

Effective Tobacco Control Strategies

Chad D. Morris, Ph.D.
Behavioral Health & Wellness
Program
University of Colorado
Anschutz Medical Campus
May 25, 2012

Tobacco Control as a Cultural Bridge



Tobacco Self-Assessment, Organizational Readiness, and Technical Assistance Opportunities

- **PBHCI Grantees:** The self-assessment will allow agencies to complete a self-assessment of their stage of readiness for evidence-based tobacco control initiatives. Assessment results will assist sites to identify successes, gaps, and appropriate next steps for program development, technical assistance and training. It will also allow grantees to track change over grant years.

Tobacco Self-Assessment, Organizational Readiness, and Technical Assistance Opportunities

- **TA and Training Providers:** TA providers must assess agencies' tobacco control activities before determining what, if any, supports are warranted. This standardized self-assessment will significantly decrease the need for this initial assessment. BHWP will have a clear snapshot of agencies' activities and where site support should start.

Tobacco Self-Assessment, Organizational Readiness, and Technical Assistance Opportunities

- **CIHS:** All agencies will be strongly encouraged to complete the self-assessment. This will provide CIHS with standardized data across sites. The annual self-assessment will allow CIHS to track change longitudinally across grant years.

Utilization-Focused Results

- Scores and stage of readiness for each self-assessment category
- Recommendations for next steps
- Links to salient resources
- National comparisons



Chronic Care Model

Community

Resources and
Policies

Health System

Health Care Organization

Self-
Management
Support

Delivery
System
Design

Decision
Support

Clinical
Information
Systems

Informed,
Activated
Patient

Productive
Interactions

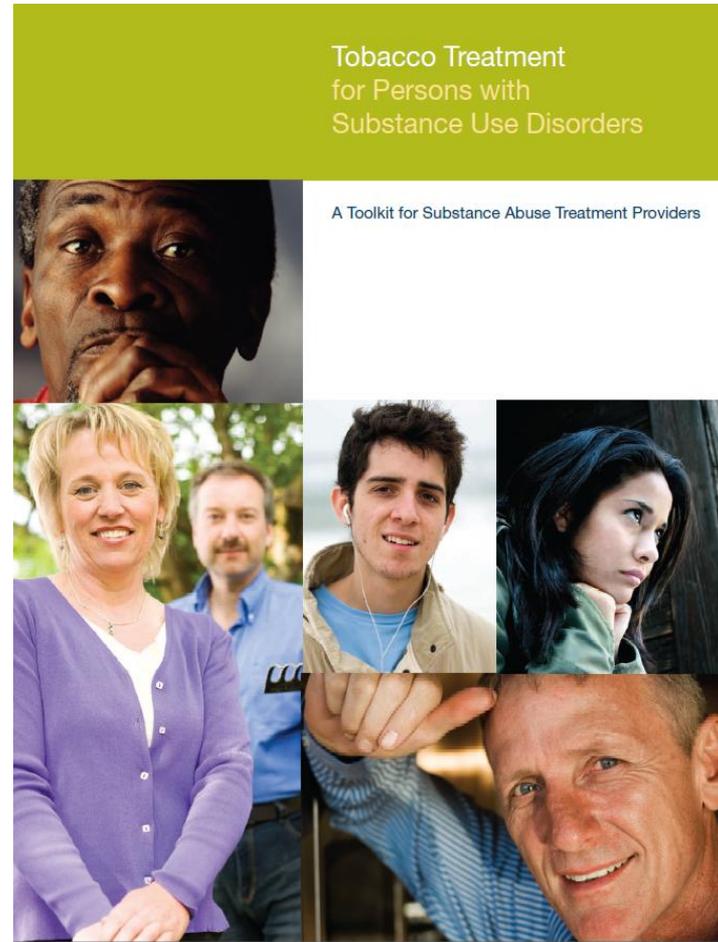
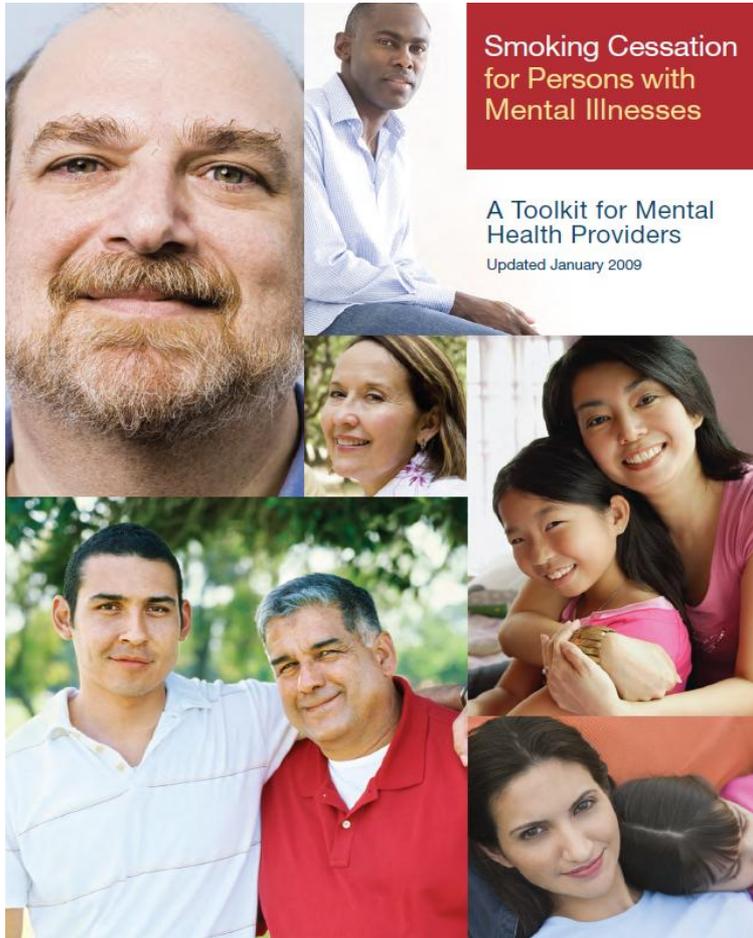
Prepared,
Proactive
Practice Team

