



Public Health Roadmap: Promoting Tobacco Use Dependency Treatment in Behavioral Health Settings

June 10, 2021

1

Welcome

- This webcast is being recorded
- The recording of this webcast will be available on-demand
- Questions during the Live Webcast?
 - Please use the Q & A box
- Questions after the live event on June 10th, 2021?
 - Email our team at CessationTA@Lung.org

This webcast is supported by CDC through the following funding opportunity:

Assistance to Increase Tobacco Cessation
 Cooperative Agreement CFDA 93.349
 Grant Number: 1 A55DP000703-01-00



2



All references to "tobacco" and "tobacco products" within this presentation refer to commercial tobacco and not to the traditional use of tobacco and/or other plant mixtures grown or harvested and used by American Indians and Alaska Natives for ceremonial or medicinal purposes.



3

The American Lung Association

Health Systems Change Technical Assistance Team Experts Ready to Support Tobacco Control Programs



Rebecca Padlla



Jennifer Folkenroth



Anne DiGiulio



Eva Book



4

Tobacco Cessation & Health Systems Change Cohort Group

Behavioral Health Content Expert



Chad Morris, Ph.D.

- Clinical psychologist and Professor of Psychiatry at the University of Colorado-School of Medicine
- Director of the Behavioral Health & Wellness Program and Wellness Leadership Institute
- Principal investigator of over 100 projects and studies
- Work has focused on advancing health equity



5



Level Setting:
Need, Strategies, Approaches



6

Cigarette Smoking is down...

However, about 34 million adults still smoke



7

Smoking is the leading cause of preventable disease and death in the United States.

480,000 Americans die from smoking each year, accounting for nearly 1 in 5 deaths

16 million Americans live with a smoking-related disease

Smoking-related death and disease cost the United States over **\$300 billion** each year



8

Smoking Rate and Behavioral Health

#1

Tobacco use is the number one cause of death in people with mental illness



Close to 1 in 4 adults in the U.S. has some form of mental health condition



9

Quitting can make behavioral health treatments more effective

- Nicotine has mood-altering effects that can temporarily mask the negative symptoms of mental health disorders, putting people with such disorders at higher risk for cigarette use and nicotine addiction.^{1,2}
- Tobacco smoke can interact with and inhibit the effectiveness of certain medications taken by patients with behavioral health conditions, often resulting in the need for higher medication doses to achieve the same therapeutic benefit.³



10

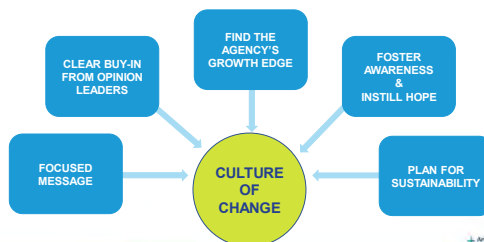
PSYCHIATRIC SYMPTOMS ARE NOT EXACERBATED BY QUITTING

- Smoking cessation is associated with:
 - ↓ depression, anxiety, and stress
 - ↑ positive mood and quality of life compared with continuing to smoke
- The effect size seems as large for those with psychiatric disorders as those without
- The effect sizes are equal or larger than those of antidepressant treatment for mood and anxiety disorders



11

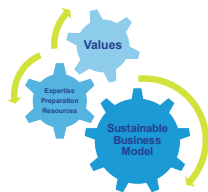
The Groundwork for Change



12

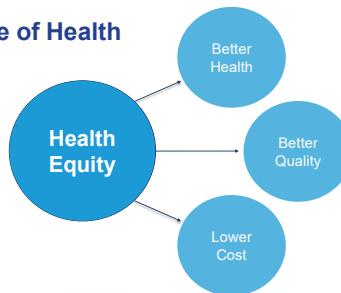
Organizational Values

How do organization values inform the decision to prioritize or *not* prioritize tobacco treatment?



