

The New California Gold Rush



Gold Rush Campaign Huge Success

California's Dental Hygienists Refer Thousands of Smokers to the California Smokers' Helpline

With a small, gold plastic card in hand promoting the state's own tobacco quitline, California dental hygienists talked to more than 24,000 tobacco users in 2004-2005.

The campaign, called "The New California Gold Rush," challenged every California dental hygienist to **Ask** patients if they use tobacco, **Advise** them to quit, and **Refer** them to the tobacco cessation specialists at **1-800-NO-BUTTS**—the California Smokers' Helpline—by handing them one of these "Gold Cards" with the phone number on it. Calling this toll-free quitline has been shown to at least double the chances that a smoker will quit.

Dental hygienists from 25 components of the California Dental Hygienists' Association (CDHA) participating, logging onto a website after each referral and competing for a free trip

to the 2006 World Conference on Tobacco OR Health in Washington, D.C. The Smoking Cessation Leadership Center (SCLC), Pfizer, the California Smokers' Helpline, and the California Dental Hygienists' Association partnered to create this unique campaign, which succeeded in changing the behavior of the dental hygiene profession.

Survey results showed that 82% of dental hygienists surveyed said they referred patients to the Helpline (55% referred at least seven patients) during the past year, and an overwhelming 88% found the Gold Rush campaign an effective resource for tobacco cessation and their patients who smoke.

The New California Gold Rush is a part of ADHA's Smoking Cessation Initiative (SCI).

Special Interest Articles:

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- Promotion of the New California Gold Rush
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ADHA Smoking Cessation Initiative (SCI)

In the summer of 2003, the SCLC invited the American Dental Hygienists' Association (ADHA) to attend a special workshop in San Francisco to develop a plan for increasing the number of dental hygienists who help their patients quit using tobacco.

Tammi O. Byrd, RDH, 2003-2004 ADHA President, and a task force of 12 other dental hygienists, addressed two main barriers preventing dental hygienists from intervening with patients who use tobacco—lack of time and lack of training in tobacco cessation. To address these barriers

the ADHA Tobacco Cessation Task Force committed to an action plan that would use as the core of its program a three-step process:

Ask. Advise. Refer.

Ask about tobacco use, **Advise** those who use to quit, and **Refer** to a tobacco quitline. The quitline becomes an extension of the dental hygiene practice ensuring patients receive the best possible care.

In November 2003, ADHA received a grant from SCLC to launch a nationwide smoking cessation initiative by dental hygienists to promote tobacco cessation.

ADHA Smoking Cessation Initiative (SCI) Network



Kirsten Jarvi
Austin Risbeck

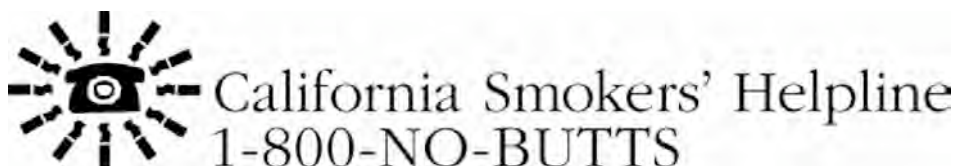
The ADHA Smoking Cessation Initiative (SCI) progressed to the point of establishing a network of state SCI liaisons, managed by a national SCI program manager.

This network enhances communications between ADHA and state organizations, local constituents, and the dental hygiene community on issues related to smoking cessation and tobacco quitlines.

Maureen Titus, RDH, 2003-2004 CDHA President appointed Kirsten Jarvi, RDH

and Austin Risbeck, RDH, to be the SCI Liaisons for the State of California.

As SCI Liaisons, Kirsten and Austin immediately began raising awareness and have been dedicated to providing local components and individual dental hygienists in the state with information and resources—promoting the ADHA Smoking Cessation Initiative (SCI).



Recognizing the power of partnerships, Connie Revell, SCLC Deputy Director, invited CDHA to partner with the Center and the Helpline to increase dental hygienists' awareness of the Helpline services, and to assist dental hygienists in referring tobacco users to the Helpline.



CDHA Board of Trustees enthusiastically accepted this partnership, and Pfizer later joins in to help more smokers quit.

To facilitate referrals, a "Gold Card" was already developed, made of thick,

A Successful Partnership

durable plastic with the toll-free Helpline numbers on the front, to urge tobacco users to call the Helpline.

The campaign, *New California Gold Rush: Dental Hygienists Helping Smokers Quit* was developed as a creative way to increase awareness and utilization of Helpline services.

The goal was to have every dental hygienist in California hand out at least one Gold Card and refer a smoker to the Helpline.