Improved Outcomes

Rapid Improvement Project



Interventions for Tobacco Use



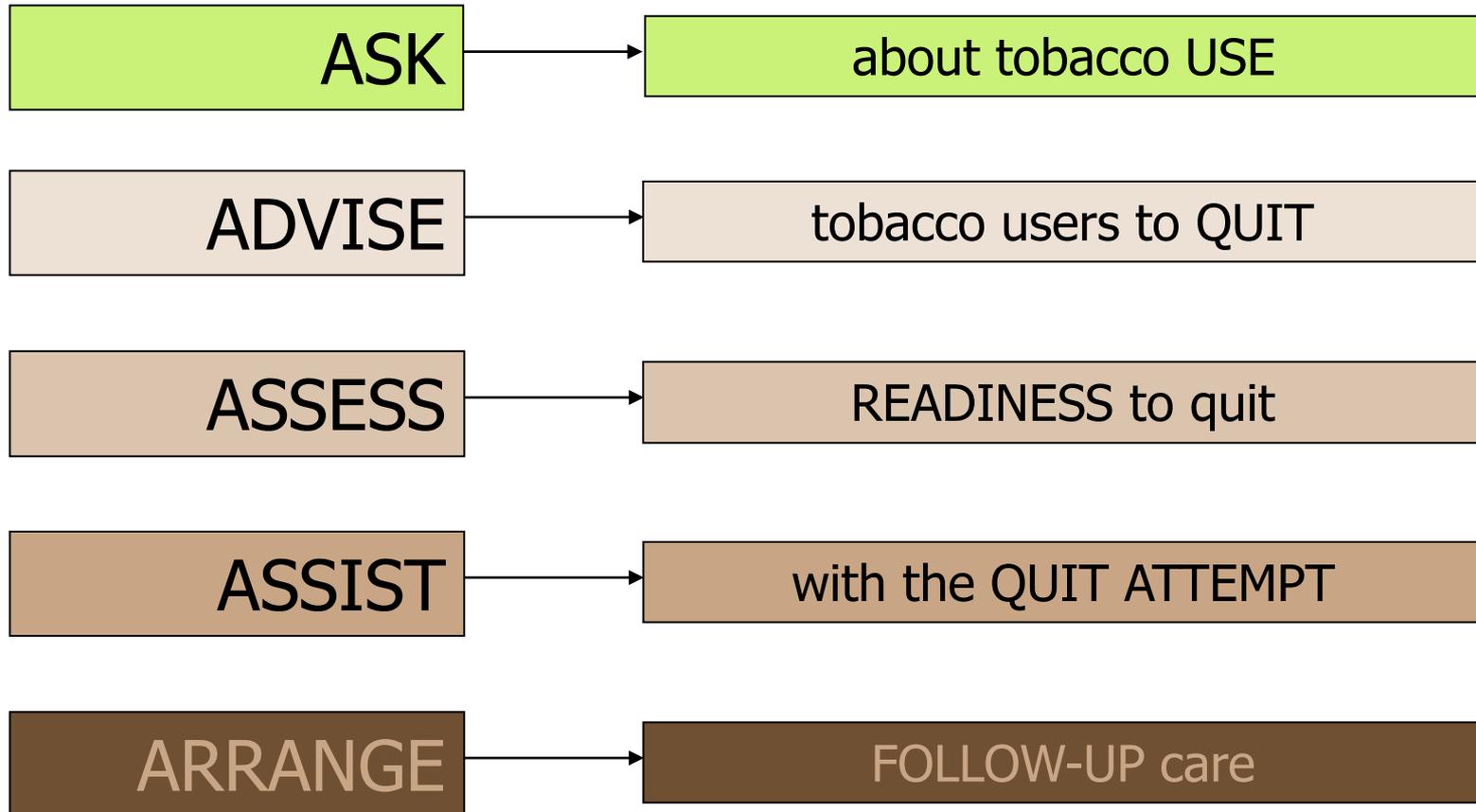
www.bhwellness.org

Integration of Tobacco Cessation into Standard Practice

- Assess tobacco as part of normal assessment & screening procedures
- Add tobacco to treatment plan with goals and objectives specific to tobacco
