

setting the *pace*.



A Quarterly Newsletter of PACE
Prevention and Cessation Education for Medical School Students

Vol. 1, No. 1

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Coming Soon to a URL Near You, the Official PACE Website!

Davis and Meyer refer to it as “Blur”. It’s the world in which we live and work where everything is becoming electronically connected and information is exchanged at lightning speed. Our original goal was to disseminate PACE curriculum and materials in Year 5 of the grant, but as the old adage says ‘good news travel fast’. We have received lots of requests for information on the PACE curriculum and products, so we are launching the site this fall.

Working with Dr. Rob Schadt, Educational Technology Manager at Boston University School of Public Health, we have been working to design a user-friendly and professional site that will serve as a useful resource for academics, physicians, students and others interested in tobacco teaching. We are currently collecting materials to include on our website. Resources available on the website will include the entire content of each PACE curricular module with related products, PACE conference presentations, curricular evaluation, related articles, and many other materials.

We welcome and would be grateful for any suggestions or ideas that you may have for this website, both in relation to content and design. Please contact Katie at [kbrooks@bu.edu](mailto:krbrooks@bu.edu) with feedback.

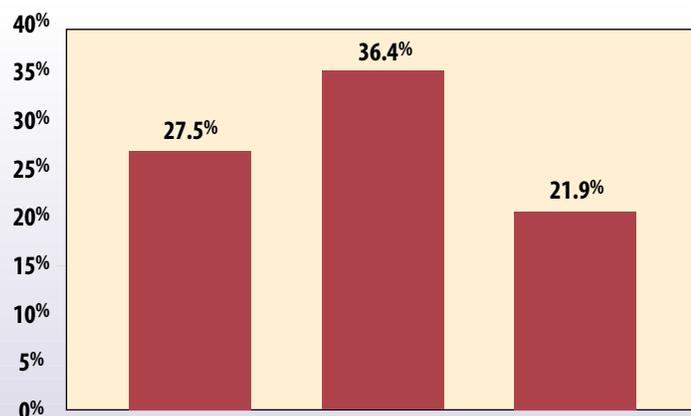
Welcome to Setting the PACE.

Welcome to the first issue of **Setting the PACE**—A Quarterly Newsletter of PACE (*Prevention and Cessation Education for Medical School Students*). While we are busily working on the new PACE website, we thought that a newsletter would be a great way to stay in touch and update everyone on the project.

We have a way to go before all 3 modules—ETS, Community Electives, and Preceptor Education are fully incorporated at the 12 schools, however, lots of progress has been made since we met in Chicago last June. We have active tobacco teaching underway at all 12 PACE schools and anticipate that materials being developed have great potential for dissemination beyond the PACE schools. We hope you enjoy this first issue and look forward to your ideas and items for future issues.

In the News . . .

CDC Finds Decline in Tobacco Use Among High School Students



The CDC analyzed data from the national Youth Risk Behavior Survey (YRBS) to determine changes in cigarette use among high school students in the United States during 1991-2003. The prevalence of cigarette use declined nearly 15% from 1997 to 2003. The trend is attributed to increased cigarette prices, increased tobacco prevention efforts and mass media tobacco prevention campaigns funded by states and the Legacy Foundation.

Adapted from: JAMA. 2004;292:558-559; MMWR. 2004;53:499-502

Now Available! ETS Materials

- ETS Video
 - ETS Bookmarks
 - ETS Powerpoint Presentation/Speaker Notes
- contact carol.williams@bmc.org
for copies

PACE Launches Environmental Tobacco Smoke (ETS) Training for 600 Third Year Medical Students

Since the PACE conference in June 2004, PACE ETS sites (UCLA, Harvard, BU, USF, and U Iowa) have been training third year students. By the end of the 2004-2005 academic year, more than 600 students at these 5 schools will receive ETS training.

The training curriculum includes a PowerPoint slide show developed by the ETS team, with final edits and embellishments by Bryan Bogner, University of South Florida; a patient/ doctor ETS counseling video developed by the PACE writing team and produced and directed by Susan Stangl, UCLA. Supplemental materials include an ETS bookmark for students to give to their patients who smoke.

The ETS training module is flexible, yet effective. To date, teaching time at the various ETS sites has ranged from 45 to 90 minutes, using between 20 and 50 of the PowerPoint training slides. The UCLA video has been used in all but one setting and it has prompted lively discussion among students about the limits of physician intervention to promote behavioral changes in patients.

Boston University, Harvard, University of California-Los Angeles, University of Iowa and University of South Florida have been implementing the curriculum over the past couple months. Case Western Reserve University is modifying the ETS module for insertion into a mandatory public health course for 170 Case Western students.

Plans are underway for the ETS educators' group to teleconference in the late fall to assess the module and discuss revisions as necessary. The ETS PowerPoint presentation and downloadable PDF file with the ETS bookmark will be available on the PACE website in the late fall 2004.

