

Quitline Tasmania update

This seasonal update is intended for health professionals with the aim of informing and supporting your practice around smoking cessation.



Welcome to 2023, and the next edition of Quit Tasmania's Health Professional Newsletter.

As the topic of **e-cigarettes** (also known as 'vapes') continues to dominate Tasmanian news with statewide coverage across television, radio and print, we've heard stories from concerned parents, teachers and principals about the toll of e-cigarettes on our young people and in the school setting. We've also heard from people who smoke that are using e-cigarettes to try to help them quit smoking.

It can be hard to keep up with the evidence base on e-cigarettes, as it quickly evolves. For an up-to-date evidence summary on all aspects of e-cigarettes, from the health effects of e-cigarette use during pregnancy and on adolescents to cessation interventions for people using e-cigarettes, you can visit the comprehensive *Tobacco in Australia* online resource available [here](#).

And of course, I encourage you to take advantage of Quitline Tasmania by referring your patients to discuss smoking and/or vaping with our trained counsellors who are experts in nicotine addiction. The counsellors can also answer any questions about e-cigarettes and talk to parents about how to approach having conversations with their kids. You can provide a pro-active referral to Quitline [here](#).

If there are any smoking or vaping focus areas you would like us to address in future editions, please don't hesitate to get in touch at admin@quittas.org.au.

Abby Smith BSc/BA(Hons), MSc, PhD Candidate USYD

Director Quit Tasmania

Poster with powerful e-cigarette messaging available for your medical practice Download [here](#)



Please contact Sue at shearn@cancertas.org.au for other resources that may assist your practice

Wanted - Expressions of Interest

Quit Tasmania is inviting medical practices to express their interest in participating in a pilot project to seamlessly connect patients who smoke to evidence-based tobacco dependence treatment (TDT)

The Pilot Project

The pilot project will include Quit Tasmania providing training and working closely with a medical practice to promote TDT as part of their routine practice, including integration of an opt-out Quitline referral approach.*

Robust research shows that best practice TDT is a combination of multi-session behavioural intervention (eg, Quitline) and smoking cessation pharmacotherapy such as NRT.^{1,2}

Despite the proven effectiveness and ease of access to TDT, evidence suggests that most health professionals do not promote TDT as part of their routine practice.³

Greatly increase the likelihood of your patients **quitting successfully**.

How to apply

For more information, please contact Sue on 6169 1943 or via email shearn@cancertas.org.au. **The deadline for submitting an EOI is 31 March 2023.**

*Opt-out referral to Quitline refers to the way in which a health professional frames this offer. The framing preserves the patient's autonomy and their right to refuse a referral.

References

1. Kotz D, Brown J, West R. Prospective cohort study of the effectiveness of smoking cessation treatments used in the "real world". *Mayo Clin Proc.* Oct 2014;89(10):1360-1367.
2. West R, Raw M, McNeill A, Stead L, Aveyard P, Bitton J et al. Health-care interventions to promote and assist tobacco cessation: a review of efficacy, effectiveness and affordability for use in national guideline development. *Addiction.* 2015;110(9):1388-1403.

3. Bartsch AL, Harter M, Niedrich J, Brutt AL, Buchholz A. A systematic literature review of self-reported smoking cessation counseling by primary care physicians. PloS one. 2016;11(12):e0168482.

Latest Quit Tasmania campaigns - airing on television, radio, social and digital platforms and outdoor advertising from 5 February to 8 April 2023.

We hope these campaigns will encourage some of your patients to talk to you about quitting smoking.

Think Campaign (click [here](#) to watch 30 sec video)



Piggy Bank (click [here](#) to watch 16 sec video)



An important part of any Quit campaign is to ensure that information and support is readily available to those wanting to quit smoking. Quitline Tasmania - phone 13 QUIT (13 7848) - is a free confidential and non-judgmental telephone service that provides information on all aspects of giving up smoking. **Multi-sessional support**, available for people throughout the quitting process, is offered to all callers.



Relapsing after quitting - a Quitline perspective

Some people contact Quitline and successfully quit smoking during their first attempt. These callers are often highly motivated to quit and 'sick of' smoking.

However, for many people, smoking cessation is a process, not a single event. People can cycle through multiple periods of quitting smoking and relapsing, that can go on for years, before they successfully quit for good.

Each time a person makes a quit attempt, even if they relapse, they learn more about themselves and their addiction.

At Quitline, we explore relapse in our **multi-session support** offered to each client. We normalise relapse and discuss prevention strategies so that people view relapse, should it occur, as a learning curve on their quitting journey, not as a failure.

A summary of the evidence on how relapse can be prevented is available [here](#).

Help your patients quit smoking

Advice from a trusted health professional is known to be a major prompt for a person who smokes to make a quit attempt. A brief conversation with a patient about their smoking can be fast, simple and effective.

(sourced and quoted from quitcentre.org.au)



According to [RACGP](#) (2019), "health professionals should ask all patients whether they smoke tobacco and their smoking status should be recorded. Implementing recording systems that document tobacco use almost doubles the rate at which clinicians intervene with patients who smoke, and results in higher rates of smoking cessation. For those patients known to smoke, health professionals should try to continue a conversation about their smoking at each visit, even if it is just an offer to discuss options and importance of action at a subsequent visit. It is important for health professionals to be non-judgemental when asking about smoking".

Would your practice benefit from a service visit from Quitline Tasmania?

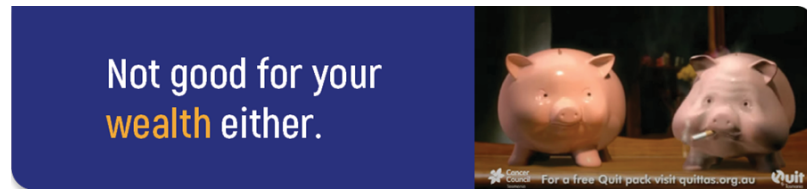
We provide service visits to help inform health professionals of the benefits of referring to Quitline and what your patients can expect from the service.

Please contact Sue on 6169 1943 or shearn@cancertas.org.au to arrange a visit

Referral forms [here](#)

To subscribe to this newsletter click [here](#)

(As we are based in southern Tasmania, where we can, we will visit in-person, but in some cases may need to arrange a virtual visit.)



Quit Tasmania
15 Princes St, Sandy Bay TAS 7005

Thank you for referring your patients to Quitline Tasmania. We
hope this information is useful.