13

Culture of Health



14

Agency Alignment

- Identify the Framing Context
 - Mission & Values
 - Co-Occurring/ Dual Disorders
 - Chronic Care/ Integrated Care
- Build a Clear Rationale
 - Tobacco as a Bridge
- Communicate
 - Intentions
 - Expectations
- Demonstrate Leadership



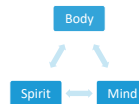
Adapted: 2016 Health 4.0 at 2011



15

Integration is the New Norm

- Mental Health and Substance Use Disorders
- Across Healthcare Sectors
 - Health Equity
 - Integrated Care & Health Homes
 - Public Health
 - Quitlines
- Community Integration
- EHRs & Performance Measures



16

A Whole Health Approach



17

The Person-Centered Health Neighborhood



18

Co-Treatment
is the *Only*
Adequate Solution



19

American Lung Association's Health Systems Change Peer Cohort Group



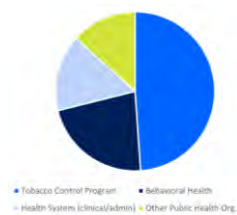
20

2021 Health Systems Change Peer Cohort Group



21

2021 Health Systems Change Peer Cohort Group



22

Health Systems Change Peer Cohort Group

2021 Goal

Support Tobacco Control Program staff to promote tobacco use disorder treatment integration in behavioral health settings via health systems change strategies.



23

Health Systems Change Peer Cohort Group

Objectives

- Increase Knowledge
- Enhance Confidence
- Engage with Peers



24

Health Systems Change Peer Cohort Group

Key Focus Areas

- Organizational Culture Change
- Billing & Documentation
- Quality Improvement
- Program Sustainability



Lung.org/CessationTA/BH



NEW Digital Toolkit

Lung.org/CessationTA/BH



Public Health Roadmap: Tobacco Use Disorder Treatment Integration in Behavioral Health Settings



NEW Quick Reference Guide

- Designed to support Tobacco Control Program Staff and other public health professionals
- Developed with input from the Lung Association's Health Systems Change Cohort Group
- Includes new Lung Association and partner resources in an easy-to-navigate quick reference guide
- Available now at: Lung.org/CessationTA/BHroadmap

Public Health Roadmap

Treatment Integration in Behavioral Health Settings

About the Roadmap
 Created in response to growing the role of tobacco use and the Public Health Community groups who have the knowledge and the expertise necessary to build and sustain a strong tobacco use prevention and cessation program in behavioral health settings.

The Roadmap is created by: Anne Thomas, Program Manager, PHE and State Center for Health Transformation, smoking and tobacco cessation, gateway from tobacco to mental health care; and Deborah Lee, Director of Behavioral Health Services and Behavioral Health Integration, The Center for Health Transformation. Additional tools will include partner resources to support the work, based on regional diversity, implementation and evaluation of the program and cessation health program. All these tools are available on the public health website.

This tool helps the tobacco cessation multiple works to describe behavior health services related to both Tobacco Use Disorder (TUD) and Substance Use Disorder (SUD).

All materials in "Roadmap" are tobacco cessation-related and are not intended to be used in commercial tobacco and not in the traditional sense of tobacco and/or other plant products grown or harvested and used by farmers, growers and state farmers for commercial or medicinal purposes.

The full resource information and accompanying the document can be found at: Lung.org/DocumentPublicHealth



Why Integrate Tobacco Treatment?

Close to 1 in 4 adults in the U.S. has some form of mental health condition. Tobacco use is the number one cause of death in people with mental illness.

#1 Quitting one mental behavioral health treatment more effective.

People want to quit. Recovery is attainable. Treatment works!

Tobacco treatment can be included in existing behavioral health practices as part of an overall approach to recovery and wellness.

Tobacco treatment is a behavioral health practice that is evidence-based and effective. It is a behavioral health practice that is evidence-based and effective. It is a behavioral health practice that is evidence-based and effective.

31

Steps to Tobacco Use Disorder Treatment Integration using the Million Hearts® Tobacco Cessation Change Package

Key Foundations: Prepare and motivate behavioral health staff to consistently address tobacco use disorder.

Equipping Care Teams: Resources to establish a tobacco treatment protocol, enhance clinical decision support, and implement standardized tobacco treatment efforts.

Screening: Approaches and tools that promote consistent universal screening for tobacco use.

Treatment: Resources to establish a tobacco treatment protocol, enhance clinical decision support, and implement standardized tobacco treatment efforts.

