

Northwell Health's Center for Tobacco Control Hosts Educational Workshop for CBOs

Northwell Health's Center for Tobacco Control—a program of Northwell's care management organization, Northwell Health Solutions—hosted a “Motivating Tobacco Users to Quit” workshop for NQP community-based organizations (CBOs).

The focus of the workshop was to educate CBOs on ways to help motivate their community members to make quit attempts with support from healthcare providers as well as local and state resources. The workshop covered the history of tobacco use in America, the harmful effects of smoking, best practices for quitting, and the availability of Northwell Health's support groups to NQP CBOs.

“We discussed how to motivate community members to quit their tobacco use, which involves the 5 R's: relevance, risks, rewards, roadblocks and repetition,” explains Pat Folan, Director of the Center for Tobacco Control. “The idea is that the CBO representatives will take these tools back to their organizations and implement them by encouraging their clients to seek help with quitting from professionals who can provide counseling and cessation medications.”

Jimmy Bae, a Project Coordinator with NQP CBO Korean Community Services (KCS) of Metropolitan New York, found the workshop to be helpful, and was happy to learn of the availability of Northwell's support groups. According to Bae, KCS is planning a tobacco presentation for the English- and Korean-speaking community members they serve. He hopes that by informing the members about the support groups and the other resources available to them, it will help with community engagement.

“We serve the Korean community in Queens and the metropolitan area, which has a large smoking population,” he explains. “A lot of the youth we work with think hookah is harmless, and older generations have that mindset toward smoking in general. This presentation, along with what I learned at the workshop, will be the first step in changing that.”