There are over 11 million nurses in the world, and they have the power to make a huge difference in battling the tobacco-related epidemic.

Nurses enjoy public trust and can use this trust to advocate for their clients, their community, and for public health.

In countries where the majority of nurses do not smoke, they could become pivotal partners in promoting the tobacco control agenda.
Barriers to Nursing Involvement in Tobacco Control

- Smoking status of nurses themselves
  - If nurses smoke, they are less likely to intervene with patients or become involved in tobacco control

- Limited knowledge and skills
  - Tobacco control content in nursing schools has been limited

- Limited nursing research

- Lack of professional leadership

Image source: Tobacco Documents Online. Permission granted for educational use.

Barriers to Nursing Involvement in Tobacco Control

- Tobacco control has not traditionally been a part of nursing practice

- In the past, nurses were used to advertise cigarettes

- Lack of knowledge and fears of causing patient stress and discomfort keep nurses from addressing tobacco use

Barriers to Involvement: Lack of Knowledge and Skills

- Research has shown that tobacco-related content in nursing schools is minimal.

- A survey of nursing schools in four Asian countries (China, Japan, Korea, and the Philippines) revealed:
  - 92% included content on health risks of smoking
  - 49% did not provide smoking cessation content
  - 11% included supervised cessation practice with patients
  - Less than 10% reported in-depth coverage of cessation interventions
  - Few schools reported opportunities for clinical practice of cessation skills
  - Most schools surveyed delivered less than one hour per year of tobacco control instruction

Source: Sarna et al. (2006).

Barriers to Involvement: Lack of Knowledge and Skills

Required Tobacco Curriculum Content In Nursing Education 909 Programs In U.S. Nursing Schools, 2001

Source: adapted by CTLT from Wewers et al. (2004).
Barriers to Nursing Involvement in Tobacco Control

- There are myths and misperceptions about the No. 2 cause of death in the world
  - Competing priorities

- During the SARS outbreak, people became preoccupied with the threat of SARS yet continued to smoke


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Barriers to Nursing Involvement in Tobacco Control

- The epidemic is moving from:
  - Men to women in developed countries
  - Developed countries to developing countries

- Developing countries need to be careful because this movement could negatively impact nurse smoking rates, and the country may risk losing an important partner in the tobacco control fight

Image source: Trinkets and Trash. Permission granted for educational use.

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**Nurses and Tobacco**

- Smoking threatens the health of nurses and causes dissention in the workplace

- Nurses receive minimal support for their own cessation efforts
  - Perception from the public and colleagues that nurses that use tobacco should know better

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**Smoking Rates Vary by Region and Country**

Image source: Tobacco Documents Online. Permission granted for educational use.

Source: adapted by CTLT from Tobacco Use and Cessation Counseling, MMWR. (2005).
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Nursing Interventions for Smoking Cessation

Source: adapted by CTLT from Rice and Stead. (2004).

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Nursing Interventions for Smoking Cessation in an Outpatient Setting

Source: adapted by CTLT from Rice and Stead. (2004).

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**The Role of Nurses in Tobacco Control:** Stella Bialous, RN, MScN, DrPH

### Tobacco Control Resources for Nurses: U.S.

- Tobacco Free Nurses
  - First national initiative created in the U.S. to provide support with tobacco cessation and establish a framework for engaging nurses in tobacco control
  - www.tobaccofreenurses.org

Image source: Tobacco Free Nurses.

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### Tobacco Control Resources for Nurses: U.K.

- The Royal College of Nurses (RCN) (U.K.) developed a booklet to help nurses stop smoking

Image source: The Royal College of Nurses, U.K.

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Resources for Nurses to Facilitate Patient Cessation

- Nurses have the power to make a big difference

| Image sources (left to right): Tobacco Free Nurses; Royal College of Nursing. |

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Tobacco Control Resources for Nurses: Hong Kong

- The University of Hong Kong has developed a smoking cessation counselor training program for nurses, the first of its kind in Hong Kong
  - The program is designed to educate nurses and other health professionals to help patients stop smoking using pharmacological, psychological, and behavioral interventions

Image source: The University of Hong Kong.