- Provide educational materials



Tobacco Cessation Interventions: The 5 A's Model



Take Control

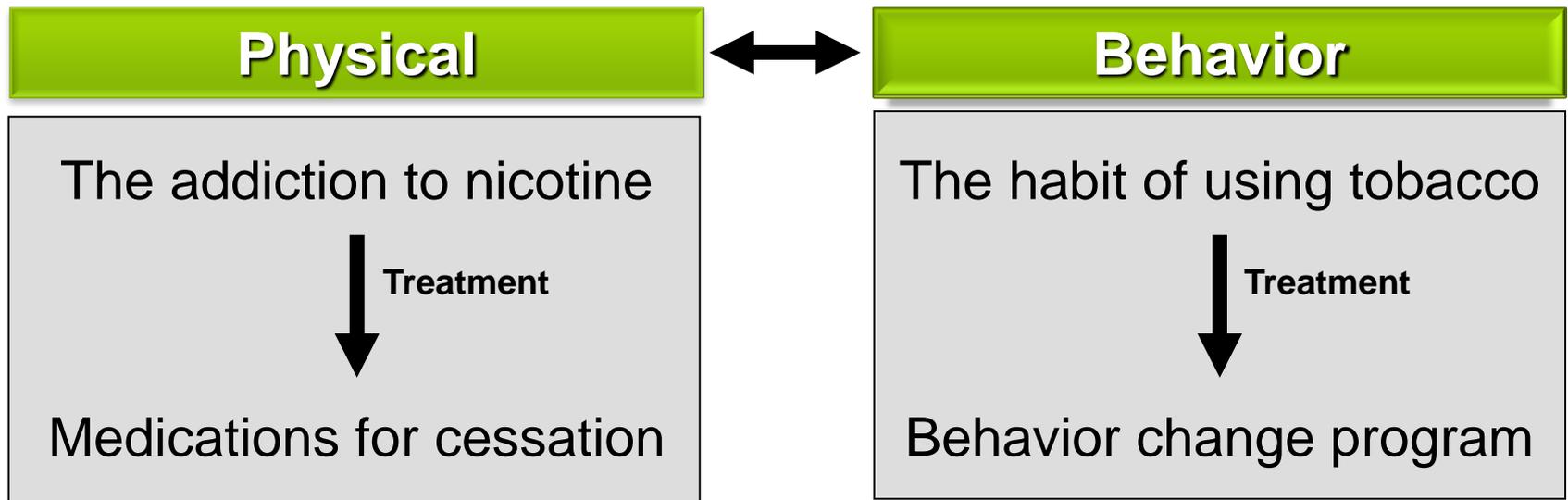
1-800-QUIT-NOW

Call. It's free. It works.

1-800-784-8669
www.smokefree.gov

Tobacco Dependence has Two Parts

Tobacco dependence is a 2-part problem



Treatment should address both the addiction and the habit.

