

LifeFirst Models

Hospitals

Patients are offered tobacco cessation services including in-person counselling, behavioural interventions, telephone counselling and pharmacotherapy.

Primary health care centres

LifeFirst (in collaboration with Navi Mumbai Municipal Cooperation) provides tobacco treatment services in urban health post centres in Navi Mumbai.

Workplaces

This is a fee-for-service programme. It includes sensitisation sessions, group sessions and individual counselling along with periodic follow-ups and booster sessions.

Community-based

Catering to low- and middle-income neighbourhoods, this includes door-to-door awareness drives and counselling services at prominent locations in the neighbourhood.

Schools

The programme comprises four group counselling sessions to help students using tobacco and areca nut quit.

Government programmes

The Maharashtra Janavikas Kendra operates the Revised National Tuberculosis Control Program's DOTS centres in Vasai-Virar. LifeFirst provides tobacco treatment services through the DOTS program.

Partners



The program is being piloted at Prince Aly Khan Hospital, a multi-speciality hospital which specializes in cancer and cardiac care.

www.princealykhanhospital.com



Mind Temple, a centre for behavioral therapy headed by the renowned psychiatrist, Dr. Anjali Chhabria.

www.anjalichhabria.com



Salaam Bombay Foundation has worked in the sphere of tobacco use and prevention over the last many years. It conducts in-school programmes in Mumbai and its outreach programmes reach various districts in rural Maharashtra.

www.salaambombay.org

For more details visit: www.lifefirst.in

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LifeFirst

A tobacco-treatment service

 **LifeFirst**
Yes to Life. No to Tobacco.

_____ An initiative of Narotam Sekhsaria Foundation _____
in partnership with PAKH, Mind Temple and Salaam Bombay Foundation.

The World of Tobacco Use

Did you know?

- More than 275 million adults use tobacco in India. This is more than the population of Indonesia.¹
- 40 out of every 100 cancer cases in India are tobacco-related.²
- Nearly 95% of all oral cancers occur among tobacco users.²
- People who stop tobacco use greatly reduce their risk for disease and premature death.³

Solution

- Promoting widespread use of treatment for tobacco dependence is one of the primary goals in improving public health.
- Studies show that smokers who receive assistance from 2 or more clinicians are approximately 2.5 times more likely to quit successfully for 5 or more months.⁴

LifeFirst

LifeFirst is a tobacco treatment service launched by the Narotam Sekhsaria Foundation. It comprises comprehensive counselling and pharmacotherapy to help people quit tobacco.

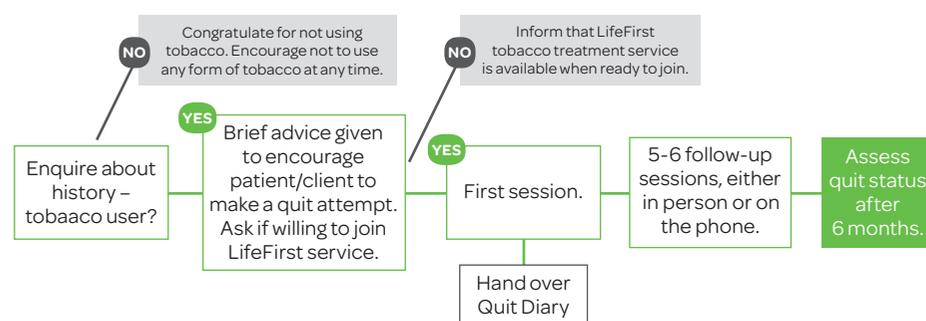
LifeFirst has been created to catalyze, build capacity and establish a high quality, proven tobacco treatment service for individuals from all social strata.

LifeFirst delivers the service in a variety of models such as hospitals, primary health care centres, government health programmes, workplaces, community settings and schools.

LifeFirst is built upon international evidence base, standards and protocols from the Mayo Clinic, USA, Ottawa model, Canada and National Health Service, UK, and adapted for the Indian context.

This service is modelled on the lines of “Treating Tobacco use and dependence: 2008 Clinical practice guidelines” and the Massachusetts General Hospital’s Tobacco Treatment Service.

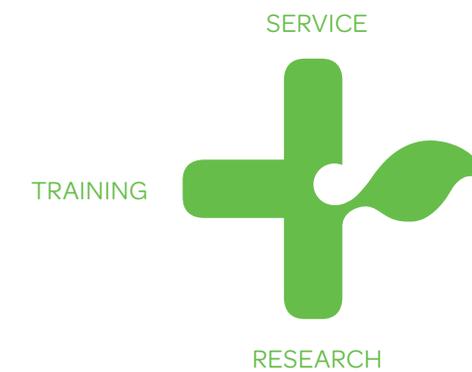
LifeFirst’s Tobacco Treatment Specialists (TTS) have trained at the Mayo Clinic Nicotine Dependence Centre, USA.



The LifeFirst Protocol

- Identify tobacco users at the site. Provide brief advice.
- For those who join LifeFirst, counseling sessions over a period of six months are provided. The first session lasts for 45 minutes to 1 hour.
- Subsequent sessions range from 10 minutes to an hour.
- The model involves both face-to-face and over-the-phone counseling.
- After signing up for the service, patients are given a Quit Diary – a workbook to personalise their plan to quit tobacco.

LifeFirst: A Three-Pronged Approach



I. Service Delivery

LifeFirst helps organisations such as hospitals, workplaces and schools to set up an evidence-based tobacco treatment service.

- Assistance in planning, implementation and monitoring of the service.
- Technical support to implement a tobacco-free institution policy.
- Developing documentation systems for screening and treatment of patients.
- Creating communication material for tobacco education and cessation for both providers and beneficiaries.

II. Training

Tobacco Treatment Specialist Training

For counsellors directly involved with the cessation programme.

The participant is trained in all aspects of nicotine dependence treatment including motivational interviewing, behaviour modification techniques and pharmacotherapy. The training modules have been created and delivered by Mayo Trained TTS. All counselors, before initiating any new site are trained thoroughly and then provided regular guidance and support from the program team at NSF.

Brief Advice Training

For primary points of contact with tobacco users such as health care professionals, supervisors, teachers, community volunteers.

The participant is trained to effectively question tobacco users, advise them on quitting and refer them to a Tobacco Treatment Specialist.

Sensitisation Training

For hospitals, schools, workplaces and community groups.

Participants are coached about tobacco’s ill health effects, benefits of quitting and cessation services.

III. Research

Research is being undertaken to strengthen the LifeFirst service protocol. The aim is to understand tobacco-use behavior in the local context, cessation pathways, factors related to relapse and intervention outcomes.

Data is being collected to assess the effectiveness of the protocol. One of the ways to do this is by studying quitting rates as well as tobacco users’ willingness to quit at various points during and after the service.

¹ Global Adult Tobacco Survey (GATS): India, WHO, 2009–2010.

² Health Workers Guide, National Tobacco Control Programme, Ministry of Health and Family Welfare, Govt. of India, 2010.

³ The Health Benefits of Smoking Cessation: A Report of the Surgeon General: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1990.

⁴ Fiore MC, Jaen CR, Baker TB, et al. *Treating Tobacco Use and Dependence: 2008 Update*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. May 2008.