Promotion of the Gold Rush Campaign

The Gold Rush campaign is based on the evidence suggesting the use of a quitline can more than double success in quitting, and the research clearly demonstrating that quitline promotion increases quitline utilization. When quitlines are continually promoted, smokers use them more, thereby

increasing chances more people will quit smoking.

On June 5, 2004, CDHA launched the Gold Rush Campaign at their House of Delegates meeting in San Jose, CA. All component Trustees were provided with a CD-ROM containing tobacco cessation resources and campaign materials.



Promotion of the Gold Rush Campaign (Cont.)

At the House of Delegates meeting, CDHA leadership and members, educators, public health dental hygienists, students and clinicians had the opportunity to talk with Judi Mills, Helpline Outreach Coordinator.

All Gold Rush partners created some strategies to promote the campaign, and accepted the challenge of reaching all California dental hygienists. Through the partnership, two mailers were sent out to nearly 13,000 dental hygienists. In August 2004, a mailer, funded by the Helpline, went out to CDHA membership and in November 2004, a second mailer, funded by SCLC, was sent to the remaining non-members in California.

The first mailer contained Gold Card ordering information, a letter from Michelle Hurlbutt, RDH, 2004-2005 CDHA President, and a baseline survey. The second mailer also contained Gold Card ordering information and a letter from the partnership.

Pfizer agreed to use its 20 representatives to distribute Gold Cards and ordering information to dental hygienist in dental offices throughout the state.

CDHA promoted the Helpline, and launched a website devoted to providing tobacco cessation resources and Gold Card ordering information to dental hygienists.

“Dental hygienists are making a difference in peoples lives.”

*Michelle Hurlbutt, RDH
2004-2005 CDHA President*



The Gold Rush Competition

SCLC funded a trip to the 2006 World Conference on Tobacco OR Health as a prize to the one dental hygienist in California who hands out the most Gold Cards in one year. SCLC also funded special T-shirts to the CDHA Component collectively handing out the most cards.

The Gold Rush Competition began on September 1, 2004 and ended August 31, 2005.

The Gold Rush Competition was promoted on CDHA's Gold Rush website, through electronic communications and mailings, in professional publications and at CDHA leadership meetings.

Contestants were encouraged to submit the number of Gold Cards handed out each month on a special registration

webpage designed by CDHA to keep track of the number of Gold Cards handed out. The Helpline would then keep track of the calls from patients referred by dental hygienists.

In the first four months of the competition, California dental hygienists ordered over 18,000 Gold Cards. A total of 24,360 Gold Cards were ordered and, in turn, thousands of tobacco users were referred to the California Smokers' Helpline.

The Gold Rush Awards ceremony was held at CDHA's 4th Annual CE Extravaganza, November 4, 2005, Redwood City, CA.

(See The Gold Rush Competition Winners on page 6.)



The New California Gold Rush Website



CDHA offers tobacco cessation resources, referral aids, quit plans, and motivational self-help materials available online for download through its New California Gold Rush Website.

This website is designed to assist dental hygienists in performing brief clinical interventions in the dental office using ADHA's Ask. Advise. Refer. program.

The website contains a link to the curriculum, *Tobacco Control for the Dental Hygienist*, developed by Joan M. Davis, RDH, MS, an assistant professor, dental hygiene, which is based upon principles set forth in core competency in patient/client care. In addition, the program is based on the Public Health Service's 2000 *Treating Tobacco Use and Dependence: A Clinical Practice Guideline*.



"I ask all health care professionals to encourage every tobacco user they see to call this number."

*Tommy Thompson
Former Secretary of the
U.S. Department of
Health and Human
Services*

On November 10, 2004, Secretary Tommy Thompson announced the opening of a national quitline number (1-800-QUITNOW) that puts users in touch with programs that can help them give up tobacco. The toll-free number is a single access point to the National Network of Tobacco Cessation Quitlines. Callers are automatically routed to a state-run quitline, if one exists in their area. If there is no state-run quitline, the call goes to the National Cancer Institute (NCI) quitline.

National Tobacco Quitline

The new website includes NCI's direct quitline number and an interactive map with toll-free state quitline numbers. The site also offers instant messaging text chat with an NCI specialist in tobacco cessation. Also available is a step-by-step guide to managing the process of quitting.

The establishment of the national quitline fulfills a pledge that the Secretary made in February 2004.

National Quitline Card

Building on the success of using the Gold Card to refer tobacco users to the California Smokers' Helpline, the SCLC created a national card to urge tobacco users to call 1-800-QUITNOW for free quitline services.

