



# Enloe Tobacco Initiative

## INTRODUCTION

The Enloe Tobacco Initiative, developed by the Enloe Medical Center (EMC), has received over 65 patient referrals in the six months since it started in November 2021. Primarily serving the counties of Butte, Glenn, and Tehama, **the program’s approach includes a quit plan, providing ongoing support, behavioral modification techniques, and Nicotine Replacement Therapy medication prescriptions.**

## BACKGROUND

The EMC is a 298-bed non-profit hospital in Chico, CA, that was established in 1913. Enloe continues to be locally governed in order to maintain its high quality of care.



During the height of the COVID-19 pandemic, EMC’s Community Health Committee identified a need for tobacco use cessation. EMC was interested in the association of tobacco use and COVID-19, the relatively high smoking rate in Butte County compared to the state as a whole, and a higher rate of tobacco-related cancers and cardiovascular disease.

Butte County Public Health Officer Dr. Andrew Miller reached out to Dr. Jane Goa of CSU Chico to gather data and evidence comparing smoking rates in California and Butte County. There was also supported data comparing cancer rates in the state and Butte County.

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## THE DATA

### California

- » All smokers - 11.3%
- » Male smokers - 14.9%
- » Female Smokers - 8.4%

### Butte County

- » All smokers - 20.6%
- » Male smokers - 23.1%
- » Female smokers - 18.2%

Source: BRFSS Oversampling done in 2019 for the Community Health Assessment - [https://www.enloe.org/media/file/CHNAR\\_19\\_FINAL.pdf](https://www.enloe.org/media/file/CHNAR_19_FINAL.pdf)

Cancer	California Incident Rate	Butte County Incident Rate	Increase/Decrease
Breast	121.23	134.9	+10%
Lung	40.88	56.93	+28%
Colon	34.81	39.52	+12%
Bladder	16.51	21.36	+23%

## PROGRAM OVERVIEW

In the spring of 2021, EMC’s Board of Trustees approved the program and it started accepting patient referrals in November 2021. EMC recruited Dr. Miller to do community population work and recruited certified Tobacco Treatment Specialist Megan Armstrong to serve as the Nicotine Cessation Navigator (NCN).

The Enloe Tobacco Initiative follows the model of the Cancer Treatment Centers of America in providing both primary and secondary prevention methods. The main objectives of the program are to:

- » **Standardize patient tobacco use screening**
- » **Provide tobacco treatment for patients**
- » **Recommend an annual low-dose CT scan for patients at high risk for lung cancer**

The Enloe Tobacco Initiative is unique in that it is fully funded by the EMC. The program is voluntary and the treatment is free.