Courtesy of the University of California, San Francisco



Health Behavior Change Interventions

- Cognitive-Behavioral Therapy
- Motivational enhancement
- Individual counseling >4 sessions
- Psycho-educational groups
- Individualized treatments based on diagnoses
- Referral to quitlines



Tobacco Recovery Group

- **Session A:** Healthy Behaviors
- **Session B:** The Truth About Tobacco
- **Session C:** Changing Behaviors
- **Session D:** Coping with Cravings
- **Session E:** Managing Stress
- **Session F:** Planning Ahead



Tobacco Cessation Medications

The only medications approved by the Food and Drug Administration (FDA) for tobacco cessation are:

- Nicotine gum
- Nicotine lozenge
- Nicotine patch
- Nicotine nasal spray
- Nicotine inhaler
- Bupropion SR tablets
- Varenicline tablets

BHWP Peer-to-Peer Programs

Peer-to-Peer Well Body Program



Version 1.0

Peer Support Group Facilitator Manual



Behavioral Health and Wellness Program

University of Colorado Anschutz Medical Campus
School of Medicine
Department of Psychiatry



Peer-to-Peer Tobacco Recovery Program



Version 2.0

Peer Support Group Facilitator Manual



Behavioral Health and Wellness Program

University of Colorado Anschutz Medical Campus
School of Medicine
Department of Psychiatry



www.bhwellness.org

A Tobacco-Free Toolkit for Community Health Facilities



Project TRUST Edition

*Made possible by funding from the Department of Health and Human Services
through the Los Angeles County Department of Public Health*

www.bhwellness.org

Ten Steps Towards Success

- 1 Convene a tobacco-free committee
- 2 Create a timeline
- 3 Craft the message
- 4 Draft the policy
- 5 Clearly communicate your intentions
- 6 Educate staff and clients
- 7 Provide tobacco cessation services
- 8 Build community support
- 9 Launch the policy
- 10 Monitor the policy & respond to challenges

Building A Culture of Data

- What gets measured gets done
- If you don't measure results, you can't tell success from failure
- If you can't see success, you can't reward it
- If you can't reward success, your probably rewarding failure
- If you can't see success, you can't learn from it
- If you can't recognize failure, you can't correct it
- If you can't demonstrate results, you can't win the public support

Personal Progress Form

Tobacco Recovery Personal Progress

Group Participant Initials:
 First Initial Middle Initial Last Initial

Date: _____ Center/Location: _____

Today's group session topic (Check one):

<input type="checkbox"/> Session A: <i>Healthy Behaviors</i>	<input type="checkbox"/> Session D: <i>Coping with Cravings</i>
<input type="checkbox"/> Session B: <i>The Truth about Tobacco</i>	<input type="checkbox"/> Session E: <i>Managing Stress</i>
<input type="checkbox"/> Session C: <i>Changing Behaviors</i>	<input type="checkbox"/> Session F: <i>Planning Ahead</i>

The TOTAL number of Tobacco Recovery group sessions I have attended is (including today):

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> Other: _____
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------	----------------------------	---------------------------------------

Please answer ALL of the following:

Think about your recent tobacco use, how many cigarettes (or other tobacco products) did you consume <u>in an average</u> _____ / day _____ day?	Type of Tobacco Used _____	Number of quit attempts since starting the Peer Tobacco Recovery group _____
--	-------------------------------	---

Are you currently using any quit smoking medications? Check all that apply.

<input type="checkbox"/> Zyban/Wellbutrin/bupropion	<input type="checkbox"/> Nicotine gum	<input type="checkbox"/> Nicotine nasal spray	<input type="checkbox"/> Chantix/Varenicline
<input type="checkbox"/> Nicotine patch	<input type="checkbox"/> Nicotine inhaler	<input type="checkbox"/> Nicotine lozenge	<input type="checkbox"/> Other: _____

I have the knowledge I need to lead a tobacco-free life.

Strongly Agree Agree Disagree Strongly Disagree

I plan to take steps towards living a tobacco-free life in the next 30 days.

Strongly Agree Agree Disagree Strongly Disagree

I am currently taking steps towards living a tobacco-free life.

Strongly Agree Agree Disagree Strongly Disagree

I am confident I have the ability to live a tobacco-free life.

Strongly Agree Agree Disagree Strongly Disagree

National Resources for Tobacco Control

Smoking Cessation Leadership Center

<http://smokingcessationleadership.ucsf.edu>

Behavioral Health and Wellness Program

<http://www.bhwellness.org>

Americans for Non-Smokers' Rights

<http://www.no-smoke.org>

Partnership for Prevention

<http://www.prevent.org>

National Association of State Mental Health Program Directors

<http://www.nasmhpd.org>

Tobacco Recovery Resource Exchange

<http://www.tobaccorecovery.org>



University of Colorado Anschutz Medical Campus

Behavioral Health & Wellness Program

Chad Morris, Ph.D.
1784 Racine Street
Mail Stop F478
Aurora, CO 80045

chad.morris@ucdenver.edu
303.724.3709