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Tobacco Control Resources for Nurses: Hong Kong

- First time in Hong Kong, and in the world, where nurses took the lead in developing community-based smoking cessation clinics
- The Hong Kong program is now expanding in other areas and continues to educate nurses and other health care professionals on cessation promotion and tobacco control activities
- Generally, the best method of getting nurses involved in tobacco control is to teach them cessation because they see the immediate benefit to their patients
  - Once educated about cessation, nurses will also learn about tobacco control and become important advocacy allies

Tobacco Control Resources for Nurses: Hong Kong

- The Hong Kong counselor training program is expanding on research and policy
  - Developing a smoke-free home campaign
    - Nurses at maternal and child health (MCH) sites talk to parents about protecting their children from secondhand smoke
    - New role where nurses could take the lead because of their extensive contact with clients
The Role of Nurses in Tobacco Control: Stella Bialous, RN, MScN, DrPH

Nurses’ Tobacco Control Knowledge: China

Nurses’ Tobacco-Related Knowledge, Attitudes, and Practice in Four Major Cities in China
Sophia S.C. Chan, Linda Sunne, David C.N. Wong, Tai-Hung Lui

Objective: To identify Chinese nurses’ tobacco-related knowledge, attitudes, and practice (KAP), including perception of competency in smoking cessation interventions, for identifying barriers and facilitators to smoking cessation interventions in patients, and to assess the learning needs and smoking status of nurses.

Design: A cross-sectional survey was conducted in four major cities (Beijing, Shanghai, Guangzhou, and Nanjing) using an adapted questionnaire. Questionnaire was translated into Chinese and pilot tested to ensure reliability and validity.

Methods: A total of 1,000 nurses were recruited from various settings. Data were collected using a self-administered questionnaire at the end of each session.

Results: The overall prevalence of smoking was 21.2%. Nurses had a moderate level of knowledge regarding smoking cessation and a low level of confidence in counseling patients to quit smoking. Nurses reported lack of knowledge and skills in smoking cessation interventions, and the need for additional training and resources.

Conclusions: Nurses have a critical role in providing smoking cessation services. However, there is a need for improved training and support to enhance their skills and confidence in smoking cessation interventions. Further research is needed to explore strategies for improving nurses’ smoking cessation practices.

Source: Chan et al. (2007).

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Regional Nursing Networks: Europe

- European Forum of National Nursing and Midwifery Associations and World Health Organization (WHO) Task Force
  - Focus mostly on cessation
  - Regional network and conference

- Key areas
  - Education and training
  - Good practices model
  - Support for quitting
  - Opportunities for collaboration with other professionals

- Main problem: lack of funding to sustain activities

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Worldwide Nursing Initiatives

Source: Percival et al. (2003).

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Nurses and Tobacco

- If nurses want to advocate for better health care, it is essential that they learn how to influence the policy making process and participate in tobacco control

- Nurses can no longer be satisfied with only bedside care

- Nurses must use their power to promote the tobacco control agenda


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Nurses and Tobacco Control: World No Tobacco Day


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Nurses and Tobacco Control

- Suggested practices
  - Reject tobacco money
  - Do not partner with the tobacco industry
  - Ban tobacco promotion
  - Support the WHO Framework Convention on Tobacco Control
  - Invest in tobacco control
  - Be active on tobacco control
  - Support smoke-free public places


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Nursing and Tobacco Control: Industry Perspective

- In 1998 Philip Morris recognized the power nurses have to affect tobacco control
  - “Nurses and the ANA [American Nurses Association] have a history of antismoking activity, primarily in the area of cessation. They must be considered increasingly strong opponents not because of this history but because of their increasing involvement in the political process. ... Nurses, as a group, feel strongly negative about tobacco use. ... As they become more active in politics—they have established the Nurses Coalition for Action in Politics—at all levels, they could easily be formidable opponents of the tobacco industry....”

