

Help Your Colleagues:

Job Description for Tobacco Cessation Counselor
Reaching Providers Through Media Campaigns
March 24, 2006

Question #1: Job Description for Tobacco Cessation Counselor

As part of our Core Measures at a small local hospital (130 beds) we are examining smoking cessation and specifically are pondering the idea of developing a job description for a tobacco cessation counselor. I am wondering if there is a job description or any documentation tools that have been developed that I could share with the core measure team. Any input you have would be most helpful.

Example Job Descriptions

Columbia Memorial Hospital, Oregon

List of duties:

- Provide counseling interventions for patients, staff and community members who want to quit tobacco use.
- Be knowledgeable about all local and regional resources available to individuals who want to quit including local complimentary therapies such as acupuncture, hypnosis, psychotherapy, etc.
- Make referrals as needed for patients, staff and community members who want to quit
- Provide follow-up support for individuals who want to quit
- Serve as a back up for Cardiopulmonary Care in making hospital patient visits
- Support and arrange or provide additional training on tobacco cessation to staff or community as requested.
- Represent the Hospital in the community in educational and prevention opportunities regarding smoking cessation and the dangers of second hand smoke.
- Develop and provide tobacco cessation prevention, education and intervention programs as needed
- Serve as a resource for hospital personnel and affiliates regarding best practices for smoking cessation and prevention

Association for the Treatment of Tobacco Use and Dependence

The Association for the Treatment of Tobacco Use and Dependence (ATTUD) has developed a set of competencies to guide the provision of treatment for tobacco dependency, especially intensive treatment, and to ground this practice in the best evidence for effective treatment. The document, titled "Core Competencies for Evidenced-based Treatment of Tobacco Dependence" can be accessed and downloaded from this page of the ATTUD website: <http://www.attud.org/public/survey.php>

This document identifies three levels of provider proficiency required for each competency/skill set: 1) awareness, 2) knowledge and 3) proficiency. This allows one to identify and develop "job descriptions" that range from someone providing brief education or advice only to a specialist providing intensive tobacco cessation counseling. ATTUD is now exploring existing training and certification in order to determine possible objectives related to national needs in those areas.

Seton Health's Center for Smoking Cessation, New York

JOB SUMMARY

Job Title: Inpatient Cessation Specialist
Department: Center for Smoking Cessation

Date: 7/03
Reports to: Director

JOB PURPOSE: Provides bedside cessation counseling and telephonic follow-up for inpatients identified as smokers.

MINIMUM QUALIFICATIONS:

Education	Bachelors Degree in Nursing, Education, or a health related field.
Experience	Demonstrated competence in counseling and/or education.
Training	Demonstrates commitment to continuing professional development. Attend training provided by department.
Licensure	If an RN, is licensed and currently registered as a Professional Nurse in NYS. NYS Driver's License required
Other	Non smoker Leadership and communication skills Knowledge of counseling skills and adult learning theories

CONTACTS:

Reports to:	Department Director
Relationship with:	Staff, patients, and community
Direction of Others:	None
Level of Patient Interaction:	

OhioHealth Nicotine Dependence Program, Ohio

JOB DESCRIPTION

Job Title: Nicotine Dependence Counselor
Department: McConnell Heart Health Center
Reports to: Director, Nicotine Dependence Program

Summary and Purpose of Position

The Nicotine Dependence Counselor provides tobacco cessation counseling services to patients, in a variety of settings and modalities. Under the direction of the Director of the Nicotine Dependence Program at the McConnell Heart Health Center, the Counselor treats outpatients desiring tobacco cessation services, in both individual and group settings; responds to inpatient nicotine dependence consultation requests, providing bedside interventions as appropriate; arranges follow-up with such patients at the McConnell Center when possible; assists in the seamless integration of tobacco cessation counseling with the range of services offered at McConnell; and provides/assists with educational activities related to nicotine dependence treatment.

Scope of Position

This position reports to the Program Director, and provides direct patient care and educational services. This is a full-time position with no supervisory responsibilities.

Major Duties/Responsibilities and Essential Functions

60% Provides counseling and evaluation services for nicotine dependent patients.

- Demonstrates highly developed counseling traits including: empathy, active listening, compassion, and understanding.
- Able to use motivational interviewing techniques in counseling.
- Uses stages of readiness for change to define counseling approaches.
- Understands and uses addiction theories and approaches.
- Able to address other issues within the context of nicotine dependence counseling (abuse concerns, family dysfunction, marital issues, mental illness, alcoholism, etc.)
- Stays informed about patient care/treatment issues, through reading professional literature and attending conferences

10% Maintains adequate documentation regarding patient interactions.

- Documents patient sessions in both inpatient and McConnell Heart Health Center medical records, as appropriate.
- Completes paper work for patient tracking and initiates contact with patients for follow-up (medical records, hospital chart notes, billing forms, etc.).
- Completes patient care entries to computer tracking system in timely fashion.

30% Organizes, coordinates and provides professional coverage for specific programs offered by the Nicotine Dependence Program.

