

2019 Cessation Roadmap

The CDC has designated 2019 as Year of Cessation, which aligns cessation-related projects and events with a quarterly focus that begins and ends with helping people quit. STEPP encourages grantees and partners to identify opportunities throughout 2019 to support and highlight local cessation efforts. Community strategies should focus on promoting quit attempts and use of evidence-based cessation resources, such as QuitLine, Baby & Me Tobacco Free, and Medicaid benefits. [Year of Cessation 2019](#)

Our team summarized a selection of creative, evidence-informed ideas that emerged from this Roadmap activity. We encourage you to keep brainstorming activities that can leverage the CDC Year of Cessation themes in your work! Keep your POC and TA providers in the loop so we can help support you.

Thanks to Sarah Boland, Denise Sheridan, Catherine Engelken, Kyle Tibbett, Austin Collins, Madlena Todorova, and anonymous others who submitted ideas.

CDC Year of Cessation Quarterly Themes and related activity ideas

Jan-Mar Activities/QTR 1: People who smoke and quit attempts

CDC theme-related activities: New Year's resolutions.

Educating community members and linking consumers to cessation are recommended community-based activities that help make the most of New Year's resolutions. Orientation attendees had some great ideas about linking community members who might just be ready to take the first step towards making a change to resources. Tobacco Free Colorado's "Thinking About Quitting," page is a great place to start.

Grantee-generated ideas & settings

Activities: New Year's Kick-off activities; low or no cost social or local media opportunities; activities and resources for community members who are not yet ready to quit completely; tools to help smokers prepare to quit.

Sites/settings: schools, multi-unit housing; health care settings; nurse home visitation programs; banks and other community service settings.

Related STEPP Resources:

- Educate about availability of Tobacco Free Colorado (TFCO) content "[Thinking about quitting](#)," for persons who are thinking about a first step.

- We have a popular quit calculator that calculates the amount of money saved by quitting and other useful cessation resources available at coquitline.org.
- Valentines theme. TFCO ['I want to help someone'](#)

Apr-Jun Activities/QTR 2: Health conditions improved by quitting, Health Care Systems. **CDC theme-related activities:** Tips from Former Smokers(R) 2019 Launch. Tips From Former Smokers link. [CDC Tips Campaign](#)

Connecting tobacco cessation to broader wellness themes can help expand the reach and receptivity of the message. Consider leveraging relationships with employers, community based organizations, including faith-based and social service entities as a jumping off point. Educate organizational leaders and ask that cessation resources be made visible and available for clients.

Orientation attendees shared innovative ideas on how the benefits of cessation might be communicated in a variety of settings.

Grantee-generated ideas & settings

Activities: Integrating cessation into healthy eating and active living tips and activities; community presentations on tobacco use impacts on health; educate on the benefits of going smoke-free with infographics that describe how smoking impacts various diseases or organs;

Sites/Settings: nurse home visitor programs; and schools; community sites; multi-unit housing, residential buildings; health fairs.

Related STEPP Resources:

- We have a popular quit calculator that calculates the amount of money saved by quitting and other useful cessation resources available at coquitline.org.
- TFCO [Quitting is Worth It](#)
- SmokeFree.gov ["Benefits of Quitting"](#)
- CDC [Health Systems](#)

Jul-Sept Activities/QTR 3: QuitLines; Cessation interventions; Linkage with broader tobacco control policies.

CDC theme-related activities: National Conference on Tobacco or Health.

There are opportunities to promote cessation to community members impacted by a smoke-free policy, such as multiunit housing residents, community college students and staff. Policy passage presents a pivotal time to promote cessation resources, through displaying

posters or brochures, or working with the housing authority to offer incentives, that support residents in adjusting and maximize the impact of environmental change on cessation success.

Grantee-generated ideas & settings

Activities: explore QuitLine rewards program for clients who successfully complete the program; post QuitLine and smoke/vape-free signage; QuitLine promotion; Independence Day Freedom from Cigarettes/Tobacco.

Sites/Settings:Communities; schools; pharmacies; multi-unit housing;residential buildings.

Related STEPP Resources:

- QuitLine FAQs (attached as Addendum)
- Organizational Model Policy:
 - TFCO [Smoke Free Multi-housing unit](#)
 - CDPHE and CO School of Public Health [Tobacco Free Policy for Business and Organizations](#)
- Online resource center ordering system for prevention services
<http://cohealthresources.org/>

Oct-Dec Activities/QTR 4: Clinicians and real-world use of evidence-based cessation interventions.

CDC theme-related activities: Great American Smokeout, Pharmacy Month, Health Literacy Month.

Expand health neighborhood connections, including sites where people receive medical and other services offer a great opportunity to connect community members to cessation resources.

Grantee-generated ideas & settings

Activities: Work with health neighborhood providers on including Tips from Former Smokers materials and videos in waiting rooms; Educate local medical facilities, such as Federally Qualified Health Centers (FQHC's) on evidence and community resources; developing partnerships with oral health providers; promote awareness and engagement with Colorado pharmacy legislation that allows for pharmacist-led cessation intervention.

Sites/Settings: clinics; hospitals; social service organizations.

Related STEPP Resources:

- Statewide Pharmacy Cessation Protocol Information:
<https://www.copharm.org/statewide-protocols>
- Great American Smokeout:
<https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>
- American Thoracic Society: Relapse
<https://www.thoracic.org/patients/patient-resources/resources/withdrawal-and-relapse.pdf>
- CDC clinician resources:
<https://www.cdc.gov/tobacco/campaign/tips/partners/health/hcp/index.html>