, an attending physician at James A. Haley Veterans’ Hospital and Associate Professor of Medicine at the USF College of Medicine, to explore her history with tobacco cessation and the AHEC program and find out about this extraordinary woman.

She begins by telling a story about her first exposure to the deadly consequences of tobacco. During her first week as a faculty member working with 4th year medical students she encountered three patients who were coughing up blood. They were around the same age with similar health histories but two of the patients happened to be smokers while the third was a non smoker. The diagnoses were very telling of the devastating effects of tobacco. The two smokers were diagnosed with lung cancer while the nonsmoker recovered after taking antibiotics. To her, this was “in your face proof” that not smoking could really save your life. It was following this event that, Dr. Schlede began a smoking cessation clinic with five radiology technicians at the VA who wanted to quit smoking. They all quit and the group began to grow exponentially.

Dr. Schlede’s expertise became well known and so it was that she was contacted by the Florida AHEC Network and asked to provide information on the benefits of quitting for the charter AHEC Partners in Prevention of Substance Abuse (PiPSA) tobacco education program. Working with AHEC gave her the opportunity to have a direct impact on healthcare providers and in turn she was able to reach many more patients. “I think smoking is one of the worst addictions that a person can try to overcome. I have had patients tell me that quitting alcohol or heavier drugs was easier.”

Asked how she felt about the idea that some people may not successfully quit smoking, she responded “if just one patient quits, all the hard work is worth it.” Over the years Dr. Schlede has helped many smokers quit and has been amply rewarded. “Their faces when they chase you down the hall five years later to tell you that they never smoked again, that is truly the reward. It is a privilege to help people take control of their lives and make healthy choices. That look of success on their faces really tells you that their lives have been changed and that you had something to do with that.”

Trying to accomplish balance as a physician, spouse and parent can be a challenge for any person. But because of her commitment and passion, Dr. Schlede makes it look easy. She says, “Things work out if you love what you are doing. There is passion. I love working with students, they become part of the family. They are so enthusiastic and they love learning.” Dr. Schlede’s passion for learning was passed on to her by her father. “Dad really enjoyed nature and he had a wildlife refuge. When I was little we tested soil samples for pH. He was my first teacher. For my science fair project in school I did a wild flower display; I was doing research even then. He was truly the wind beneath my wings. Sadly, he passed in 2006. I miss him dearly.”

But the love of learning and research that was passed down to her, and which she subsequently passed on to her son, a chemical engineering and history double major at the University of Pennsylvania, is what led her to her valuable work today. While Dr. Schlede says “I see it as a privilege to be able to help my patients to quit smoking,” the truth is that so many of us see it as a privilege to work with her.

Meet Our Team: Vanessa Travieso

Happy, joyful, generous, warm, funny, intelligent. These are just a few words that describe Vanessa Travieso. In August 2006 Vanessa joined AHEC temporarily. She made such a positive impression that when the AHEC Tobacco Training and Cessation program was developed, she was brought back in the role of A.T.T.A.C. Program Planner.

In this role, Vanessa coordinates with health profession student programs at the Colleges of Medicine, Nursing, Public Health, the Schools of Social Work and Physical Therapy, and FAMU’s College of Pharmacy; develops program activities in support of AHEC’s Tobacco Training and Cessation Program; coordinates training of middle school children in Hillsborough and surrounding counties; promotes tobacco cessation activities throughout the USF Health community; and so much more. Vanessa is a vital part of the A.T.T.A.C. program.

A passionate learner, Vanessa loves music and art. In addition to her role at AHEC, she finds time to balance education and family. She is currently enrolled in the Masters Program in Adult Education, and is the mother of two boys, Arian and Iovani.

When asked why she is involved with the A.T.T.A.C. program, she exclaims, “I want to make a difference. I like working with the middle school students and knowing that I am having an impact.”

Please join us in welcoming Vanessa Travieso back to AHEC.
Meet Our Team: Leila Martini

When Florida voters approved a constitutional amendment requiring the state to devote 15% of its annual tobacco settlement dollars to prevention and cessation programs, little did Leila Martini know that this would impact her directly.

Ms. Martini (who earned master’s degrees in library science and in public health from USF) had been on the frontline in the fight against Big Tobacco five years earlier when she served as Director of Tobacco Control for the Florida Division of the American Cancer Society. While she had moved on professionally and was now working at the University of South Florida, she continued to follow developments in the state’s anti-tobacco efforts. She watched as Florida voters approved Amendment 4 in November 2006, requiring approximately $57 million a year to be dedicated to these efforts. Little did she realize the passage of Amendment 4 was about to lead her back into the battle against Big Tobacco.

As part of the legislation enacting the amendment, the state awarded the Florida Area Health Education Center (AHEC) Network $10 million to train healthcare providers and students about tobacco use and to conduct cessation programs for pregnant women, youth and people with chronic diseases. The USF AHEC Program was poised to receive almost $2 million in funds to create a system for the nine county service area covered by its centers, Gulfcoast North AHEC and Gulfcoast South AHEC. The search began to find someone to lead that effort.

