

THE 5 A'S COUNSELING METHOD

You Can Help Pregnant Smokers Quit



FACILITATOR'S GUIDE

PREGNANCY IS A PRIME TEACHING TIME in healthcare. Effective intervention by a healthcare professional can make the difference between a woman who continues to smoke and one who quits. This easy-to-follow program provides an overview of the “5 A’s counseling method,” a brief, flexible approach proven to increase cessation rates among pregnant smokers. *You Can Help Pregnant Smokers Quit* shows the essential elements of this method and includes demonstrations of the first prenatal appointment and a follow-up visit.

Suggested Facilitator Presentation

- Review the video and Facilitator’s Guide.
- Present the video in segments to clinicians (in a class or individually).
 - ➔ *Play segment one; stop for discussion afterward if desired.*
 - ➔ *Play segment two; stop for discussion afterward if desired.*

- Discuss with your healthcare team how you can best implement the 5 A’s counseling method into your patient appointments. Decide who will play a role and what specific steps they will facilitate.
- Copy the pages in this guide and post in appropriate rooms, or put a copy in patients’ charts.
- Visit the websites listed in this guide for more helpful tools that can help you implement the 5 A’s method.
- Research local smoking cessation resources in your area, and find out whether your state’s quitline offers proactive referral services.
- Present InJoy’s companion patient education program, *You Can Quit! How to Stop Smoking During Pregnancy*, to patients who smoke. (Call 1-800-326-2082 x2 to set up a free preview.)

Target Audience

This program is designed for healthcare practitioners who work with pregnant women, including obstetricians, midwives, and nurses. The content may also be appropriate for cessation counselors and social/public health professionals who work closely with pregnant women.

Program Overview

1. Overview and Sample Session (8:00 minutes)
 - Explanation and clinical tips for each step
 - Demonstration of each step
2. Sample Follow-Up Visit (4:00 minutes)
 - Demonstration of follow-up appointment
 - Handling postpartum relapses



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THE 5 A'S METHOD is based on a meta-analysis of research studies. First published by the U.S. Public Health Service in *Treating Tobacco Use and Dependence* in 2000, this method is the gold standard in smoking cessation counseling. It is designed to be easily implemented in 5 to 7 minutes and can be implemented with a systems approach using several staff members. The 5 A's method has proven to be effective in aiding cessation for a diverse group of pregnant smokers, including low-income women, the group most likely to smoke. Start using the 5 A's method with all of your patients at the first prenatal appointment. Integrate information about the hazards of environmental tobacco smoke, and stress the importance of enforcing a smoke-free home and car both before and after the baby's birth. Finally, continue to use the 5 A's method as needed throughout pregnancy and postpartum, since women are prone to a relapse in the first year after birth.

Overview of the 5 A's

Each A stands for a step in the process:

ASK
ADVISE
ASSESS
ASSIST
ARRANGE

THE 5 A's CLINICIAN NOTES

1. ASK *Ask your patient about her smoking status (ask her directly or have patient complete a written questionnaire).*

Ask her to choose the statement that best describes her smoking status:

- A. I have NEVER smoked, or have smoked LESS THAN 100 cigarettes in my lifetime.
- B. I stopped smoking BEFORE I found out I was pregnant, and I am not smoking now.
- C. I stopped smoking AFTER I found out I was pregnant, and I am not smoking now.
- D. I smoke some now, but I cut down on the number of cigarettes I smoke SINCE I found out I was pregnant.
- E. I smoke regularly now, about the same as BEFORE I found out I was pregnant.



CLINICIAN NOTES: When using the systems approach, the intake nurse or physician's assistant can perform this first step and note the patient's response in her chart. Congratulate nonsmokers and find out if they are exposed to secondhand smoke at home.

2. ADVISE *Advise patient to quit by using clear, strong, personalized messages about the impact of smoking on mother and fetus.*



CLINICIAN NOTES: Use positive language focusing on the benefits of quitting, and make it personal by providing reasons unique to her health, her baby's health, and the health of others she lives with.

3. ASSESS *Assess the willingness of the patient to make a quit attempt within the next 30 days.*



CLINICIAN NOTES: If the woman is not ready, provide further motivational intervention. Document her choice in her chart to ensure accurate follow-up at the next appointment.

4. ASSIST *Assist with a cessation plan by providing support, pregnancy-specific self-help materials, problem-solving techniques, and by helping her identify other sources of support.*



CLINICIAN NOTES: Start by setting a quit date together. Ask, "Would it be easier to start on a weekday or weekend?" Some clinicians use a quit contract. Reinforcement is helpful, such as a congratulatory letter or follow-up phone call on her quit date. Also, help her identify one or two challenges to focus on, such as handling cravings or other smokers, and problem solve together. Quitlines are great sources of support and are proven to be helpful to smoking cessation, so provide phone numbers.

5. ARRANGE *Arrange follow-up to monitor smoking status and provide support.*



CLINICIAN NOTES: These visits should allow time to monitor progress, reinforce steps to quit, promote problem-solving skills, and provide encouragement and positive reinforcement for your patient's efforts. Heavy smokers or women who continue to relapse may need more intensive counseling. Use the systems approach by having a nurse follow up with your patient by phone to see how she is doing. Or, arrange for a proactive quitline to contact your patient directly.

HELPFUL RESOURCES



WEBSITES

- American College of Obstetricians and Gynecologists
www.acog.org
- National Partnership to Help Pregnant Smokers Quit
www.helppregnant smokersquit.org
- Dartmouth Interactive Media Laboratory
www.iml.dartmouth.edu/Smoking_linkpage/index.html
- Smokefree Families
www.smokefreefamilies.org
- National Cancer Institute
www.smokefree.gov
- March of Dimes
www.marchofdimes.com



TOLL-FREE QUITLINES

- National Network of Tobacco Cessation Quitlines
1-800-QUIT-NOW
- Great Start Quitline
1-866-66-START
- American Cancer Society
1-800-ACS-2345



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