

COMBINING TOBACCO CESSATION AND DIABETES AWARENESS EFFORTS TO INCREASE BENEFITS

Promoting tobacco quit lines to providers extends reach to people with diabetes

Public Health Problem

- Almost one fifth of the two million people with diabetes in California are smokers.
- Smoking raises blood sugar and reduces the body's ability to use insulin, making it more difficult to control diabetes.
- Controlling diabetes through tobacco cessation and other lifestyle changes can reduce the costly complications of the disease such as heart attack, amputations and blindness.
- Tobacco quit lines are a proven strategy for reducing tobacco use.

Program

- The *Do you cAARd?* campaign is part of the "Be Proactive" Collaborative Diabetes and Tobacco Cessation Project of the California Diabetes Program, the California Smokers' Helpline and the California Tobacco Control Section at the California Department of Health Services. Funding for this project comes from the State-Based Tobacco Cessation Quitlines supplemental tobacco control award from the Centers for Disease Control and Prevention.
- The campaign is designed to increase the frequency with which diabetes educators and other health care providers ask about the smoking status of people with diabetes, advise them to quit and refer them to the free Smokers' Helpline (**A**sk-**A**dvice-**R**efer)
- Campaign strategies include: helping providers incorporate the Ask-Advise-Refer method into regular practice; incorporating a diabetes-specific screening question in the Helpline caller intake; providing tobacco cessation education for American Association of Diabetes Educators chapters in California; training Helpline counselors and diabetes program staff; and supplying free campaign materials. Outreach information includes announcements, articles, newsletters, and a pocket guide for providers. Information at www.caldiabetes.org.

Impact

- The campaign resulted in a twenty percent increase in referrals to the Helpline and increased distribution of cessation and campaign materials.
- Awareness of the toll free Helpline number increased by forty percent among health care providers.
- The number of quit line callers with diabetes increased 165% over a one year period.
- When surveyed, almost two-thirds of California's diabetes educators were aware of the campaign.
- The campaign is being considered by the Centers for Disease Control and Prevention Office of Smoking and Health and Division of Diabetes Translation and the California Department of Health Services Tobacco Control Program as a model to use with other chronic diseases.

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