



UW Tobacco Research and Intervention Center Making a Difference

Robert N. Golden, MD

The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) is a wonderful example of the power of prevention and public health approaches in addressing serious medical issues. The center is also the embodiment of the Wisconsin Idea, as it touches the lives of so many people and communities throughout Wisconsin (and beyond).

Michael Fiore, MD, MPH, MBA, founded UW-CTRI in 1992, based on an ambitious vision (and with rather modest resources): tackling the epidemic of tobacco-related illness. Today, UW-CTRI has gained international recognition as one of the leading authorities on tobacco addiction research and treatment.

One example of UW-CTRI's impact involves Dr Fiore's pioneering efforts, launched 20 years ago, to establish smoking status as a "vital sign." Today, thanks in part to those efforts, more than 80% of smokers across America report that they were asked about their tobacco use at their last clinic

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Doctor Golden is the Robert Turell Professor in Medical Leadership, Dean of the School of Medicine and Public Health, and Vice Chancellor for Medical Affairs at the University of Wisconsin-Madison.

visit. Dr Fiore also chaired 3 federal panels that created the US Public Health Service Clinical Practice Guideline, Treating Tobacco

ing. Not only will this new funding boost the Wisconsin economy, but more importantly, it will help thousands of Wisconsinites from

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Use and Dependence, in 1996, 2000, and 2008.

UW-CTRI has an enormous impact on tobacco dependence on a global scale, while also focusing on reducing the harms of tobacco use here at home. During the past 20 years, the center has made its research findings available to more than 20,000 Wisconsin clinicians and has provided cessation treatment services to more than 150,000 callers to the free Wisconsin Tobacco Quit Line. For years, UW-CTRI has conducted transdisciplinary research in "real-world" clinical settings across the Badger State, testing the latest counseling techniques, as well as several medications, to help patients quit smoking.

Notably, 2011 is proving to be a banner year for the program. UW-CTRI has competed successfully for 3 new grants, totaling more than \$20 million in federal fund-

all walks of life avoid the leading preventable cause of disease and death—tobacco addiction. I would like to briefly highlight these new grants, and I hope you will share this information with your patients who use tobacco.

State Medicaid Grant

The Centers for Medicare and Medicaid Services (CMS) awarded Wisconsin a 5-year, \$9.2 million grant to help Medicaid recipients quit smoking through the Quit Line and the First Breath Program of the Wisconsin Women's Health Foundation. The grant, called Striving to Quit, aims to determine whether monetary incentives increase the rate at which Medicaid smokers engage in treatment and whether such incentives lead more smokers to quit. Adult BadgerCare Plus members who smoke and reside in south central and northeastern Wisconsin

will be referred to the Quit Line, and pregnant BadgerCare Plus members residing in southeastern and south central Wisconsin will work with First Breath health educators. The Wisconsin Department of Health Services will lead the grant; approximately \$6 million of the funding will come to the School of Medicine and Public Health and UW-CTRI.

Wisconsin Smokers Health Study-2 (WSHS-2)

UW-CTRI was awarded a \$10 million National Institutes of Health (NIH) grant to identify the best ways to help Wisconsin residents stop smoking while assessing the health outcomes of quitting vs continued smoking. The study extends the Wisconsin Smokers' Health Study (WSHS), launched in 2004, which demonstrated that smoking cessation affects nearly every aspect of a person's health. The new study will include potentially life-saving tests—

including artery scans that can signal impending risk of a stroke or heart attack—free of charge to participants. James Stein, MD, of UW Preventive Cardiology, will join Dr Fiore and Tim Baker, PhD, of UW-CTRI, to lead the research. Participants also will get free coaching and medications to help them quit smoking. The project will recruit 600 new smokers from the Milwaukee and Madison areas in addition to the 900 continuing participants from the first WSHS.

Tobacco interventions for people living in poverty

Bruce Christiansen, PhD, and UW-CTRI received a \$332,000 NIH grant to train staff at 4 Salvation Army centers in the greater Fox River Valley to help their clients who smoke. Research shows that the smoking rate among the homeless and other very poor segments of society is about twice the rate of other Americans. More than

half of this population succumbs to diseases directly caused by their tobacco addiction. This grant removes barriers and facilitates quitting for this disadvantaged group. For example, the Salvation Army will make telephones available for smokers to immediately call the Quit Line while they are on-site. UW-CTRI will recruit about 140 smokers from area Salvation Army facilities. Motivational interviewing techniques will help participants recognize that it is in their best interest to quit smoking, and there will be free cessation services offered.

These new grants are powerful examples of how UW-CTRI embodies both the Wisconsin Idea and our transformation into a school of medicine and public health. Please consider sharing the information about these new programs within your community. With your support, UW-CTRI can continue to expand its 20-year tradition of making a difference in the health of Wisconsin.

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