



End-gaming tobacco with Personalized and Integrated care (EPIC)

Regional Hospital West Jutland
Region of Central Denmark
Holstebro Municipality





Contents of the presentation

- Background
- Overview of the Danish health system
- Organisation of the project
 - Participant roles and responsibilities
 - Feedback and experience
- Results
- Up-scaling and perspectives





Background, purpose and organisation of EPIC

- Tobacco smoking causes 13.600 extra deaths annually in Denmark
- 50% of social inequality is attributed to smoking tobacco

Purpose of EPIC

- Reduce the number of heavy smokers, thus limiting tobacco related diseases
- Reduce social inequality in smoking





Overview of the Danish health system

National responsibilities

- Regulating, coordinating and advising functions of the decentralized providers of health care services
- Determining national health policies
- Adopting legislation
- Setting overall framework for the economy
- General planning within the health sector
- Defining guidelines
- Performing control





Overview of the Danish health system

Regional responsibilities

- Hospital and psychiatric treatment
- Primary health care
- General Practitioners (family doctors)
- Private specialists
- Adults dental services
- Physiotherapy





Overview of the Danish health system

Municipal responsibilities

- Primary care
- Nursing homes
- Rehabilitation
- Health promotion and prevention
- Dental services (under 18)
- Social psychiatry
- Substance abuse treatment





Project organisation

Cooperation between Regional Hospital West Jutland and the cluster municipalities of Western Jutland.





Project description, method and scope

- Implement a system for electronic referrals between the hospital, general practitioners and municipalities
- Strengthen the cooperation between municipalities, the hospital and general practitioners in identifying and referring heavy smokers
- Implement target group specific smoking cessation services with a focus on target group involvement

Measurable targets

- Increase the number of referrals to smoking cessation services by 50 %
- 65 % of the participants complete the smoking cessation intervention
- 45 % of the participants succeeds in becoming smoke-free
- 30 % of the participants are smoke-free 6 months after the completion of the smoking cessation intervention





An integrated effort

Hospital and GPs

- Identification, brief advice and referral
- Electronic referral

Municipality

- Contact by telephone
- Preliminary interview and triage
- Smoke cessation intervention

GPs

- Follow up





Hospital

- Very Brief Advice (VBA)
 - Ask
 - Advise
 - Refer
- Consent from the citizen
- Referral using secure systems – Medcom
- Data is stored in the electronic patient journal (EPJ) + electronic municipal care journal systems





Implementation and follow up in the hospital

- Support from management
- Ambassador in each department
- Implementation guide
- E-learning course
- Continuous follow up – quarterly status
- Communication



Ringkøbing-Skjern
Kommune



Ikast-Brande
Kommune
midt
regionmidtjylland



Feedback

Hospital

- Simple and fast
- Trust the municipalities steps in competently
- Respectful to the patients

Smoke cessation counselors

- Receive necessary information (name and phone number)
- Some are less motivated than those who self-refer but we stay in contact

Participants

- Are expecting questions about their smoking habits at the hospital and at their GP
- Acknowledge that it is not just about 'pulling one self together' and induce hope that treatment is helping
- Appreciate receiving calls from the municipal smoke cessation services since they can find it difficult for themselves to contact the municipality





Content of the smoking cessation services

- Flexible and individualized
- Triage session sets the goal and content
- Smoking cessation medication is offered to heavy smokers (4 weeks)
- Methods: Golden standard education, developed by the Danish Cancer Society
- Professional and personal skills are important





An effective combination

- Combination of smoke cessation medicine and flexible counseling increases chances of becoming smoke-free up to 10 times
- Free smoke cessation counseling is for all tobacco users no matter age and daily consumption
- Free smoke cessation medicine is offered to heavy smokers – depending on preference, needs and addiction
 - given in combination with smoke cessation counseling
 - given 2 or 4 weeks at a time, to ensure close monitoring and personalised intervention





Skills development

Smoke cessation counseling is about **counseling heavily addicted individuals**

- *it is not about 'courses' instructors' etc.*

- Experienced health professionals
- Supervision by a psychologist with competence in substance abuse treatment
- Continuing education, experience group, peer to peer feedback and coaching





Results

- Twice as many participants in municipal smoke cessation services compared to project target
- 45% of participants were non-smokers after 6 months (national average was 36%)
- 80% of participants have no further education or further education less than three years.
- 93% of participants are heavy smokers
- In 2014 (before the project) 144 participated in the municipal smoke cessation services in the target area
- Over the three year project period 2.791 participated in the municipal smoke cessation services in the target area





Up-scaling

- The results from EPIC has led to a region-wide cooperation agreement to systematize and increase the number of referrals to smoking cessation services
- Additionally a declaration of intent from the General Practitioners within our region calls for increased focus on referrals to smoking cessation services.
- Targets of the cooperation agreement:
 - 150 citizens referred to municipal smoke cessation programs from each of the 5 hospitals (local clusters) every three months – equal to 750 citizens total within our region every three months.
 - 65 % of participants in the municipal smoke cessation programs complete the program.
 - 60 % of those who complete the program are non-smokers at the end of the program.
 - 40 of those who complete the program are non-smokers 6 months after the end of the program

So far, results show that:

- 64% complete the smoking cessation intervention
- 73% are non-smokers at the end of the intervention
- 39% are non-smokers after 6 months





Perspectives and interplay with other tobacco related interventions

- In conjunction with EPIC we are working on smoke-free workplaces, tobacco prevention in schools and youth education, smoke-free environments and more at municipal level

