

Overview and Current Programs

The mission of the Center for Tobacco Research and Intervention is to expand understanding of tobacco dependence and its treatment and to design and implement interventions that will significantly reduce tobacco use everywhere. UW-CTRI's current programs can be separated by primary emphasis—national, state and local.

National Initiatives

National initiatives include a number of research and policy programs designed to address the larger issues in tobacco control. They include federally-funded research, policy proposals for tobacco cessation, guidelines for treatment, and pharmaceutical clinical trial of new medicines.

Transdisciplinary Tobacco Use Research Center Program

In September 1999, UW-CTRI was selected as one of the seven Transdisciplinary Tobacco Use Research Centers (TTURC), becoming the UW-TTURC and focusing on the understanding and prevention of smoking relapse. With receipt of its second TTURC award in 2004, the UW-CTRI program began a new focus on tobacco treatment and outcomes.

In September 2004, UW-CTRI was awarded one of only seven national TTURC 2 grants. The topics for the major research projects included in this program are a comparison of medications used to treat tobacco dependence, the long-term outcomes of quitting and not quitting, tobacco treatment in a primary care setting, and healthcare costs related to smoking and quitting.

The National Action Plan for Tobacco Cessation

In 2003, Dr. Michael Fiore, as chair of the Subcommittee on Tobacco Cessation of the United States Interagency Committee on Smoking and Health, presented a bold, new plan to promote smoking cessation nationwide. The plan included a national quit line network, smoking cessation coverage for federal employees and programs, more tobacco research, training for healthcare providers and a \$2-per-pack increase in the federal excise tax on cigarettes.

The Clinical Practice Guidelines

In 1996 and 2000, U.S. Clinical Practice Guidelines for treatment of tobacco dependence were published to provide clinicians with recommendations for treating tobacco use. For both, UW-CTRI was chosen to be the lead organization in producing them. The 2000 guideline, *Treating Tobacco Use and Dependence*, was released June 27, 2000 and now serves as the international standard for tobacco use treatment.

Addressing Tobacco In Managed Care

Since 1998, 25 researcher/Managed Care Organization teams have undertaken more than \$7 million of research in a program directed by UW-CTRI and funded by the Robert Wood Johnson Foundation. This research looks at changes in healthcare systems that can be made to promote smoking cessation.

Wisconsin Programs

The death and suffering from tobacco use in Wisconsin is profound. More than 7,000 Wisconsin residents die from diseases caused by smoking each year, and smoking costs the state billions in healthcare costs and lost productivity. Over 70 percent of Wisconsin smokers want to quit and close to 50 percent try to quit each year. UW-CTRI saw the need for a comprehensive smoking cessation program in Wisconsin and created a statewide initiative designed to reduce tobacco use.

The Statewide Education and Outreach Program

This program is charged with bringing effective tobacco use treatment to every corner of the state and instituting policies to help people quit. By providing training to healthcare providers, clinics and healthcare delivery systems, the UW-CTRI outreach staff enhances the ability of healthcare providers to treat tobacco users successfully. By providing technical assistance to healthcare systems and insurers statewide, outreach staff helps these organizations implement evidence-based tobacco dependence treatment.

The Wisconsin Tobacco Quit Line

Current research tells us that telephone counseling can increase the rate that smokers successfully quit fourfold. This has proven true in Wisconsin where the Wisconsin Tobacco Quit Line in its first three years of operation has helped more than 30,000 callers with more than 7000 individuals quitting smoking as the result of receiving Quit Line services. The Quit Line has also referred more than 11,000 smokers to local programs and recorded a satisfaction rating of 92 percent from its callers.

The Wisconsin Tobacco Survey—Action Papers

In the fall of 2002, UW-CTRI began releasing action papers based on the 2001 Wisconsin Tobacco Survey. The survey obtained in-depth information on smoking initiation, quit attempts, insurance coverage and more. The papers contain recommendations for action based on the information gleaned in the survey. UW-CTRI is now releasing new action papers, based on the 2003 Wisconsin Tobacco Survey with 8000 residents. These papers cover topics including how smokers are quitting, barriers to quitting, demographic information, and smoking in special populations.

Special Programs

Through its work with *First Breath*, its free patch program, work with disparities and annual tobacco conferences, UW-CTRI has sought to broaden its reach and increase the information and training available to those who seek to intervene with smokers.

Madison and Dane County

One of CTRI's first programs, the Smoking Cessation and Prevention Clinic, continues to offer comprehensive clinical services to help people stop smoking. The clinic, housed in the UW-CTRI offices on Monroe St. in Madison, is run by a staff of clinical psychologists, physicians and others who are experts in the field of smoking cessation. Clinic staff members help smokers understand the physical and psychological aspects of quitting smoking and help them use a variety of strategies to successfully quit.