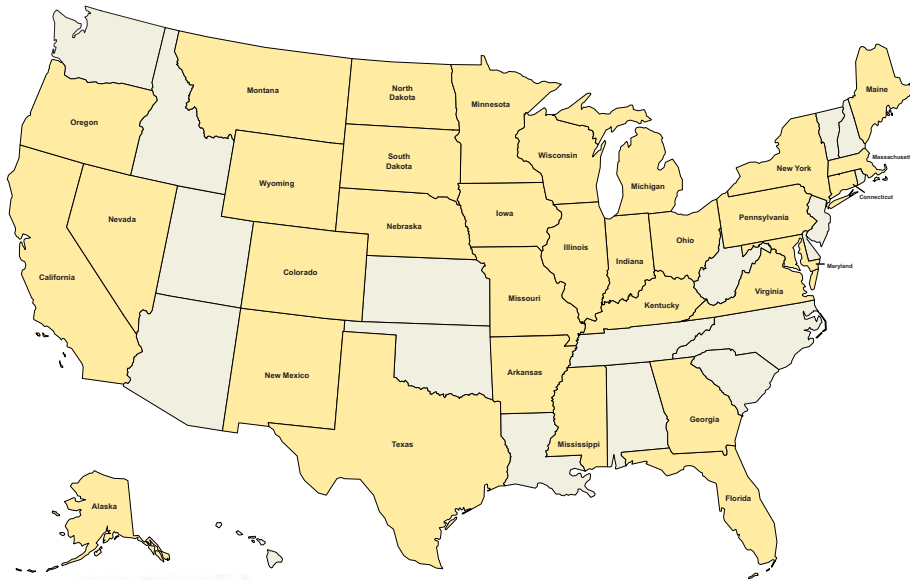


Nicotine Dependence Center: Patient Intervention Materials Survey



More than 14,500 copies of the Mayo Clinic Nicotine Dependence Center patient intervention manuals *"My Path to a Smoke Free Future"* and *"Your Path to Smokeless Tobacco Freedom"* have been sold since May, 2005, to individuals in 32 states and 3 foreign countries. In addition, over 4,000 *"Medications to Help you Stop Using Tobacco"* were purchased.

In September 2007, a 17 item survey was mailed to the 120 individuals who had ordered these patient intervention materials since May 2005. The response rate was 33%. 97% indicated they had used the materials ordered. Respondents to the survey reported substantial experience working in tobacco cessation with 70% indicating they had been in this field for two or more years and one-third indicating more than 5 years of experience.

Satisfaction:

When asked about satisfaction with the materials, 92% indicated they were very satisfied with the materials overall. The percent of respondents indicating they were very satisfied with *"My Path to a Smoke Free Future"*, *"Your Path to Smokeless Tobacco Freedom"* and *"Medications to Help you Stop Using Tobacco"* was 89%, 91% and 96%, respectively. Eighty-nine percent indicated they would order the materials again and over 50% indicated they had already placed two or more orders for materials. The price of the materials was felt to be "about right" or "less expensive than expected" by 75% of survey respondents. Finally, 84% indicated they would definitely recommend these materials to other health care professionals (and the other 16% said they probably would recommend them).

Use:

The majority (84%) was using them for individual counseling sessions, but 54% were also using them in group counseling programs.

Comments:

- "The clients enjoy the booklets and find them very helpful"
- "Materials are easy to read for patients and helpful in explaining various aspects of cessation"
- "Very friendly, very informative, great graphics"
- "We use these booklets with every individual and group client"
- "The materials are attractive and informative. Mayo's credibility is comforting"
- "I use 'The Path' with every patient I see for tobacco cessation counseling. They are my guide for our appointments and sent home with the patient"
- "The (laminated graphics) are my favorite! Great for small groups, at health fairs, etc., as well as the individual"
- "I like them so well, I am working to get (a state) Health Department to (purchase these) for us to use for cessation classes and one-on-ones"