ADHA received sponsorship from the Wm. Wrigley Jr. Company to distribute the national QUIT NOW cards to state SCI Liaisons. The national cards were distributed in October 2005 to celebrate National Dental Hygiene Month, which

focused on tobacco and heart disease. Each state SCI Liaison received 5000 national cards. ADHA is the only professional organization to distribute these cards nationally.

"ADHA is committed to increasing the number of dental hygienists who perform tobacco cessation interventions with their patients through the use of this national quitline card," said Katie Dawson, RDH, 2005-2006 ADHA President.



Ask. Advise. Refer. Website

ADHA called upon California SCI Liaison, Austin Risbeck, RDH, to help design and provide the resources for the new Ask. Advise. Refer. Website, www.askadviserefer.org.

The website offers a tobacco cessation tool-kit for dental hygienists and consumer resources for the public.

ADHA members can order national QUIT NOW cards and have access to NCI's website, www.smokefree.gov.

Visitors to the Ask. Advise. Refer. website can access information about their state-run quitline or NCI quitline through the North American Quitline Consortium.



LOG IN TO WIN Campaign

The Gold Rush partners created an action plan to intensify the promotion of the Gold Rush competition.

The tag line—LOG IN TO WIN—was used to motivate dental hygienists to log in on CDHA's Website and report the number of Gold Cards handed out.

A special flyer was distributed to the CDHA Board of Trustees announcing the LOG IN TO WIN Competition. The component who gets the most members to LOG IN between April 15 thru May 31,

2005, would win a prize.

The partnership designed a special mailer, funded by the Helpline, to encourage CDHA members to LOG IN TO WIN a free trip to Washington D.C.

Throughout the last 8 weeks of the competition, Lin Sarfaraz, RDH, 2005-2006 CDHA President, sent electronic messages to thousands of dental hygienists empowering them to LOG IN TO WIN and refer patients who use tobacco to the Helpline.

THE NEW CALIFORNIA GOLD RUSH:
Dental Hygienists Helping Smokers Quit.



Wrigley/ADHA Tobacco Intervention Awards

The California Dental Hygienists' Association (CDHA) and Kirsten Jarvi, RDH, received the 2005 Wrigley/ADHA Tobacco Intervention Award presented at the American Dental Hygienists' Association Annual Session in Las Vegas, Nevada on June 25, 2005.

CDHA was recognized for its New California Gold Rush Campaign. This campaign, created by the Smoking Cessation Leadership Center, the California Smoker's Helpline and the

CDHA, asks every registered dental hygienist in California to hand out at least one "Take Charge" Gold Card during the year long campaign.

Kirsten was recognized for her individual contributions in the area of tobacco cessation through her work as California's SCI liaison.

Michelle Hurlbutt, RDH, 2004-2005 CDHA President and Austin Risbeck, RDH accepted the award for CDHA.



*Kirsten Jarvi
Wrigley Sponsors
Austin Risbeck
Michelle Hurlbutt*

The Gold Rush Competition Winners



Lin Sarfaraz
Austin Risbeck
Annette Stelter
Kirsten Jarvi

Annette Stelter, RDH, from Orange County, was the leader in referrals, handing out 550 Gold Cards, winning the Gold Rush Competitions' individual award. Annette is a member of CDHA's Orange County Dental Hygienists' Society, and has been practicing as a dental hygienist for 11 years.

"When the campaign was announced, I knew this was where dental hygienists could really use their talents and education to help the public," Stelter said. "The program was so easy to follow and patients were able to take a tangible card home with them."

Annette won a free trip to the World Conference on Tobacco OR Health, July 12-15, 2006, Washington, D.C. SCLC funded this award.

Special T-shirts, also funded by SCLC, were awarded to CDHA's East Bay Component, with a membership of 182, which handed out 629 Gold Cards.

"East Bay's board members are a dedicated group of dental hygienists that care about the future and direction in which our profession is going," said Vicki Frank, RDH, 2004-2006 East Bay Component President.

One of East Bay Component's members is Katie Dawson, RDH, 2005-2006 ADHA President.

The awards were presented to Annette and East Bay Component at CDHA's 4th Annual CE Extravaganza, November 4, 2005, Redwood City, CA.



East Bay Component

"The program was so easy to follow and patients were able to take a tangible card home with them."

Annette Stelter, RDH

More dental hygienists are intervening with their tobacco using patients than the year before.

The August 2004 mailer sent to all CDHA membership contained a baseline survey for dental hygienists to fill out and return. We wanted to know how many dental hygienists in California were asking their patients about tobacco use.

On average 38% of those surveyed said they ask about tobacco use at every visit.

