

# MEDICAL EDUCATION

## SPEAKERS NETWORK

ESTD  DATE

### MESN Trending Topic **Smoking Cessation**

If your medical staff sees patients who are interested in or attempting to quit smoking or tobacco use, consider contacting our office to book a speaker on this topic at 877-505-4777 or [info@speakersnetwork.com](mailto:info@speakersnetwork.com).

#### **What is the problem (C2)?**

Smoking continues to be the leading cause of preventable disease and death in the United States and costs the United States billions of dollars each year. 15.5% of all adults were current cigarette smokers in 2016, and each day, more than 3,200 people under 18 years old smoke their first cigarette. A recent study in men showed that long-term smoking cessation had a protective effect against dementia risk. Quitting smoking greatly reduces the risk of developing smoking-related diseases. There are helpful treatments and resources for quitting, and it is very important for primary health-care providers to assess tobacco use among their adult and adolescent patients, and counsel users to help them quit.

#### **How do we know this is a problem (C2)?**

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/index.htm?s\\_cid=osh-stu-home-spotlight-001](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/index.htm?s_cid=osh-stu-home-spotlight-001)

[https://www.medscape.com/viewarticle/901890?nlid=124996\\_4503&src=wnl\\_dne\\_180914\\_ms\\_cpedit&uac=143831FT&impID=1738948&faf=1](https://www.medscape.com/viewarticle/901890?nlid=124996_4503&src=wnl_dne_180914_ms_cpedit&uac=143831FT&impID=1738948&faf=1)

#### **Proposed Learning Objectives (C3)**

At the conclusion of this activity, the learners will be able to:

1. Describe the prevalence, costs, and premature mortality associated with tobacco smoking in the US.
2. Address the psychological and biological aspects of cigarette addiction.
3. Identify the components of a comprehensive tobacco smoking cessation plan.
4. Provide specific recommendations regarding drug therapy as well as appropriate patient counseling.
5. Counsel patients who are addicted to smoking, taking into consideration age, culture, language, and health literacy

## What do attendees need? (C2)

Participants need education on assessment of tobacco use among patients, especially adolescents, as well as various FDA-approved options and behavioral modification therapies available for smoking cessation.

## Why does this problem exist? (C2)

*X Lack knowledge about the problem(s)*

*X Lack strategies to apply knowledge to practice (competence)*

## Educational Delivery Method (C5):

- ❑ Didactic lecture
- ❑ Question and answer session
- ❑ Case presentations

## Rationale for Delivery Method (C5):

- ❑ Knowledge conveyed in a short time
- ❑ Application of knowledge to potential practice

## Professional Competencies (C6):

- ❑ **Patient Care** - Provide care that is compassionate, appropriate and effective treatment for health problems and to promote health.
- ❑ **Medical Knowledge** - Demonstrate knowledge about established and evolving biomedical, clinical and cognate sciences and their application in patient care.
- ❑ **Interpersonal and Communication Skills** - Demonstrate skills that result in effective information exchange and teaming with patients, their families, and professional associates (e.g. fostering a therapeutic relationship that is ethically sound, uses effective listening skills with non-verbal and verbal communication; working as both a team member and at times as a leader).

## SPEAKERS ARE AVAILABLE FOR ONLINE ACTIVITIES

Our speakers are available for web-based activities as well as in-person activities. Our speakers can also produce pre- and post-test questions if your organization requests for compliance with the AMA's assessment requirement for online activities.