- Are nurses “formidable opponents of the tobacco industry”?

Nursing and Tobacco Control: Advocacy Groups

Image source: The Nightingales.
### Nursing and Tobacco Control: Advocacy Groups

- **Nightingales**
  - Main focus is advocating for patients who have died from tobacco-related diseases
  - Attend corporate meetings of tobacco companies and read letters on behalf of patients who suffered and died from tobacco-related diseases
  - Lend a voice to the people they take care of and who have died because of tobacco company marketing

### Nursing Organizations and Tobacco Control

- There are a few examples in the United States, Canada, Australia, the U.K., and other countries where nurses have been involved in supporting tobacco control policy and legislation at the organization level
- But in most of the rest of the world, nursing leadership has been absent from tobacco control policy discussions
- Their leadership, however, is essential to motivate nurses at all levels
Nursing Organizations and Tobacco Control

- There have been numerous calls for action from large organizations
  - Nursing, however, has not followed through with action

- To utilize the full potential of nurses as tobacco control professionals, there is a need for better coordination of efforts and more academic commitment to tobacco control

Future Directions

“As nurses and midwives already constitute up to 80% of the qualified health workforce in most national health systems, they represent a potentially powerful force for bringing about the necessary changes to meet the needs of Health for All in the 21st century ... Nurses have many opportunities to play a leadership role in combating the tobacco epidemic ... Nurses throughout the world have access to the population at all levels of the health care system, and enjoy a high degree of public trust ... ICN has [encouraged nurses] to be at the forefront of tobacco control at the local, national and international level, building partnerships ... I hope the National Nurses Associations ... will put into action ICN recommendations.”

— Dr. Gro Harlem Brundtland (1999)
Opportunities for Involvement in Tobacco Control

- Explore alternative avenues to implement nursing-led interventions, such as pediatric primary care and home health care, since much of this care is coordinated by nursing departments.

- Integrate tobacco interventions into current practice in areas such as maternal and child health, primary care, and acute care.

- Develop research on tobacco use prevalence and cessation needs of nurses as well as on the effectiveness of nurse interventions in different settings.

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Opportunities for Involvement in Tobacco Control

- Develop and implement tobacco control policies, such as nurse involvement in the implementation of smoke-free health care facilities.

- Join with other nongovernmental organizations to promote tobacco control advocacy and policy.

- Implement curriculum changes in nursing schools to enhance nursing interventions in tobacco consumption prevention, smoking cessation, and efforts to reduce exposure to secondhand smoke.
The Role of Nurses in Tobacco Control: Stella Bialous, RN, MScN, DrPH

<table>
<thead>
<tr>
<th>Opportunities for Involvement in Tobacco Control</th>
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<tbody>
<tr>
<td>Write letters on tobacco control policy proposals at the local, state, or federal levels to newspapers</td>
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<tr>
<td>Write/call/email legislators and policy makers at all levels to express support for tobacco control proposals</td>
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<tr>
<td>Get involved with a local tobacco control group or organization</td>
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<tr>
<td>Create a committee at the workplace to enhance nurses' awareness about tobacco control issues, such as integrating smoking cessation in nursing practice</td>
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<tr>
<td>Advocate for access to and reimbursement for tobacco cessation treatment (behavioral and pharmaceutical)</td>
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</tbody>
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Advocate for bans on smoking in workplaces and public spaces

Take smoking status to be a vital sign on all patient records

Advocate for tobacco tax increases and dedication of funds for tobacco control programs and research

Improve the quality of tobacco cessation treatment through adoption of clinical practice guidelines for tobacco use cessation

Push for government regulation of nicotine as a drug

Support and participate in lawsuits against the industry
The Role of Nurses in Tobacco Control: Stella Bialous, RN, MScN, DrPH

Summary

- Nurses have a tremendous opportunity to make a difference in the fight against the tobacco epidemic
- Nurses can work at the individual or organizational level to be advocates for tobacco control
- Nurses can work with patients, the community, or at the national level to promote tobacco control