



Tip Sheet for Physician Champions Office Champions Tobacco Cessation National Dissemination Project

Ideas to support your Office Champion and staff:

- Provide adequate support, time and resources and allow the Office Champion to run the project with the family physician providing oversight.
- Make it a collaborative process, allowing all staff and clinicians to provide input into system changes.
- Convene a staff meeting to announce the project to the practice to show staff you are interested and engaged in the project.

The benefits of participating in the project can pay off in many ways for your practice:

- There is a return on investment with the project: You can bill for tobacco cessation counseling that's effective, standardized and applies to every patient with tobacco dependence.
- The program's goals may align with other goals, such as smoking as a vital sign and EHR Meaningful Use requirements (addressing smoking). Choose interventions that help you in other ways.
- Help your practice grow and gain publicity by offering group visits and/or utilizing the recognition materials.
- Use this project as an opportunity for clinical research. Study your intervention with a chart review and publish your results or present findings at chapter or academy meetings.
- Use this project as a template to assist other practices within your network to implement smoking cessation education as a standard of care.
- Use this model as an outline for other quality improvement initiatives or improving other chronic diseases (i.e. AIM-HI fitness initiative).
- Serve as a tobacco-free role model for other practices and businesses in your community.

Visit www.askandact.org for more information and resources on tobacco cessation.