

Exhibit B
Florida Keys Area Health Education Center
Tobacco Training and Cessation Program
Scope of Services, October 1, 2007-June 30, 2008

I. OVERVIEW OF THE SCOPE OF SERVICES:

The Florida Keys Area Health Education Center (FK AHEC), in partnership with the University of Miami Miller School of Medicine AHEC Program, will conduct comprehensive tobacco training and cessation programs throughout Monroe county. These programs will adhere to Center for Disease Control (CDC) Best Practices Guidelines and will focus on medically underserved communities and special populations, as well as, children and youth, pregnant women and patients at high risk for complications of tobacco. FK AHEC activities will focus on clinical training and cessation programs, as described below:

II. TRAINING:

A. Clinical Training

FK AHEC will conduct and/or participate in programs to train the current and next generation of health professionals (e.g., physicians, nurse practitioners, pharmacists, nurses, physicians' assistants, dentists and dental hygienists) on modern, effective smoking cessation techniques. Consistent with CDC Best Practices, these patient intervention techniques will be brief and goal-oriented, focusing on the five (5) "A's," (Ask, Advise, Assess, Assist, Arrange), 5 R's, 4 D's and 2 A's and a R with a goal to motivate patients to contact Florida's QuitLine, enroll in cessation counseling programs and complete a course of nicotine replacement therapy if appropriate. The training sessions will target students enrolled in the Florida Keys Community College nursing program, medical students from the University of Miami, other health professions students receiving AHEC sponsored clinical training in Monroe county, and practicing providers in the service area, with an emphasis on providers in sites that serve the underserved and high risk populations such as federally qualified community health centers, Healthy Start, and county health departments.

Clinical training will focus on ambulatory and community-based settings to best integrate this training into the cessation programs described in this document. Didactic training will cover motivational interviewing, cessation, clinical pharmacology, complementary medicine and practical information concerning community resources and referral. All trainees will be evaluated by pre and post intervention testing which will be provided.

Student Training:

Third year medical students from the UMMSM receiving clinical training in the Florida Keys as part of their required clerkship in family medicine will be

trained in smoking prevention techniques and will participate in service learning projects in the schools geared to middle/high school students as well as in the general community. These medical students will also work with patients at their preceptor's offices, community clinics and other sites to gain further practical experience in incorporating tobacco cessation into their scope of medical practice. FK AHEC will work with UM Family Medicine Clerkship and AHEC personnel to develop a mutually acceptable procedure for documenting patient contact in accordance with HIPPA policies. Projected 24 medical students each year will receive a minimum of 5 hours training each provided by UMMSM.

Medical students from UMMSM (mainly 1st and 2nd year), through a medical student volunteer organization known as DOCS (Doctors of Community Service), will have an opportunity to practically apply their skills to underserved populations through participation in the annual Florida Keys Health Fairs that take place in Key West, Marathon, Big Pine Key and Key Largo. As described further under Cessation Programs, Section III, a new station on tobacco will be added to the list of screenings available to attendees by FKAHEC Staff. Projected 300 students, 8 hours each.

Nursing students from Florida Keys Community College will receive didactic training and participate in a service learning project in the middle schools to educate students on the dangers of smoking. Projected 60 nursing students will receive 6 training hours each (2 hours service learning, 4 hours didactic). Health professions students from schools other than UMMSM and FKCC receiving clinical training in Monroe County under AHEC sponsorship will be trained and utilized as assigned and appropriate.

Provider Training:

FK AHEC will offer continuing professional education to community health care providers to teach current motivational interviewing techniques, smoking cessation pharmacology, complementary smoking cessation methodologies and referral resources in the community. These continuing education programs will especially target those health professionals caring for youth in the school system; those caring for pregnancy and postpartum women, and/or those caring for patients with complications of tobacco, specifically providers in Community Health Centers and Health Department clinics.

Professional training programs and resources for School Health Nurses will be made available to address tobacco usage prevention. Resources for treatment options, including on-site tobacco cessation programs, as well as educational and clinical materials will be offered.