- May be assigned to assist with and/or organize and manage outpatient group programs, individual inpatient and outpatient counseling, RMH employee groups, corporate cessation outreach.
- Develops, revises and maintains patient education/information materials for nicotine dependence program.
- Assists in recruitment and enrollment of patients for program.
- Assists in educational programs and presentations for nicotine dependence training

Qualifications:

Master's degree required, preferably in human service field (i.e., counseling, psychology, chemical dependence, social work). Previous experience in counseling or therapy (both individual and group preferred), and experience working in healthcare/medical field preferred. Prior experience with nicotine dependence or chemical dependence counseling is highly desirable. Demonstrates highly developed counseling skills. Previous experience and skill in public speaking such as giving educational presentations (lectures and activities) for patients and professionals desirable. Strong written and verbal communication skills required. Excellent interpersonal skills required with a demonstrated ability to work with others cooperatively and comfortably in a team environment. Computer skills preferred. Ability to deal with growth and change. Flexibility with work assignments required. Must not use tobacco products.

Mayo Nicotine Dependence Clinic, Minnesota**JOB DESCRIPTION****Organizational Relationships:**

Receives direction from: Clinical Coordinator, Medical Directors for Treatment and Education. Works cooperatively with: Education program staff, NDC counselors, office staff, Nicotine Research Center staff.

Position Overview:

Provides nicotine dependence counseling services to patients, in a variety of settings and modalities. Completes all activities associated with this counseling service. Provides educational activities related to nicotine dependence treatment.

Minimum Education and/or Experience Required:

Master's degree required, preferably in human service field (counseling, psychology, chemical dependence, social work, sociology). Previous experience in counseling, therapy (two years preferred). Prefer experience with nicotine dependence, or chemical dependence counseling. Demonstrates highly developed counseling skills. Previous experience and skill in educational presentations(lectures and activities) for patients and professionals. Public speaking ability and experience expected. Experience working in healthcare/medical field preferred. Strong written and verbal communication skills required. Excellent interpersonal skills required with a demonstrated ability to work with others cooperatively and comfortably in a team environment. Computer skills preferred. Ability to deal with growth and change. Flexibility with work assignments required. Must not use tobacco products.

Licensure/Certification Required:

Certified Tobacco Treatment Specialist

JOB-SPECIFIC COMPETENCIES**1. Job Specific Competency: Provides counseling and evaluation services for nicotine dependent patients.**

- a) Demonstrates highly developed counseling traits including: empathy, active listening, compassion, and understanding.
- b) Able to use motivational interviewing techniques in counseling.
- c) Uses stages of readiness for change to define counseling approaches.
- d) Understands and uses addiction theories and approaches.
- e) Able to address other issues within the context of nicotine dependence counseling (abuse concerns, family dysfunction, marital issues, mental illness, alcoholism, etc.).
- f) Stays informed about patient care/treatment issues, through reading professional literature and attending conferences.

2. **Job Specific Competency: Communicates clearly in writing and orally with physicians, supervisor, other staff regarding patient needs.**
 - a) Communicates with referring staff.
 - b) Communicates with supervisor, NDC medical staff as needed for direction with patient care.
 - c) Communicates with other clinical program staff as appropriate for best patient care.

3. **Job Specific Competency: Maintains adequate documentation regarding patient interactions, on a daily basis.**
 - a) Completes needed paper work for patient tracking (medical records, hospital chart notes, billings, forms, etc.).
 - b) Documents patient session in medical record.
 - c) Completes patient care entries to computer tracking system in timely fashion.

4. **Job Specific Competency: Understands medical problems of patients at level appropriate for paramedical staff.**
 - a) Able to identify primary medical diagnoses for patients.
 - b) Able to understand most medical terminology.
 - c) Able to describe to patients the primary negative effects of tobacco use.
 - d) Able to describe the beneficial health effects with cessation.

5. **Job Specific Competency: Organizes, coordinates and provides thorough, professional coverage for specific programs offered by NDC, as assigned through discussion with supervisor and medical director.**
 - a) May be assigned to organize and manage: Residential Treatment Program, STOP (outpatient group program), support groups, specialty groups, corporate groups.
 - b) Develops, revises and maintains materials for assigned program.
 - c) Organizes staffing for assigned program.
 - d) Recruits and enrolls patients for assigned program.

6. **Job Specific Competency: Provides educational sessions to patients, professionals (including Mayo medical and paramedical staff), and other learners.**
 - a) Provides lectures for patient groups.
 - b) Develops and provides presentations for NDC seminars.
 - c) Provides educational sessions for medical residents, students and other Mayo staff.
 - d) Participates in external conferences as lecturer.
 - e) Provides educational sessions for external groups (schools, community groups) when approved by NDC management.
 - f) Responsible for developing materials to support assigned educational sessions.

