

PROJECT 3 TAILORED COUNSELING CHECKLIST

CIS Office _____ Case _____ Staff I.D. _____ Date _____

- Caller identified as a smoker/recent quitter;

Thanks for calling today! No matter how committed you are to quitting or getting help to quit (stay quit), it can be hard to pick up the phone and make the call. The fact that you called today is proof of your commitment!

- PERSONALIZED INTRODUCTION** (based on Smoking History)

- If recent quitter or quit for 24 hours or more in past year:

*In fact, success rates are twice as high for people like you who have stopped smoking recently or stopped in the past for even just 24 hours. The fact that you ‘ve tried to quit puts you a step **ahead**. Most people try more than once before they quit for good. Every time you try, you learn something new about quitting. What are some of your reasons for wanting to **stay** quit?*

- If **not** tried to quit 24 hours or more in past year:

*What are some of your **reasons** for wanting to quit smoking?*

Those are (all) important reasons! I’m glad you decided to give us a call.

- If only others’ reasons are given, probe for own quitting reasons--
*Yes, but are there reasons **you** want to quit too? It’s really important to have your **own** reasons.*

- We can talk about some of your concerns today and I can send free materials to help you stop smoking and stay quit, including our newest guide, Pathways to Freedom.*

INTRODUCE THE PATHWAYS GUIDE

I want to tell you a little bit about the Pathways guide I'll be mailing to you. I'll also talk about specific parts of the guide that will help you see that no matter where you are in the quitting process, whether you're just thinking about quitting, getting ready for your quit day, or staying off cigarettes, Pathways has something for you.

Optional: *Plus, it focuses on some of the special challenges Black smokers face when they quit.*

The first pan talks about the health risks of smoking, and the benefits of quitting--no matter how long you've smoked. You may find some new facts related to your reasons for quitting!

The second pan gives lots of practical advice about ways to quit and stay quit. Pathways will help you overcome the smoking habit and the physical addiction. Smoking is just a habit for some people, but others who have smoked for a while find their bodies crave the nicotine in cigarettes.

If caller smoked within 30 minutes of waking:

The fact that you usually smoke(d) within 30 minutes of waking up is a sign that smoking is (was) more than just a habit for you.

For recent quitters,
skip to next section on p.5

FOR CURRENT SMOKERS

INTRODUCE PRE-QUITTING METHODS

Pathways suggests two different methods to get ready to quit -- habit breaking and brand switching.

*Habit breaking involves cutting out a few of your favorite cigarettes, so that you're used to going without them **before** you quit (like not smoking in the car or after meals).*

*Brand switching is switching to a lower nicotine brand, so that you reduce your body's nicotine levels **before** you quit.*

Both of these methods make quitting easier. You can use either or both of them. What sounds good to you? _____ Great!

(Use short checklist below for each method picked. If neither picked, briefly review anyway in the event there may be more interest after getting Pathways guide.)

HABIT BREAKING - Open guide to pages 14-15:

What are some of your favorite times to smoke?

(Write in on page 15, 1st & 2nd favorite times mentioned.)

The idea behind habit breaking is that you start practicing new habits to replace smoking at these times. What could you do instead of smoking when you _____?

(Use example of 1st favorite time).

(Write caller's suggestions in on page 15.) _____

*You can start habit breaking any time. You might want to cut out one of your favorite **times** or **places** each week.*

BRAND SWITCHING - Open guide to pages 16-17:

All cigarettes contain nicotine. It's what hooks you on smoking. When you smoke, your body gets used to having a certain amount of nicotine. If you change to a weaker brand, your body begins to need less nicotine. This way, smoking urges won't be as bad when you quit. What brand are you smoking now? _____

(If several brands, ask for the brand they smoke most often).

Find brand on page 17

If you can't find a brand, assume it's strong if it's 100 or 120 length and doesn't contain the word light. Otherwise assume it is a medium brand, even if it contains the word ultralight. (This is because the nicotine levels in light and ultralight brands are going up, especially in generic brands.)

Your brand is a (strong/medium/weak,) nicotine brand. The Pathways guide shows you ways you can switch to a weaker brand. For example, you could switch to

_____ (suggest one or more brands 1 step lower) *for a week, then to*

_____ (suggest one or more brands 2 steps lower) *for a week before you quit.*

If caller already is smoking one of the ultra-low brands on the bottom of page 17, suggest switching to another for a week just to break their usual smoking pattern. Be sure to suggest a menthol (or nonmenthol) brand if that's what the caller is smoking now and to mention any brands in the same brand family (i.e., Kool to Kool Light to Kool Ultra Light). The goal here is to start to map out a personal brand switching plan.

SOME OTHER METHOD (describe _____)

When caller indicated that she/he prefers or already has started on another pre-quitting method:

There is no single way to quit or prepare for quitting. It's important to choose the methods that make most sense to you.

