Take 2 Minutes to Quit – CS2day Richmond Community Project

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The Cease Smoking Today (CS2day) Collaborative embarked this past year on creating community partnerships focused on educating healthcare teams how to promote smoking cessation with smokers, even those not currently motivated to quit, within their practice setting. This CS2day community project partnered with a healthcare system in Richmond, Virginia to: 1) Educate healthcare professionals on providing tobacco dependence interventions to their patients who smoke and 2) Create a live learning laboratory for the clinicians to practice what they learned.

This community based education utilized a live learning laboratory where healthcare professional volunteers engaged fans at the Richmond International Raceway to discuss the importance of smoking cessation in a truly non-traditional setting. The unique aspects of this setting, which has been historically targeted by tobacco companies for heavy promotion of their products, provides a fertile environment for these volunteers to practice their skills with people who may or may not be part of their traditional patient population. The learning laboratory fostered two important outcomes; 1) Increase the healthcare professional’s skills in providing tobacco interventions and 2) Create opportunities for race attendees to engage in thoughtful conversations about smoking cessation. This unique training environment utilized the strategy of taking the medical professional to where the smoker is, rather than expecting them to come to the medical professional, a strategy of increasing importance in light of the changing demographics of the smoking population.

Presenters will describe this Richmond, VA collaborative and the processes utilized to create a sustainable education program within a healthcare system.

Presentation Outline:
1. CS2day background
2. Community project description
3. Educational program description
4. Learning laboratory format
5. Lessons learned