

1. The Quit Smoking Program (QSP) will offer quit smoking services for the 17,000 residents in Napa County who continue to smoke and to clients in three local addiction programs.¹ This population spends a disproportionate amount of their limited income on tobacco. About 80% of all our participants are considered low socio-economic status by Napa County guidelines. Participants in our classes often live in small apartments or with family, due to their inability to pay rent. Most do not own a vehicle. The local “at risk” recovery population struggles financially and many are on probation. We intend to continue to provide educational and quit smoking services to 350 clients at the Outpatient Alcohol and Drug Division at HHS. We will also provide weekly quit smoking services to 120 residential clients at McAlister Institute on the State Hospital grounds. We will offer weekly sessions to approximately 90 youth at the Wolfe Center in their After School Program. These teens have severe behavioral difficulties in school and are often involved in Drug Court. About 15% of all of our participants are bilingual Spanish speaking and need our multi-cultural services.

2. QSP is the only community based quit smoking provider in Napa County. In many communities, the local hospital or clinic offer quit smoking services. Neither Queen of the Valley nor Clinic Ole’ offer quit smoking clinics. Only Kaiser offers quit smoking services, but only to their members. We will offer 6 Freedom From Smoking class series (FFS) during this grant period at either the Queen or Clinic Ole’ for any Napa resident motivated to quit smoking. Both facilities are easily accessible by public transportation and are safe locations. QSP program services are cost free to encourage Napa’s low socio-economic population to enroll in classes. We will offer part-time Tobacco Concierge Services at both the Queen and at Clinic Ole’ for immediate patient medical referrals. QSP has worked with three recovery programs identified in this project for the past year, and they have requested our continuation of integrating services within their treatment model. Without our program, clients from HHS Outpatient Alcohol and Drug Program, McAlister Treatment Program and youth at the Wolfe Center will not have quit smoking services offered within their programs.

3. The FFS curriculum has been the program’s foundation since the Napa program began in 2001. Our program is licensed through the National American Lung Association, and we require our class Facilitators to be ALA certified, which includes an understanding of the Stages of Change Model. This model was originally conceptualized for tobacco cessation and is now widely used in behavior modification programs.² FFS is a structured, systematic approach to quitting with a variety of evidence based cessation techniques. Studies show that FFS graduates are “six times more likely to be smoke free after one year than those who quit on their own.”³ Our service includes access and education about Nicotine Replacement Therapy (NRT) to enhance treatment success. We will provide six 8 week class series for the community at the Queen and at Clinic Ole’. Through the Tobacco Concierge Service, a Facilitator will be available four hours each week for medical staff to easily refer patients for immediate class enrollment and support. QSP will continue to serve three local Recovery programs and develop effective systematic tobacco integration within their program structure. QSP intends to continue

the twice monthly educational component within the “Readiness Phase” at HHS Alcohol and Drug Outpatient Program and will provide 5 class series in the “Early Recovery Phase” of their Matrix Model. QSP will provide 6 series of classes at McAlister Institute for their residential clients and identify a staff advocate to assist in program integration for sustainability. We will continue to offer weekly after school sessions for youth at The Wolfe Center to encourage smoking reduction and promote awareness of early health complications. QSP will use the Stages of Change Model that is threaded throughout the FFS curriculum to measure client progress. The class sessions start with the Preparation (readiness) Stage and steadily guide the participants to the final Maintenance (smoke free) Stage.

4. Quitting smoking is a process widely recognized as individual stages that result in a lasting quit⁴ QSP will measure progression through the Six Stages of Change as the instrument to determine client success. We expect 75% of our community class participants, including Concierge referrals, to progress at least one stage forward. We also expect 60% of the recovery population to progress one stage. We will calculate the number of quit attempts, knowing that increasing quit attempts results in successful quitting.⁵ All project data will be objectively analyzed by our State approved Tobacco Program Evaluator. For every person that quits in Napa, there are financial rewards that ripple through the community. From our data, we project that 53% of community participants will quit after the end of the class series, and this will result in a significant health cost reduction. We expect the project to provide Napa with “smoking cessation as the gold standard of health care cost effectiveness.”⁶ According to the *Clinical Practice Guideline 2008*, there is an expected \$3,500 cost saving per person every year a smoker quits and an increased 7.1 years in life expectancy.⁷

5. The FFS Clinic Program was introduced in 1981, after an extensive three stage development process. Stage one included an assessment of existing cessation programs; stage two established criteria that was medically sound, cost-effective, and both evidence based and able to be replicated. In stage three, the program was tested according to stringent academic research standards.⁸ The first large scale study of the program’s effectiveness was done in 1992 from evaluations that included field testing after actual implementation. The initial studies showed a 51% quit rate at the conclusion of the class series and a 28% tobacco free rate after one year.⁹ Our program data from 2011-2012 shows a 53% quit rate at the end of our FFS class series. The Tobacco Concierge Service concept is based on the compelling evidence of the Ask, Advise, Refer model.¹⁰ The Guideline states that “smokers are significantly more likely to quit successfully if they use evidence-based counseling and medication treatment,” and that used in combination, they have a Strength of Evidence “A.”¹¹ The FFS curriculum strongly supports the use of NRT, and our staff educates and encourages participants to use products correctly. The Guideline also shows that there is a strong relationship between the number of counseling sessions in combination with medication and the actual likelihood of quitting. In conjunction with this theory, QSP always provides group counseling in multiple sessions as an 8 week FFS class series.