USF AHEC Program Director Cynthia Selleck, DSN, envisioned someone in the role who was not only familiar with tobacco issues, but who could work within USF Health and other academic programs to make sure tobacco content would be taught to health professions students. “Too often,” noted Dr. Selleck, “students graduate from our training programs with the knowledge necessary to treat tobacco-related illnesses but with little idea of how to help patients quit.” The search for someone who could identify gaps in tobacco education and develop strategies to fill them led her to Ms. Martini.

Though it had been years since she’d worked in tobacco control, it was immediately apparent to Dr. Selleck at their initial meeting that Ms. Martini had lost none of her zeal for the topic. Not only was she knowledgeable about tobacco, but Ms. Martini grasp the complexities of curricular change and had a clear vision for AHEC’s fledgling tobacco program. “The importance of educating future healthcare professionals about the impact of tobacco on their patients can’t be overstated,” Ms. Martini insisted. “They have the best interests of their patients at heart but often feel ill equipped to tackle the problem of nicotine addiction.”

To better prepare students and practitioners to deal with this addiction, Ms. Martini knew that tobacco content would need to be required as part of curricula used to train health professions students and that a variety of learning options would need to be available for current healthcare professionals. In her first few months on the job, Ms. Martini diligently worked with USF Health faculty to have education on tobacco and cessation placed throughout the curricula taught to students. Numerous educational events were held at USF and in the community to train students and professionals. Materials have been placed online, including a series of tobacco modules that students and professionals can conveniently access. To help support cessation services in the community, Ms. Martini worked with the USF College of Nursing, USF Department of Pediatrics and Moffitt Cancer Center on initiatives to reach special groups of tobacco users such as the mentally ill, parents and Spanish speaking individuals. In addition, she forged creative new relationships with the university’s Student Health Services, Counseling Center, and Employee Assistance Program to fight tobacco use on the USF campus.

In the brief time since she has joined USF AHEC as the Assistant Director of Tobacco Prevention and Cessation Programs, Ms. Martini’s tremendous efforts have earned her the respect of her colleagues at USF and throughout the state. Her energy, enthusiasm and authenticity have endeared her to her AHEC associates who have come to rely on her for leadership and results.

Please join us in welcoming her to the AHEC fold!
Extra! Extra!: Free USF AHEC Tobacco Cessation Continuing Education for Healthcare Providers and Counselors

The USF AHEC Tobacco Prevention & Cessation Program is pleased to provide FREE OF CHARGE online continuing education modules on tobacco.

### Modules Provide:
- Interactive, evidence-based courses on helping patients quit smoking and other tobacco use
- Reviewed by tobacco control experts and primary care physicians
- Resources include patient handouts on tobacco cessation, clinical forms, and helpful links
- CME/CEUs available for Florida health care providers: physicians, nurses, physician assistants, dentists, pharmacists, social workers and more!

### Module 1: Overview of Tobacco Cessation (1.25 cr)
Basic clinical behavioral interventions to help patients quit smoking.

### Module 2: Motivational Interviewing for Primary Care (1.0 cr)
Techniques to motivate people with tobacco and other problems change behavior.

### Module 3: Pharmacotherapy of Tobacco Cessation (1.0 cr)
Pharmacological interventions currently available to support tobacco cessation.

### Module 4: Children and Tobacco: Three Cases (1.0 cr)
Prevention of tobacco use by children (ages 5-13) & exposure of children to environmental tobacco smoke.

### Module 5: Pregnancy and Smoking (1.25 cr)
Negative health effects of smoking during pregnancy and intensive counseling intervention during pregnancy.

### Module 6: Older Adults and Tobacco (1.0 cr)
Tobacco health effects and issues in primary healthcare of older tobacco users.

### Module 7: Smokeless Tobacco (1.0 cr)
Various forms of smokeless tobacco, the extent of its use, its addictive nature, and the associated health effects.

### Module 8: Basic Tobacco Cessation Interventions (1.5 cr)
Tobacco cessation using five patients in different stages of quitting.

Register today! Go to: http://www1.tobaccocme.com/?id=5811:29565%20

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USF Student Health Fair

As part of the University of South Florida AHEC Tobacco Training and Cessation Program, staff participated in the Student Health Services Health Fair on March 25th. Dennis Penzell, D.O., M.S., FACP, a long time advocate for tobacco cessation interventions, talks with students at the health fair about tobacco dependence. Dr. Penzell, former Medical Director for Suncoast Community Health Centers for over 20 years, works with the USF A.T.T.A.C. program to educate students and providers in the USF AHEC service area.
The University of South Florida Area Health Education Center (AHEC) Program, inspires, trains, recruits, and retains a diverse and broad range of health professionals to practice in communities where the need is greatest. Your gift will assure improved access to healthcare for Florida’s disenfranchised and medically needy populations.

To learn more about how you can become involved with AHEC, please call Leila Martini at (813) 974-5013.

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