7. **Job Specific Competency: Contributes to the positive image and work environment of NDC by exhibiting professionalism and adaptability.**
 - a) Exhibits understanding of the NDC's mission and values by which it operates; maintains awareness of how her/his work integrates with and advances the goals and objectives of the NDC, department and institution.
 - b) Communicates often with other staff regarding schedule changes, increases in patient appointment demand, and planning for future programs and projects.
 - c) Communicates with supervisor and medical director as needed to review plans, decisions.
 - d) Attentive to scheduled hours, with the understanding that time worked may exceed hours scheduled, as needed for patient care and related duties.
 - e) Works with others in the NDC cooperatively and productively, sharing work assignments to meet patient needs and balance workload among staff.
 - f) Understands the need for change and adapts easily.

8. **Job Specific Competency: Participates in NDC meetings, and other institutional meetings, making every effort to contribute ideas and work toward program enhancements.**
 - a) Attends NDC staff meetings.
 - b) Attends NRC luncheon educational seminars.
 - c) Attends meetings planned as part of specific NDC programs.
 - d) Attends institutional meetings as appropriate at the direction of management.

- 9. Job Specific Competency: Takes on and completes professional writing responsibilities as needed to enhance patient care and activities of the NDC internally and externally.**
- Participates in revisions and upgrade for current patient/professional materials.
 - Develops new materials for patients and professionals, on topics related to nicotine dependence treatment.
 - Completes lecture outlines and descriptions to support presentations.
- 10. Job Specific Competency: Represents the NDC positively within and outside the institution.**
- Participates in external events supporting nicotine dependence treatment, and tobacco use reduction, when possible.
 - Looks for opportunities to educate Mayo staff regarding nicotine dependence treatment.
 - Contributes to marketing the NDC services through internal publications and external opportunities.

Kalihi-Palama Health Center, HI

Tobacco Cessation Counselor Job Description

Major Responsibilities: Plan, implement and evaluate smoking cessation programs for patients and community.

Specific Duties:

- Coordinate and conduct individualized smoking cessation counseling for patients, including pregnant women and parents.
- Coordinate and conduct needs assessment activities (including chart audits, focus groups, and/or interviews) as part of planning to expand smoking cessation services to other patient groups.
- Coordinate and provide tobacco-related training and technical assistance for staff.
- Represent organization at community tobacco meetings and coalitions.
- Document patients progress throughout a database system.
- Modify tobacco treatment program based on best practices, i.e. completion criteria and benchmarks for valid patient outcomes.
- Develop tobacco cessation materials, i.e. brochures, power point presentations.

Training required at KPHC: Hawaii Basic Tobacco Intervention Skills Certification, Tobacco Treatment Specialist Certification Program 5 days intensive, and apprenticeship for 3 months by trained TTS.

Question #2: Reaching Providers Through Media Campaigns

In New York State we have 19 cessation centers that cover the entire state and are working to implement the 5 A's strategy within the health care community, in both the hospital and primary care setting. Much of their work surrounds agency policies, academic detailing and the promotion of our Quitline and Fax to Quit Referral Program. To support their efforts we are looking to develop a media campaign that reinforces providers' attitudes towards the 5 A's.

Has anyone developed media and marketing methods targeting health care providers to increase their attitude towards implementing the 5's? I am looking for effective media/marketing methods and messaging, other than academic detailing and educational brochures. Specifically, has anyone purchased print advertising in healthcare periodicals or other communication channels that physicians, nurses, NP's, office managers, read or see? Has anyone developed an effective marketing strategy to foster their attitudes towards the 5 A's?

Virginia Example

In Virginia, a small nonprofit organization has been given modest funding to promote cessation activities directed to healthcare providers. One of these activities is the placement of small ads in medical professional newsletters such as the State Nurses' Association. The ads promote the nonprofit

organization's website, which also serves as a provider resource, and encourage referrals to the quitline. Another outreach activity is staffing exhibit tables at medical professionals' conferences, such as the State Association of Nurse Practitioners. This type of outreach can be very time intensive but has proven to be effective. Sometimes, an offer to conduct a brief session for no charge can facilitate negotiation of a free table. If unable to staff a table, an offer to pay an "exhibit fee" (usually half the cost of a table) in exchange for the conference committee inserting a flyer in the conference packets is made. This flyer is modeled after the Smoking Cessation Leadership Center's "Spend 30 seconds and Save a Life!" flyer (state specific provider and patient resources on put on it).

The most effective and efficient avenue for provider promotion, however, has been through partnering with the state's CMS quality improvement organization. Hospitals are required to meet certain core measures when treating inpatients. One of these measures (for patients diagnosed with AMI, HF and pneumonia) is the provision of smoking cessation counseling. Because of this requirement, they have been able to work with more than 80 hospital QI teams to promote provider cessation activities (at varying levels) and resources. These activities include staffing a table and conducting presentations when QI teams come together for "learning sessions."

Contact Janis M. Dauer, MS, CAC, Program Manager, Alliance for the Prevention and Treatment of Nicotine Addiction (APTNA) at (757) 858-9934, email: <mailto:jdauer@aptna.org>, for more information. Website: <http://www.aptna.org>

Website

CDC's Media Campaign Resource Center for Tobacco Prevention and Control:
<http://www.cdc.gov/tobacco/mcrc/index.htm>

Thanks to everyone who responded!