Training programs will be delivered using a variety of formats, including, live programs, WEAT-web enhanced audio teleconferences, and using an on-line system developed by the FKAHEC. FK AHEC will offer professional continuing education credits for the programs as appropriate and will obtain resumes, objectives, and all necessary paperwork to ensure accreditation for the program based on the target audience. The programs will be extensively marketed in the service area and statewide in order to reach as wide a range of health professionals as possible. **Projected: a minimum of 200 community health care**

practitioners will receive 400 hours of training. In addition, a minimum of 175 participants with 350 hours of training will be reached with Online programming

B. Youth Prevention Training:

FK AHEC will work to expand tobacco prevention education activities to elementary and/or middle schools in Monroe counties through a service learning project. Medical, nursing and other health professions students will be trained in motivational techniques to encourage elementary and/or middle school students not to start smoking. This program is consistent with CDC Best Practices which notes that most smokers start smoking in middle school and that it is easier to prevent smoking than to get smokers to quit, once they started. Florida QuitLine information will also be distributed to those elementary and/or middle school students who already smoke. **Projected: a minimum of 40 health professions students will deliver 80 hours of prevention training in the schools.**

Specifically, through a service learning experience, University of Miami 3rd year Family Medicine Clerkship medical students on rotation in the Florida Keys, nursing students from Florida Keys Community College, and other health professions students as assigned and appropriate will work in area schools to influence adolescents to quit smoking or, if not a current smoker, not to start smoking. Children in elementary and middle/high schools in Monroe County will receive a strong message of smoking cessation/prevention each year. A Video, DVD, and interactive CD ROM will be left with the School's Media Center so that interested students and teachers can view them, copy them and present them to others to spread the smoking prevention message. **600 middle/high school students in 5 middle schools and 3 high schools will be reached.**

C. Training Related Information Dissemination:

FK AHEC will develop and/or disseminate tobacco control information (including evidence-based recommendations identified in the *CDC Guide to Community Preventive Services*, *CDC Best Practices in Comprehensive Tobacco Control Programs* and *Clinical Practice Guideline: Treating Tobacco Use and Dependence*) to health professions student trainees and practicing health care providers. FK AHEC will also serve as a vehicle to disperse current information about effective anti-tobacco programs, distribute updated information on tobacco related topics and rapidly disseminate new developments and activities in the realm of tobacco prevention, training and cessation.

FK AHEC agrees to educate health professions students and health care providers on Resolution 411 of the American Medical Association regarding the use of tobacco industry-sponsored cessation and prevention materials. Copies of all educational materials disseminated to health professions students, health care providers and youth will be appended to the Trimester Activities Reports submitted to UM AHEC. Any materials purchased from an outside vendor not

created by any member of the FL AHEC Network costing in excess of \$5,000 will be submitted to UM AHEC for approval by the Florida Department of Health. The Department will review the material within 5 working days and notify UM AHEC in writing in the event there is any exception to the purchase. No written response from the Department within 5 working days will indicate approval of the purchase. **Projected that 1,000 multi language materials will be distributed to a minimum of 60 students and 350 providers.**

Examples of information to be distributed include but are not limited to:

1. Florida's Tobacco QuitLine information;
2. 3x5 Quick Guides on Tobacco Counseling (5As);
3. Creative educational tools addressing second-hand smoke;
4. CDC *Best Practices in Comprehensive Tobacco Control Program Guidelines*;
5. Activities sponsored by DOH regional tobacco coordinators and local county health departments;
6. Journal articles and other publications to assist patients and providers in tobacco cessation and prevention efforts, and
7. Florida Tobacco Quit for Life Fax line Information.

