

Motivating Clinicians and Staff to Support Tobacco Cessation

Engaging clinic colleagues is incredibly important for improving delivery of tobacco cessation services to your patients. New processes, policies, or procedures will not be effective without clinician and staff support and engagement.

We have compiled a list of engagement approaches, below. The list is split between culture/value and process approaches to effect system change. Consider your clinic's workplace culture, current processes, and how interventions can be tailored to your organization's strengths.

■ Culture/Value Approaches for Motivating Clinicians and Staff

Appeal to Keeping Patients Healthy

Clinic staff are internally motivated to help patients reclaim or maintain good health; Emphasize that tobacco cessation is a key component of good health. We highly recommend sharing the video “30 Seconds – A Short Film about Saving a Life” during a staff meeting when introducing your QI project. <https://vimeo.com/64868829>

Appeal to Brevity

It is not uncommon to hear from providers, “We don’t have time for tobacco cessation.” Be open to this feedback and remind them that it only takes 30 seconds to advise a patient that quitting is one of the best things they can do for their health and well-being. Set up a role-play exercise with providers to demonstrate how to include their influential 30 seconds of advice alongside other appointment concerns.

Note: The process for documenting that advice is something that you will need to navigate with your clinic team.

Appeal to Doing the Right Thing

Addressing tobacco cessation in the clinic is an essential part of preventive healthcare. Knowing the patient’s social history, especially tobacco use, is essential to preventing and managing chronic diseases. Every patient deserves to know that help is available for quitting.

■ Process Approaches for Motivating Clinicians

Champion Model

Find a clinical champion(s) who has a personal commitment to advancing tobacco cessation and is motivated to model the change your QI project aims to achieve. You should consult with this person on interventions and make action plans with their input.

Engage in QI Planning

Include impacted clinicians in the planning and development of workflows to ensure buy-in. For example, send the draft workflow via email and ask for their input before it is implemented.

Group Trainings and 1:1 Training Follow-ups

It is essential to train providers and other impacted staff on cessation topics and workflow, so they feel equipped and motivated. Group trainings are necessary for efficiency but not everyone who attends will be comfortable to ask questions during a group training. They may not fully understand what they are supposed to do differently. Follow up group trainings with one-on-one trainings for those who are not engaged in the new workflow. Use data to determine who needs that 1:1 targeted training.

Reminders

Post simple, clear reminders at workstations to help people remember to complete the workflow steps in the electronic health record. Send email reminders that also communicate results, so that staff feel motivated.

Linguistically Appropriate Resources

To help providers feel comfortable advising all patients who use tobacco to quit, build in-house resources for languages without guaranteed service through Kick It California (KIC).

Bring Food

Everyone loves to be fed! Food and treats are a very effective way to engage staff in a meeting or training, or to celebrate an accomplishment.

Monitor Results

Prepare indicators you can rely on to inform whether your staff are engaged. Think about documentation for each component of tobacco cessation. Power BI, NextGen Chrystal Reports, i2i Tracks, structured EMR fields, and patient registries are all useful tools.

Set SMART Goals Together

What goals do you have for the next month? Work to make sure that colleagues share those goals. Goals should be specific, measurable, attainable, realistic, and time bound.

Communicate and Celebrate Successes

Use team meetings and emails to keep everyone informed on the progress of the tobacco cessation QI project. Celebrate successes, such as a person who referred more than five tobacco users to counseling or news that a patient has quit using tobacco.