

# Solution-Focused Counselling to Obtain a Smokefree Life

Piloting SFC by telephone in the Netherlands



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# Program

- 1. Name & country
- 2. Introduction to our workshop
- 3. Smoking: a few facts
- 4. Our pilot project
- 5. Coaching by phone: benefits & challenges
- 6. Lessons learned
- 7. Tips

# Smoking 2017

- 23,1 % smokers
- 17,2 % daily smokers
- 900.000 quit attempts per year

# Mortality rate

- 20.000 people in the Netherlands per year
- 1900 alcohol related (in 2016)
- 630 in traffic (2016)

# Socio economic health differences

- Risk of dying of lungcancer is three times higher for people with low education, compared to high educated people.
- Because:
- Higher prevalence of smoking
- More stressful lives make it more difficult to get a smoke free life
- Costs impair the use of counselling, when not (fully) reimbursed by insurance

# Smoking cessation

- 5-8 % succesful without any support
- 30-30% succesful with counselling and medication
- Counselling=motivational interviewing

# Packages

- Website Iquitnow.nl
- Quitline Referral to evidence based interventions



# Packaging



**Uw rook is schadelijk  
voor uw kinderen,  
familie en vrienden**

Stop nu! Kijk op [www.ikstopnu.nl](http://www.ikstopnu.nl)  
Of bel de stoplijn 0800-1995 (gratis)

# Website

ikstopnu.nl

Home Waaron zou ik stoppen? Hoe pak ik het aan? Hoe blijf ik gestopt? Vergoeding **Hulp in de buurt** Zoek

## Welke manier van stoppen past bij jou?

Ik hoop dat ik het zelf kan Ik denk dat een beetje hulp wel fijn is Ik maak gebruik van alle hulp die er is

**Hoe blijf ik gestopt?**

**Rookvrije ouders**

**Suvada**  
"Ik hoef niet meer buiten te staan."  
**Bekijk**

**Hoe pak ik het aan?**

**Klik op de foto's voor alle filmpjes!**

Deze website maakt gebruik van cookies. Wilt u meer informatie over cookies en welke worden opgeslagen?  
Niet meer tonen  
Lees de cookieverklaring

# Inclusion criteria

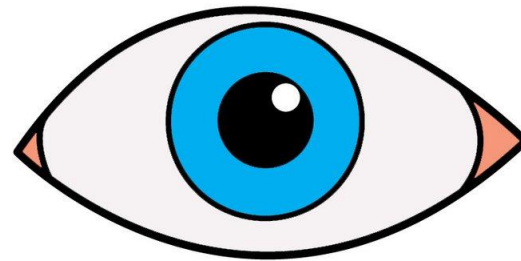
- Older than 18
- Available by phone between 9 am and 5 pm
- Not diagnosed with and/or treated for smoking related or other illnesses
- No counselling for psychological problems
- No medications for psychological problems
- Willing to fill in our questionnaires

# Question

In what aspects does coaching by phone differ from face-to-face coaching?

- **What advantages can you think of?**
- **What challenges can you think of?**

Take a few minutes to discuss this with your neighbour



# Audio fragment

Question: does this confirm or change your ideas about coaching by telephone?



# Specifics of coaching by phone

- Limitation in non-verbal signs (on both sides)
  - this makes timing of 'turns' harder
  - demands other ways to make contact
  - demands you to make explicit how you feel.
- Client/coach is in his/her own environment
- Technical problems may occur

# Advantages

- Telephone counselling facilitates equality:
  - No judging by appearances: both sides only get minimal clues about background, culture, colour, race, disability, style or income.
  - The client is in his or her own 'territory', not in yours.
  - The client decides in what position and in what place he or she has the conversation. Standing, laying down, doing the dishes, driving a car.

# Advantages (2)

- Being in your own environment:
  - possibly makes the client (and the coach) feel more comfortable.
  - may make it easier to imagine how new behaviour will look and feel like. (miracle question)
  - may decrease the distance between coaching and reality: easier to implement new behaviour.
  - minimizes distraction from coach (appearance) and unfamiliar environment.



# Advantages (3)

- Coaching by phone:
  - may make it easier to concentrate on yourself.
  - may lower the threshold to tell personal stuff.  
(feeling of being anonymous)
  - may make it more natural to get to the point

# challenges

- A no-cost intervention leads to more no-shows. The telephone aspect may also lower the threshold to not 'show up'.
- Some things you will never know, if your client doesn't tell (for instance a handicap)
- Some people use an e-cigarette as a tool to quit smoking. That's not an evidence based tool. How to handle this?

# Lessons learned

- We could more frequently ask for the exceptions.
- Quitting smoking is often a 100% change. Which demands specific scale questions.
- It's possible to create a good relationship by phone.
- Coaching by telephone increases equality in the coach-client relationship and creates surprising situations.
- Complimenting and increasing self-efficacy is essential!

# Lessons learned

- Finding clients is harder than we thought.
- SFC is useful for clients aiming for a smoke free life.
- The miracle-question works fine in a telephone conversation:



# Could you give us a tip?



# Let's stay in touch

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