D. As part of the Trimester Activities Report, FK AHEC will:

- list all health professions schools participating in clinical training;
- provide the number of health professions students trained by discipline;
- provide the number of health care practitioners trained by discipline;
- furnish the curricula, training agendas and other materials used for student and practitioner clinical training;
- provide a listing of all meetings with officials from the Monroe County Health Department, FQCHCs, Healthy Start Coalitions and other agencies regarding program planning and to disseminate information on the Tobacco Training Program;
- Document the number of pharmacists trained in cessation, including QuitLine and fax referral;
- List schools (elementary, middle and high schools) where youth tobacco prevention training took place, including number and grades of school children;
- Provide the number and type of health professions students trained on youth tobacco prevention;
- Furnish copies of the curricula, training agendas and other materials used for youth prevention training;
- Provide copies of all educational materials disseminated to health professions students, health care providers and youth;
- Document numbers and types of materials distributed;
- Document those training programs that included content to increase knowledge of CDC's Tobacco Prevention Best Practice Guidelines.

III. CESSATION

A. Cessation Programs

The Florida Keys AHEC will partner with community health care agencies, organizations, and health care practitioners in private practice in Monroe County to establish smoking cessation programs. It should be noted that no cessation programs currently exist in the Florida Keys. Partners will include the following:

- Lower Keys Medical Center
- Mariners Hospital
- Mariners Wellness Center
- Fishermen's Hospital
- Care Center for Mental Health
- Community Health of South Florida, Inc., Marathon and Key West (upon Opening) (FQHC)
- Guidance Clinic of the Middle Keys
- Womankind, Inc.
- Monroe County School District
- Individual Practitioner Offices

FK AHEC will make available smoking cessation counselors at various sites who will offer assessment and cessation services to patients. Program implementation will be provided by the staff of the FK AHEC and by contracted clinical personnel at project partner sites. Cessation services will include pharmaceutical interventions and assistance provided by licensed health care providers if requested by participants. Contracted entities will provide data as required by FK AHEC for patient and data tracking purposes. These data may include progress notes, questionnaires/surveys, contact forms, support plans and other as appropriate.

These cessation programs will conform to CDC Best Practices, coupling six weeks of counseling with nicotine replacement therapy and referral to the Florida QuitLine. Copies of the curricula used and training agendas will be provided to UM AHEC as part of the Trimester Activities Reports. **It is projected that 1000 patients will be referred to the Florida QuitLine yearly. This number includes 30 pregnant women and 970 outpatients from community health centers, county health departments, hospital wellness centers and other AHEC affiliated sites. It is also projected that 500 patients will be enrolled in smoking cessation programs and 250 patients will be started on nicotine replacement therapy** (Note: Nicotine replacement therapy documentation will come from 2 sources: 1) Those commencing on nicotine gum or patches will be tracked through QuitLine and 2) Those starting on other NRT will be tracked through the participating providers, i.e., hospitals and community health centers). In addition, these numbers will be measured when a pregnant woman or a patient agrees to a quit attempt and will sign the fax QuitLine registration consent form before leaving the hospital/clinic premises.

The four comprehensive cessation training programs that will be used are:

- Cessation training with Cancer Information Services
Cancer Information Service – Coastal Region
A Program of the National Cancer Institute
serving FL, PR, and USVI
University of Miami Miller School of Medicine
1320 South Dixie Hwy., Suite 120
Coral Gables, FL 33146-2926
Phone: 305-243-4821
Fax: 305-243-6678
- Certified Tobacco Treatment Specialist Training
Tobacco Dependence Program
317 George Street, Suite 210
New Brunswick, New Jersey 08901-2008
Phone (732) 235-8212
Fax (732) 235-8297

American Lung Association-Freedom from Smoking

Quit Smoking Now-Big Bend AHEC

The CTTS training meets all of the requirements set forth in the US Public Health Guidelines as well as the proposed standards for competencies for tobacco treatment specialists developed by the Association for the Treatment of Tobacco Use and Dependence (ATTUD).