A 1-year follow-up survey was given at CDHA's House of Delegates meeting with 125 surveys returned at an 88%

The Gold Rush Surveys

return rate. The survey used the Likert-type scale ranging from 1 to 5 (1 Never to 5 Almost Always). When respondents were asked the question, 'Do you ask about tobacco use for each client at every visit?' the average score was 3.8.

When asked, 'Did you refer tobacco users to the California Smokers' Helpline?' the average score was 3.8.

More dental hygienists are intervening with their tobacco using patients than the year before.

Building on the Successes of the Gold Rush Campaign

The Iowa Dental Hygienists' Association (IDHA) used the Gold Rush model to promote their state tobacco quitline and the national QUIT NOW card.

Sue Hyland, RDH, Iowa SCI Liaison, provided members of the IDHA with a packet that included ADHA's Ask. Advise. Refer. Protocols & Scripts, QUIT NOW cards, and information about Quitline Iowa, the states' tobacco quitline.

IDHA set a goal to have every dental hygienist distribute at least one QUIT NOW card by December 31, 2005.

Sue had the opportunity to reach dental hygienists from Nebraska and Iowa at the Heart, Health & Hygiene Seminar, November 11, 2005, Council Bluffs, Iowa. She distributed more packets and QUIT NOW cards to a standing room only crowd.

Keynote speaker, Austin Risbeck, RDH, stated, "Helping patients to quit smoking is one of the four things dental hygienists can do to help prevent heart disease." Together, Sue and Austin informed the audience of the Ask. Advise. Refer. program and the tools available to help smokers quit.



Sue Hyland
Austin Risbeck

"Dental hygienists continue to play a pivotal role in helping users quit by referring them to toll-free tobacco quitlines."

*Lin Sarfaraz, RDH
2005-2006 CDHA President*

2005 Great American Smokeout

CDHA celebrated the 2005 Great American Smokeout and highlighted the ongoing New California Gold Rush Campaign—in which dental hygienists across the state are asking about tobacco use, advising those who are tobacco users to quit and referring them using the Gold Card containing the number to the California Smokers' Helpline.

"This important public health effort helps underscore that dental hygienists do much more than clean teeth," said Lin Sarfaraz, RDH, 2005-2006 CDHA President. "Dental hygiene visits help save lives by helping smokers quit. There are numerous cases in which dental hygienists have saved lives by performing oral cancer screening and

through early detection of cancer and other diseases that threaten children, seniors and older adults."

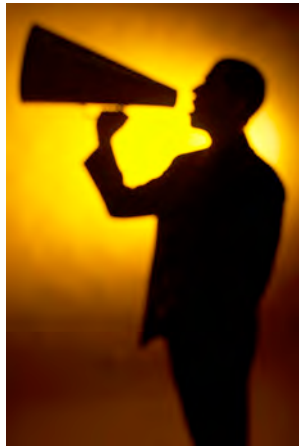
"Dental hygienists continue to play a pivotal role in helping users quit by referring them to toll-free tobacco quitlines."

CDHA sent a press release over the PR Newswire announcing its participation in the Great American Smokeout. News that California dental hygienists are helping tobacco users quit reached populations as great as China, and as sparse as Independence, CA, pop. 574.

SCLC also issued a press release promoting the event and the Centers' national QUIT NOW card to be used by health professionals.



Sustaining the Gold Rush Campaign



CDHA continues to promote the New California Gold Rush through its leadership and members. The Gold Rush campaign is on the agenda at CDHA Board of Trustees and House of Delegates meetings, and thanks to the Helpline, members always have a plentiful supply of Gold Cards and give-aways.

CDHA has created a Component SCI Liaison position. The Component SCI Liaison will be a point of contact to disseminate Ask. Advise. Refer. and

Gold Rush materials and information to all component members.

All Component SCI Liaisons will be provided with the materials to promote the Gold Rush on their websites and newsletters.

CDHA leadership is dedicated to promoting the California Smokers' Helpline and the New California Gold Rush campaign through the Education, Public Health, Public Relations and New Technologies Councils.

The New California Gold Rush Partners

Smoking Cessation Leadership Center

<http://smokingcessationleadership.ucsf.edu>

California Dental Hygienists' Association

www.cdha.org/professionals/goldrush/index.html

California Smokers' Helpline

www.californiasmokershelpline.org

Pfizer

www.pfizer.com



This summary was compiled and produced by C. Austin Risbeck (Risbeck Consulting) as a service to the Smoking Cessation Leadership Center (SCLC) at the University of California, San Francisco. The Center works with leaders of health professions and health care institutions to help them do a better job at identifying patients who smoke and steering them into treatment. Because so many health professional feel they have little discretionary time, referral to toll-free quitlines has been an important strategy for the Center.