Preceptor Training Draws Record Audience While Hurricane Ivan Ravages Gulf Coast

On Wednesday, September 15th, with a Category 4 hurricane bearing down on the Gulf Coast, Dr. William Bailey presented the first PACE Preceptor Training at University of Alabama-Birmingham Medicine Grand Rounds to an *enthusiastic audience of 150 physicians, including numerous preceptors*. The training was so popular, that the lecture was moved to the large Spain auditorium on the UAB Medical Center Campus, to accommodate the record-breaking audience. Dr. Jonathan Waugh, who was instrumental in coordinating the event at UAB, noted that the presentation was very successful, considering the opening welcome was prefaced with emergency procedure instructions by

university administrators. After the successful presentation, the good news spread quickly and Dr. Waugh received numerous requests for the preceptor materials.

Dr. Bailey is a Professor of Medicine and Eminent Scholar, Chair in Pulmonary Diseases at the University of Alabama, School of Medicine. He is also Director of the Lung Health Center at UAB and is renowned for his research in the field of smoking cessation, including his involvement in creating the Clinical Practice Guidelines for Smoking Cessation.

The preceptor training PowerPoint presentation was developed by Nancy Rigotti, MD, Harvard University, William Bailey, MD, University of Alabama-Birmingham and the Preceptor working group.

To accompany the PowerPoint training, a training binder is available. Celeste Worth and Connie Sorrell, University of Louisville, provided much of the binder content, with final content and design specifications by PACE's Katie Brooks and Catherine Powers and Boston-based graphic designer Frances Scanlon.

The training materials in the binder include: a printout of the PowerPoint slides, materials on cessation counseling, pharmacology, patient handouts and follow-up materials, 5A pocket-cards and office tools and reimbursement information. The complete Continuing Medical Education packet will also include a CD-ROM version of the presentation with voiceover by Dr. Bailey and a preceptor training video.

Preceptor Training Highlights from Kentucky

David Rudy, University of Kentucky and Celeste Worth, University of Louisville have been working tirelessly training preceptors in rural Kentucky. Recently, Rudy and Worth co-presented a smoking cessation counseling lecture for AHEC officials and community-based faculty at a regional Area Health Education Center (AHEC) meeting. Plans are underway for Celeste to speak at Internal Medicine Grand Rounds in the future.

Dr. Rudy has also been lecturing students on tobacco counseling each month prior to their Internal Medicine Ambulatory rotation. Students are asked to counsel at least 5 patients and record the experiences in their log books. Letters have also been sent to community-based preceptors introducing PACE and including a copy of the Quick Reference Guide for Clinicians

Preceptor Training Video

A script for a role-play video for the preceptor module is currently in development. Once finalized, the script will be sent to Susan Stangl at UCLA for production. Dr. Stangl produced and directed the Environmental Tobacco Smoke counseling video.

Dr. William Bailey presented the first PACE Preceptor Training at University of Alabama-Birmingham Medicine Grand Rounds



Now Available!
Preceptor Materials

- Training Materials
- Drs. Rigotti/Bailey Preceptor Training
- 5A's pocket cards

contact carol.williams@bmc.org
for copies

Community Electives Corner

Now Available! Community and On-line Tobacco Elective Materials

Smoking Sleuths/ Adolescent Smoking Prevention Intervention, Research Education (ASPIRE)

- Curriculum materials for Adolescent Tobacco Education Leaders (ATELs)
- Tobacco education video for ATELs
 - History of Tobacco—PowerPoint presentation for medical students
- Adolescent Risk Behavior and Tobacco Use—PowerPoint presentation for medical students

On-line Tobacco Education Training with Counseling Practicum

contact
carol.williams@bmc.org
for copies

Community Tobacco Electives Underway at 4 PACE Campuses

The Community Tobacco Elective is composed of 3 mini-modules: the On-line Tobacco Education course, with a practicum component, Tobacco Prevention Teaching, and Advocacy. The Community elective concept was conceived as an alternative method of integrating tobacco teaching into the curriculum, requiring minimal disruption to an institutions' established curriculum. Boston University, Dartmouth, University of Massachusetts and University of Rochester comprise the Community elective working group.

On-line Tobacco Training Elective Proves Popular as UMass Registers More Than 20% and Dartmouth More Than 10% of First Year Students!

Thanks to the tireless efforts of Mary Jo White and Beth Ewy at UMass and the Community elective working group, the On-Line Tobacco elective is up and running. The program was pre-tested this summer with medical students and staff at Dartmouth, UMass and University of Rochester. After receiving feedback on the content and logistics of the program, some minor modifications were made. The on-line program was launched in August and thanks to the efforts of Mary Jo White (UMass), Kate Coburn (Dartmouth) and Joe O'Donnell (Dartmouth) they have registered more than 20% and 10% of their first year medical students, respectively!

