

# Tobacco Cessation within a Systems Approach

Community and Preventive Care Services at  
Gundersen Lutheran in La Crosse, WI  
Field Placement May-August 2011  
Master of Public Health  
Medical College of Wisconsin

# Field Placement, Summer 2011

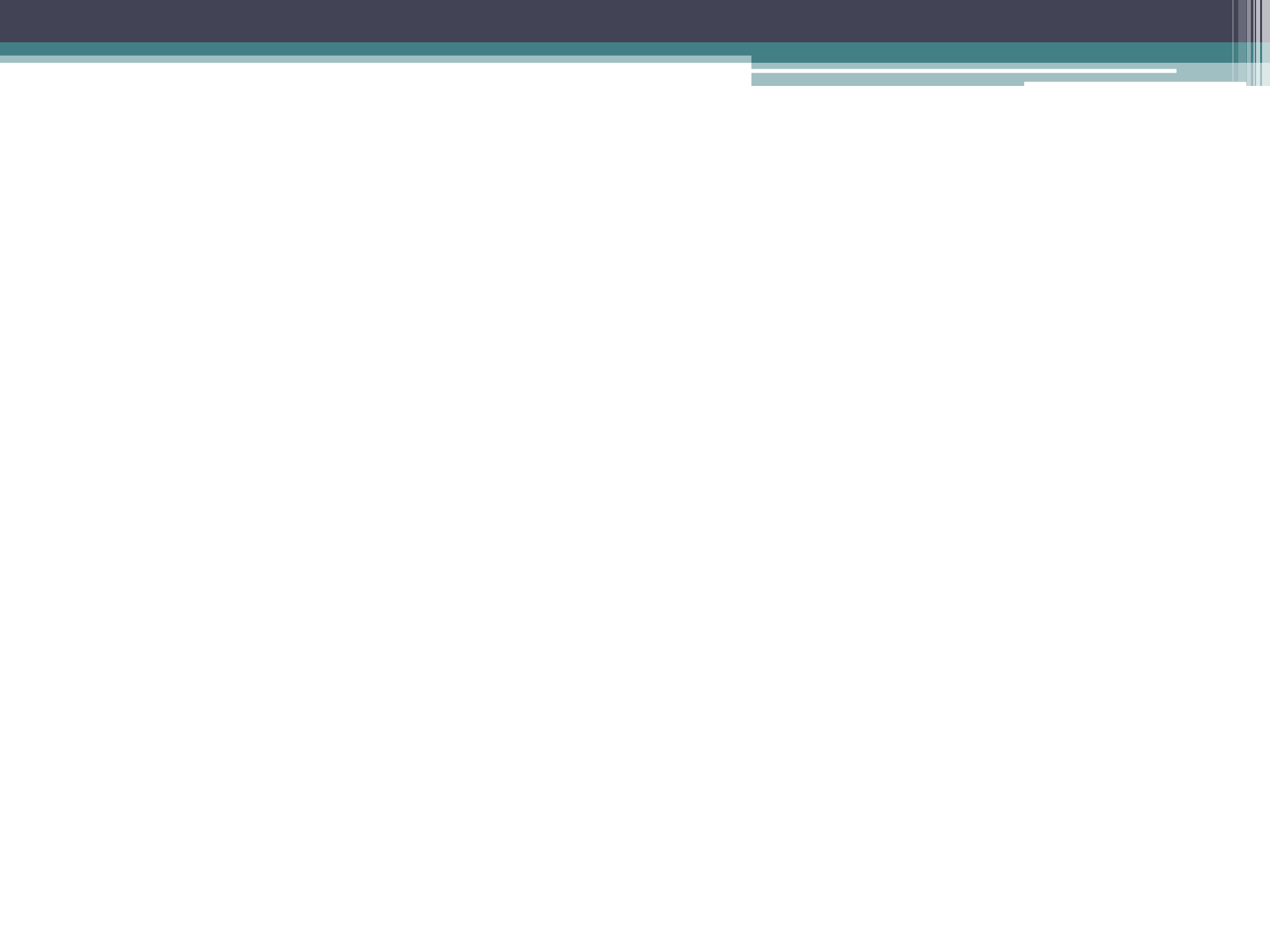
- Field placement through internship program at Community and Preventive Care Services Department of Gundersen Lutheran in La Crosse, WI
- Focused on Tobacco Cessation programming provided by the department

Ways to improve

New areas to research

Supporting implementation of programming







# Cigarette Smoking

- **440,000 deaths annually**
- **Leading preventable cause of death**
- **Costs the nation \$200 billion annually**
- **Secondhand and Third-hand smoke**
- **Public smoking bans**











