

CMATCH System – Comprehensive Design

For Christian Churches and other Community Groups

Developed by FrameWork Health, Inc. (a 501(c)(3) organization)

Target Population: Nicotine-addicted Adults diverse in age, gender, ethnicity, education.

Purpose: To offer to communities an outcome-based wholistic, life-enhancing tobacco cessation intervention by facilitating the restoration of health with programs promoting behavior change through education, motivational fellowship, and telephone support.

Rationale: Current research reveals that 70% of adults now using tobacco products desire to quit and have probably tried many unsuccessful times. The inherent drug, *nicotine*, has altered brain chemistry into dependency. Most interventions, though effective in some respects due to the administration of drugs, offer behavior change guidance in too brief encounters, so that person-to-person support does not facilitate permanent success in a life change. Lapse and relapse become the disappointing trend, unless institutional intervention is employed.

Users of tobacco products—the nicotine addicted—are getting much information now in the media and from healthcare and wellness systems on the urgency to quit due to many harms, but many think they know what will work for them. However, they are not so knowledgeable about the insidious mechanisms of *nicotine* on mental health. What they really want to know is how to successfully stay free!

States, local governments, and healthcare systems are experiencing positive results in phone-based counseling services as an adjunct to the service of adjunct providers. These are often called “quitlines”. Utilizing the advantageous internet and a range of digital resources coupled with educational guidance in behavior change strategies and fellowship with mentoring by a trained and caring group of peers over several months holds great promise. Adding an optional spiritual component to that social support holds even greater promise.

So, CMATCH – Case-Managed Approach to Tobacco Cessation Help has been created!

FrameWork Health’s Mission: The role and function of Framework Health rest on God’s desire for His created children to reflect His image through lifestyle and express His love through service. Framework Health is established to facilitate the restoration of health in individuals ages 18 and older through programs promoting health behavior change by means of education and motivational telephone support. Particular emphasis is directed to childbearing women, adult long-term smokers, the aging, and ethnically-diverse groups at risk for chronic or acute deleterious health due to unhealthy lifestyle behaviors. Keyword: Transformation (DiClemente & Prochaska’s Transformation Theory-Stages of Change) (Spiritual term—Sanctification)

www.LivingSmart.Live/CMATCH

How the CMATCH Design Will Work for Your Group

System Strategies (See page 4)

- 1) Churches and community groups are organized for the outreach; members become mentors, conducting invitations
- 2) Enrollment and Assessment by phone or face-to-face with orientation to CMATCH
- 3) The “Let’s Begin to Quit” workshop series is prepared
- 4) Target population participants attend workshop to be oriented to the system and registered for Taking Control, the 14-day cessation guidance course on a website
- 5) They continue attending the flexibly-scheduled workshop on-going for support
- 6) Phone coaching begins as Taking Control ends and extends for at least 12 months
- 7) The website, LivingSmart, provides wholistic education in Nutrition and Food Management, Exercise, Sleep, Stress.
- 8) All programming materials for Taking Control, “Let’s Begin to Quit”, phone coaching, promotions, and your team member training are posted on the website. . . Easy!

If/When conditions in the community restrict personal social contact activities, the workshop support can be provided by video-conferencing.

BENEFITS

F = Freedom from Addictive Behavior

R = Restoration of Health through Quality Living

A = Appreciation for [Divine Intervention through human sources] the creative power of God, spiritual resources, personal strengths – gift of God, etc.)

M = Meaningful Life Purpose

E = Experience of Helping Relationships

(This theme is an extension of the FRAMES model for Motivational Interviewing of Samet, Rollnick, and Barnes that we are using to structure the phone coaching.)

The Process

1. Members of the sponsoring groups are oriented to the functions of CMATCH and are prepared to mentor one tobacco product-using individual they formally invite and pledge to accompany them to the workshop “Let’s Begin to Quit”. As Mentor they will encourage the individual who may be family member, friend, co-worker, neighbor, etc. on this journey.
2. The participant’s registration at the workshop includes the support coaching program either by phone or by website. The workshop meets for 5 sessions in the first month to reinforce the teaching of **Taking Control** and to build helping relationships with friendship and hospitality opportunities to model healthy eating practice.
3. The participant “attends” the web-based coaching program **Taking Control** for 14 days.
4. Once a quit date is set, the participant is scheduled into the support call system (See Progress Pathway). The scripted calls are scheduled, initiated by the coach, and, along with a Motivational Interviewing process, measures confidence in staying quit and accountability. Phone coaching may be done by the sponsoring group or FrameWork Health.

5. Along the way of the intervention, various written assessments are done regarding tobacco practices, perception of health, progress to successful quitting, etc. A contract is made.
6. Obligations of the participant are: 1) commitment to the intervention for 12 months, 2) appointment-keeping for the pro-active phone calls, 3) periodic respiratory or saliva testing per protocol, completion of the periodic evidence-based questionnaires.

Counseling from the Coaches is based on Prochaska and DiClemente's Transformational Model of Change, current science in the field of cessation strategies, and Motivational Interviewing. Knowing the strategies or protocols of the various methods, the Coach reinforces main objectives of a termination (not taper down or "harm reduction") method and supports the goals and objectives determined by the participant in the Assessment Interview. The goal is to support for at least one year, with approximately 16 outgoing phone calls, intensely at first and then weaning off after the 3rd month.

Recordkeeping: With the application of a select digital coaching journal, all interaction with the participant can be recorded in the operations software, which comprises registration information, assessment databases, recorded answers to call scripts, staff schedules, and health education materials sent, referrals made to health professionals or churches.

Sustainability

We strongly encourage your group to offer CMATCH to your community of influence 3 times/year. In that way, as the word gets around of this resource, and as participants need positive reinforcement, graduates may be given responsibility in succeeding program events. Engaged graduates will be models of success to other tobacco users.

Cost

As a non-profit organization that has taken this responsibility on as a mission to a life-saving effort, the cost to the Participants is zero—Free. Sponsoring organizations are encouraged to contribute/donate to the cause with each program of 10 or more Participants . . . \$150-200 is suggested. This will alleviate the expenses of production, internet resources, and other fees.

Your Next Step

Contact Linda Royer to discuss and plan strategies for beginning. She will train your leader(s) and their team with a good orientation to all aspects of CMATCH program.

Thank you for reading this. Prayerfully consider the role you will contribute to your community.

Linda Royer, PhD, MSN, MPH, RN

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The CMATCH Trajectory Toward Fellowship in Community

The sponsoring church/group forms a Leadership Team to plan intervention

Volunteers are recruited & trained for roles and functions

Workshop Staff: Presenters, Greeters, Hosts, IT, Discussion Facilitators, Mentors and Phone Coaches



The Invitation is extended by a Mentor



5 Workshop Sessions for Support and Healthy Lifestyle Education



14- Day Online Taking Control at Same Time with Mentor



Follow-up 12 Months Phone Coaching, Scripted