Additional cessation activities in the community will take place at the annual health fairs in the Florida Keys (Key West, Big Pine Key, Marathon and Key Largo). Through AHEC sponsorship, the medical school student organization called DOCS (Doctors of Community Service) will add tobacco cessation referral stations to the screenings/services available at their 4 scheduled health fairs in Monroe County. **At the health fairs, around 600 participants** will have an opportunity to access a variety of preventive and cessation information, including, general information on tobacco addiction, motivational assessments, and referral to AHEC sponsored smoking cessation programs and other community resources.

B. Cessation Information Dissemination:

FK AHEC will play a special role on behalf of the Florida AHEC Network in the development of anti tobacco materials for distribution through the AHEC Network and to affiliated providers in the service area. FK AHEC will develop patient-education materials that will be distributed in clinics affiliated with the Florida Keys AHEC programs, federally qualified community health centers, hospitals participating in the project and others as appropriate. FK AHEC Program will adhere to Resolution 411 of the American Medical Association

which urges that information or materials on tobacco provided to patients and consumers should come from credible and trustworthy sources with expertise in tobacco control. Per Resolution 411, FK AHEC agrees to avoid the use of educational materials on tobacco that come from tobacco companies or other groups aligned with the tobacco industry. Any materials purchased from an outside vendor not created by any member of the FL AHEC Network costing in excess of \$5,000 will be submitted to UM AHEC for approval by the Florida Department of Health. The Department will review the material within 5 working days and notify UM AHEC in writing in the event there is any exception to the purchase. No written response from the Department within 5 working days will indicate approval of the purchase.

Following a review of existing materials, written, audio and video patient information materials concerning tobacco cessation and prevention will be developed and produced in English, Spanish and Creole to fill in any gaps. These materials will have both medical information and practical information, such as the QuitLine number and how to access local cessation programs. Target populations in need of smoking cessation will be identified through the use of Consumer Health profiles to have an effective information dissemination outcome. These materials will also include information on the dangers of second-hand smoke, smokeless tobacco, and the negative effects of tobacco use on pregnancy outcome. Because an exhaustive review has not been completed at the writing of this document, it is conservatively projected that the largest gap in the availability of culturally appropriate materials will be for Creole speakers. Through a contract with the Center for Haitian Studies, a minimum of one videotape, one audiotape, and one pamphlet will be produced in Creole.

In addition, a special power point presentation will be developed, in cooperation with UM AHEC, for the Monroe county health department explaining the FK AHEC and UM AHEC tobacco project in detail.

C. Other Cessation Activities:

FK AHEC will cooperate with the University of Miami AHEC program in advancing the mission of the Florida Department of Health to reduce the complications of tobacco use in Florida. Specifically, FK AHEC agrees to:

1. Promote smoke free campuses and work places;
2. Encourage pilot projects and innovative programs that extend beyond the patients and providers targeted in this scope of work;
3. Link training and cessation programs to institutional system and policy change; and
4. Evaluate the impact of system and policy changes.

D. As part of the Trimester Activities Report, FK AHEC will:

- Provide a listing of FQCHCs, Healthy Start Coalitions, health departments and other agencies collaborating with FK AHEC on cessation programming;
- Furnish curricula, agendas and other materials used to prepare Tobacco Cessation Specialists to achieve cessation program goals;
- List all AHEC supported Tobacco Cessation Specialists providing community-based cessation services;
- Document the number of persons receiving AHEC cessation services;
- Document the number of persons referred to the Florida QuitLine, referred for cessation services, started on NRT and other pharmacological interventions;
- Provide a listing of health departments, FQCHCs, Healthy Start Coalitions and other collaborating agencies receiving QuitLine information and other tobacco cessation and prevention resources;
- Document numbers and provide copies of all materials developed and distributed.