HELP SMOKER MAP OUT A QUIT PLAN/PICK A QUIT DATE

- How soon would you want to get **started** with a quitting plan i.e., to start to cut out a few of your favorite cigarettes, start to switch brands (or other method)?*

Date or time given to get ready to quit _____

- The purpose of these methods is to help you get ready to quit, not just to smoke less. By using habit breaking and/or brand switching, you'd be ready to quit as soon as 1-3 weeks from now. It's very helpful to have a definite quit date in mind as a target date for quitting. What makes sense as a quit date for you?*

Quit date given _____

If reluctant to set a date, encourage to choose a date as a goal to aim for –
(a date you can always change later).

- I'll make a note of this date in your copy of Pathways, right on the page that talks about ways to get ready for your quit date, like getting rid of all your cigarettes the night before you quit.*

Place a Post-it on page 19 with note:

“Your target quit date is _____. Be sure to note this date on your calendar, and to follow these tips for the day before you quit.”

For all callers... RECENT QUITTERS AND CURRENT SMOKERS

The Pathways guide suggests many things to help you quit and **stay** quit. For instance, the guide describes **common withdrawal symptoms**, like feeling irritable, tense or restless, and having strong urges to smoke. It explains that these reactions are strongest in the first week after you quit and that **most** of them will pass in 2-3 weeks.

Pathways recommends the 5 D 's for dealing with withdrawal and smoking urges--

Delay - don't reach for a cigarette right away. Remember, the **urge to smoke lasts only 3-5 minutes**, whether or not you light up!

Do something else whenever you get the smoking urge, anything that will keep you busy and keep your mind off smoking -- what might that be for you?

Make a note of this on a post-it on page 21:

“Try _____ to get through your smoking urges.”

Drink water to clean the nicotine out of your system and give you something to reach for instead of a cigarette.

Discuss your feelings with a friend or family member -- talking things through can make you feel better. The Pathways guide actually includes tips for friends and family who want to help you quit, without putting extra pressure on you.

Deep breathe to keep calm and cool. 4-5 deep breaths -- slows breaths in through your nose, out through your mouth.

(Practice on phone if needed.)

Pathways also includes advice about:

- Avoiding smoking people and places for a while.*
- Talking with your doctor about nicotine gum or patches if you 're having a hard time with smoking urges.*
- Simple ways to avoid gaining more than a few pounds when you quit by watching what you eat and getting a little more exercise.*
Is this a concern for you?

(If yes, use Barriers response #2 and put a **Post-it in Guide.**)

- Finally, there is advice about keeping up your guard against the thought that “just one cigarette won’t hurt.” Once you quit, it’s important to try not to slip. But if you do smoke a cigarette, it’s important to get right back on track --*

Don’t think of yourself as a failed smoker.

Tell yourself it’s only a slip.

Get rid of any remaining cigarettes.

Figure out what went wrong.

Pick up the phone and call us back for help and support.

Decide again to quit or stay quit.

- Remember your reasons for quitting.*

PERSONALIZED BARRIERS COUNSELING (Check any barriers that apply)

Before I sign off, let me ask: Is there anything that you think might hold you back from quitting or staying quit?

(Discuss 1-2 barriers, maximum, that caller mentions.)

See Barriers Counseling guide -- in each case, acknowledge that barrier is normal and refer to guide for upbeat information about overcoming the barrier -- **putting a Post-it in Guide** to note ways to overcome this personal concern.

- (#1) fear withdrawal reactions/cravings
 - (#2) fear weight gain/increased appetite
 - (#3) difficulty coping with stress/emotions
 - (#4) fear missing cigarettes for pleasure/companion
 - (#5) poor timing/new stress/too busy
 - (#6) lack of willpower
 - (#7) failed in past/fear failure
 - (#8) too much pressure to quit
 - (#9) lack of support/pressure to smoke including advertising
 - (#10) need extra help/clinic
 - (#11) other (specify)
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PLAN OF ACTION FOR ALL CALLERS (Check all)

- Read through your Pathways guide when it comes in the mail. Do you think you'll be able to make some time for this in the next week?*
- Look through the guide for special notes about your quitting plan (and quit date).*
- Try ALL the different tips for quitting and staying quit. The more you try, the easier quitting will be! Keep your Pathways guide on hand for easy reference.*
- Call us back if you have any questions or if you'd like more information or help. (Explain CIS hours.)*
- Local quitting groups and clinics are available if you need them. We can give you information now or later ...*

CLOSING FOR ALL CALLERS (Check all)

Get name and address, including zip code for mail out. Ask for county of residence.

- One last question we ask all our callers -- How far did you go in school?*
- You'll be getting a call in about 6 months to get your opinions about the Pathways guide and our telephone service. But please call us back before then if you'd like any extra help.*
- Try to call us back **before** you get into trouble (before you buy cigarettes or smoke). Our number is in the guide.*

Encouraging Close

You can do this! (You've done it before!) All it takes is some planning and work -- you don't need superhuman qualities.

Congratulations again on your decision! Let us hear from you again.

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- Note Time you end the call (Try to keep call to 12-15 minutes)
 - Mail Pathways to caller.