The on-line portion of the program consists of readings, cases, discussion groups and post-tests and requires 10-12 hours to complete. After completing on-line training, students must role-play at least one counseling scenario with a peer before counseling 3 real patients in a clinic setting. The overwhelmingly positive response at UMass and Dartmouth may be an indicator of the popularity of on-line education, paired with the opportunity for hands-on, practical experience with patients early in the medical student's career.

CSI Boston—Smoking Sleuths Hit City Streets to Stamp Out Tobacco Use

Armed with clipboards, surgical gloves, 35mm cameras and specimen bags, first year medical students at Boston University and 33 inner-city middle and elementary school students hit the city streets this summer in a program that one middle school student described as a "CSI Boston," after the popular forensic TV drama series *CSI: Crime Scene Investigation*.

The medical students, Megan Cross and Ilana Feuerstein, accompanied by pre-med students, Erin Powers from St. Louis University and Talia Gracer of Tufts University, trained 33 Adolescent Tobacco Education Leaders (ATELs) at 3 inner-city sites using an experiential learning curriculum called "Smoking Sleuths" developed by Cross, Feuerstein and Dr. Catherine Powers at Boston University.

The program was offered through a new elective course for first and fourth year medical students called Adolescent Smoking Prevention Initiative in Research and Education (ASPIRE). Two of the teaching sites were part of the Citizen' Schools—a non-profit educational leadership program which offers

"Smoking Sleuths" student, Darnell



after-school and summer programs on 37 campuses in 11 states across the nation. Citizen Schools' students presented the results of their neighborhood to neighborhood tobacco use research and educated more than 300 members of the public on tobacco prevention at the WOW education fair. The third site, the West Broadway Housing development, located in South Boston, a neighborhood with one of the highest smoking and lung cancer rates in the United States, is negotiating with several local sites to display the results of their research and tobacco prevention work to the public.

Community Elective Faculty Receive Direct Action Organizing and Advocacy Certification

Scott McIntosh (University of Rochester), Kate Coburn (Dartmouth) and Catherine Powers (Boston University) attended the Midwest Academy direct action organizing and advocacy training sponsored by the American Cancer Society at University of New England in Biddeford, Maine in August. The 2 day training, consisted of public policy theory, principals of direct action organizing and advocacy, included role-plays and cases, which are readily adaptable to a core advocacy curriculum for medical students. Both Dartmouth and University of Rochester Schools of Medicine are offering the advocacy elective to medical students this semester.



Effects of tobacco use presented by ASPIRE students at WOW Fair, July 2004

Smoking and Pregnancy Website Launched!

Attendees of the first PACE conference surely remember, Dr. Joe Henderson, Professor, Dartmouth Medical School who unveiled the smoking cessation for pregnancy based on the Visual Practicum model. Now with funding from the Robert Wood Johnson Foundation and in collaboration with American College of Obstetricians and Gynecologists, the program has just been launched. We invite everyone to visit the website at

<http://iml.dartmouth.edu/education/cme/Smoking/index.html>

The program is entitled *Smoking Cessation for Pregnancy and Beyond: Learn Proven Strategies to Help Your Patients Quit*. This program, based on the "Virtual Practicum" model, is intended for health care providers who will be assisting their female patients in quitting smoking, in particular, patients who are pregnant or in their child-bearing years.

Dr. Sharon Phelan hosts and mentors the program as the viewer can counsel and assist three sets of simulated patients to quit smoking. In addition to teaching the principles of the 5 A's intervention, these interactive cases provide the learner an opportunity to explore the broader psychosocial dimension of cessation counseling. *Smoking Cessation for Pregnancy and Beyond* supplies strategies for implementing optimal and efficient office systems to support smoking cessation counseling and documentation.

Smoking Cessation for Pregnancy and Beyond Learning Tools

This program offers various learning tools, including:

- 1) Interactive case simulations and comprehensive discussions of the patient visits.
- 2) Mini-lectures on relevant topics from leading experts, including former Surgeon General Dr. C. Everett Koop and Dr. Neil Benowitz.
- 3) Interviews with real patients who have quit
- 4) A dedicated web site of pertinent links and office resources

End Notes . . .

PACE manuscripts

Evaluation of Current Tobacco Curriculum at 12 US Medical Schools, *Journal of Cancer Education* (In press, December 2004)

Tobacco Control Competencies for US Medical Students, *American Journal of Public Health* (submitted)

ASPIRE: Medical Students as Community Tobacco Educators, In preparation



Setting the PACE is a publication of PACE—*Prevention and Cessation Education for Medical School Students*. PACE is a National Cancer Institute funded project to assess and integrate tobacco teaching into medical school curricula. The 12 participating medical schools are:

Boston University
Case Western Reserve
Dartmouth
Harvard
Loma Linda
University of Alabama-Birmingham
University of California-Los Angeles
University of Iowa
University of Kentucky
University of Massachusetts Medical
University of Rochester
University of South Florida

For further information on PACE, to request additional copies of **Setting the PACE**, or submit news and announcements, please contact:

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