IV. Evaluation:

FK AHEC will cooperate with the University of Miami AHEC program to evaluate the activities related to this Scope of Services to determine the extent to which it is meeting program objectives and to assure full compliance with all requirements concerning the Tobacco Cessation and Training Program legislation. This evaluation approach will serve as a basis for effectively tracking performance outputs and outcomes such as that required in Trimester Activities Reports and an Annual Tobacco Training & Cessation Data Report describing all accomplishments of this AHEC Tobacco Training and Cessation Program. This multifaceted evaluation plan will be integrated into the already existing Statewide AHEC Reporting System (STARS) and, to the extent possible, the Department of Health's Florida Information Reporting System for Tobacco (FIRST) and will focus on appropriate project measures as related to each of the main program components. FK AHEC will cooperate with UM AHEC to assist the Florida Department of Health in the development of the AHEC training section of the DOH on-line data reporting system.

During FY 2007-08, the evaluation plan will include: (a) quantitative documentation of various program activities, including demographic information on all project participants (training and cessation); (b) qualitative evaluation of the various program components to assure that they are appropriately meeting the AHEC Tobacco Training and Cessation objectives; (c) descriptive reviews of the various aspects of the program, based on state and federal guidelines as well as overall legislative intent; and (d) impact evaluation.

Efforts will be made to evaluate the quality of AHEC programming with regards to tobacco training and cessation to ascertain whether trainees' needs and expectations are being met, whether operational strategies remain relevant and what program aspects require modification. Staff from the FK AHEC will work closely with UM AHEC Program Office staff and with their counterparts in the other Florida AHEC Programs and Centers in implementing these important

evaluation protocols. In addition, a statewide AHEC Tobacco Data and Evaluation Committee comprised of representatives from all of Florida's AHEC Programs will provide oversight of all aspects of this evaluation plan.

The FK AHEC will provide evaluation data to UM AHEC and the Florida AHEC Network under the direction of the data manager of the AHEC Network that will lead to the submission of two papers by the statewide Network to peer reviewed journals. Each AHEC program will collaborate on the design of the evaluation and the preparation of these papers which will focus on the outcome of training of health professions students in tobacco prevention and cessation. These manuscripts, to be submitted for possible publication by the end of FY 2008-09, will also be submitted for presentation at a minimum of two regional, statewide or national conferences during FY 2008-09.

V. Reporting Requirements

As part of the work to be performed, FK AHEC shall submit reports in an approved format and as specified below. The UM AHEC Program Office will provide technical assistance in the completion of these reports. The reports and deadline dates are as follows:

1. Trimester Activities Report:

| | DUE DATE |
|-------------------------------|------------------|
| Trimester 1 Activities Report | January 15, 2008 |
| Trimester 2 Activities Report | April 15, 2008 |
| Trimester 3 Activities Report | June 10, 2008 |
| | |

2. Minority Vendors Report: FK AHEC will list any minority vendors it does business with on behalf of this contract and submit to UM AHEC at the same time each Trimester Activities Report is submitted.

3. Job Descriptions: As part of the Trimester 1 Activities Report, FK AHEC will furnish a roster, percent effort and job descriptions of all personnel supported by this contract. Any changes will be reported in subsequent Trimester Activities Reports.

4. Detailed Descriptions of FK AHEC Tobacco Training and Cessation Programs: FK AHEC will submit detailed descriptions of its Tobacco Training and Cessation Programs as part of the Trimester 1 Activities Report. Any changes will be reported in subsequent Trimester Activities Reports.

5. Annual Report to the Florida Legislature: FK AHEC will provide UM AHEC with preliminary tobacco training and cessation data to include in a report to the Florida Legislature on activities to date. This report is due by the close of business on November 26, 2007.

6. Annual Tobacco Training & Cessation Data Report: By July 15, 2007, FK AHEC will provide UM AHEC with all available data and documentation to contribute to the development and publication of this annual report describing all accomplishments of the Florida AHEC Network Tobacco Training and Cessation Initiative.

VI. Submission of Invoices

FK AHEC will submit invoices to Miami, one month at a time, by the 10th day of the following month. Said invoices representing actual expenses paid, and certified by an appropriate institutional official, must be submitted in triplicate to:

Arthur M. Fournier, M.D.
C/o Judith Jerome-Ducheine
University of Miami-School of Medicine
P.O. Box 016700 (R700)
Miami, FL 33101