# Implementation, contd.

- **Cessation Programming**
  - Support Groups
  - Meetings and Webinars
  - Research for improvement



# Theoretical Foundations

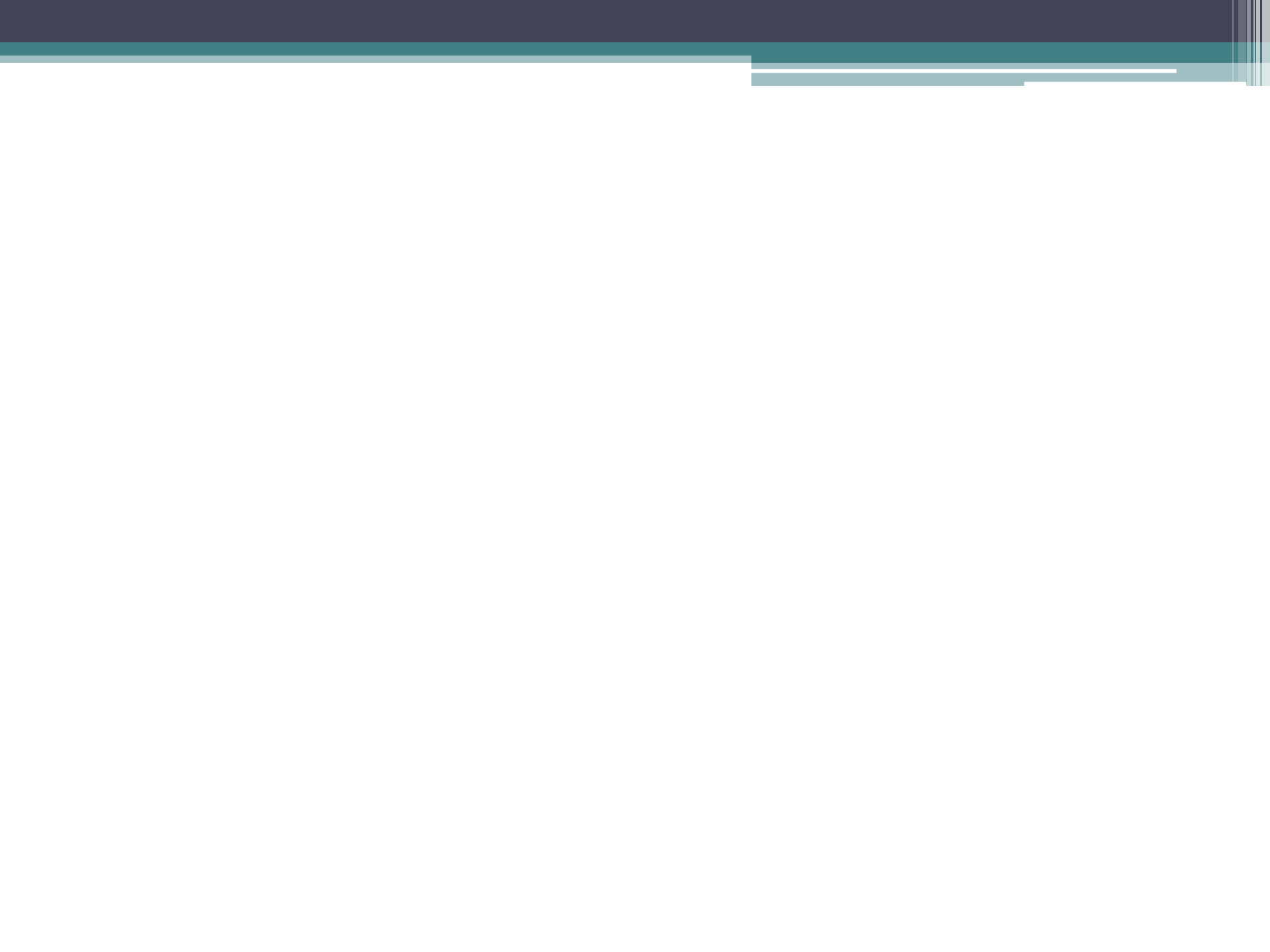
# Results- Products

- **Patient Education Handouts**

The effect of smoking on bone and tissue healing

Other Tobacco Products





# Results- Research

- **Call it Quits Challenge**  
Reviewed planning, implementation, evaluation & history
- **Researched evidence-based articles**  
Motivational Interviewing  
Evaluation of Cessation Programs  
Quit packs
- **Reviewed public information regarding community health needs in La Crosse**