Referral and Follow-Up: Resources that can supplement treatment provided by behavioral health care teams.

32

click here

33

Key Steps to Health Systems Change Tobacco Treatment Integration



Source: [How to Integrate the Million Hearts Tobacco Cessation Change Package](#)

34

Steps to Tobacco Use Disorder Treatment Integration using the Million Hearts® Tobacco Cessation Change Package

- Key Foundations:** Make tobacco treatment a practice and system priority. Prepare and motivate behavioral health staff to consistently address tobacco use disorder.
- Equipping Care Teams:** Resources to establish a tobacco treatment protocol, enhance clinical decision support, and implement standardized tobacco treatment efforts.
- Screening:** Approaches and tools that promote consistent universal screening for tobacco use.
- Treatment:** Resources to establish a tobacco treatment protocol, enhance clinical decision support, and implement standardized tobacco treatment efforts.
- Referral and Follow-Up:** Resources that can supplement treatment provided by behavioral health care teams.

click here

35

Steps to Tobacco Use Disorder Treatment Integration using the Million Hearts® Tobacco Cessation Change Package

Screening: Approaches and tools that promote consistent universal screening for tobacco use.

| Change Concept | Change Idea | Health System Readiness | Settings |
|--|--|--|--|
| Align tobacco use disorder practice | Align tobacco use disorder practice | Align tobacco use disorder practice | Align tobacco use disorder practice |
| Equip tobacco use disorder care teams | Equip tobacco use disorder care teams | Equip tobacco use disorder care teams | Equip tobacco use disorder care teams |
| Implement tobacco use disorder screening | Implement tobacco use disorder screening | Implement tobacco use disorder screening | Implement tobacco use disorder screening |
| Implement tobacco use disorder treatment | Implement tobacco use disorder treatment | Implement tobacco use disorder treatment | Implement tobacco use disorder treatment |
| Implement tobacco use disorder follow-up | Implement tobacco use disorder follow-up | Implement tobacco use disorder follow-up | Implement tobacco use disorder follow-up |

36

NEW Interactive Assessment Tool

Tobacco Treatment Integration Assessment

Take a look at current practices and workflows in organizations that are interested in prioritizing tobacco treatment through systems change efforts.

Learn More: Explore how the assessment works and how you can put this tool to use today with community partners.



<https://www.tobaccoassessment.org>



37

NEW Resource

Behavioral Health Systems Glossary

Key Concepts and Terms for Tobacco Control Program Staff

American Lung Association

38

Foundational Resources for Public Health Professionals to support Health Systems Change in Behavioral Health Settings:



39



40



41

National Council for Mental Wellbeing



42

National Council for Mental Wellbeing



Taslim van Hattum, LCSW, MPH

Senior Director of Practice Improvement at the National Council for Mental Wellbeing.

More than 15 years of experience in program design and implementation, training and technical assistance design and delivery, and facilitation & interactive meeting design with public health departments, public health agencies, schools, community-based organizations and community health organizations.



43



An Implementation Toolkit for Statewide Tobacco Control Programs

Identifying and Addressing Health Disparities Related to Tobacco Use Among Individuals with Mental Health and Substance Use Disorders

44

Purpose

Developed by a team of multidisciplinary experts, this toolkit provides practical examples, solutions, resources and tools to:

- Close the disparity gap for individuals with mental health and substance use disorders who use tobacco with an overview of evidence-based practices, policies and procedures.
- Drive implementation activities related to tobacco-free campus policies, increased tobacco use screening and cessation treatment in mental health and substance use facilities.
- Support individuals with nicotine addiction using trauma-informed resiliency-oriented services to promote long-term recovery.



TheNationalCouncil.org

45

Addresses Three Critical Questions:

1. How can statewide tobacco control programs best **support implementation** of tobacco-free campus policies in mental health and substance use treatment settings?
2. How can statewide tobacco control programs best **support increased tobacco use and dependence screening** in mental health and substance use treatment settings?
3. How can statewide tobacco control programs best **support tobacco cessation treatment assistance** to clients in mental health and substance use treatment settings?



TheNationalCouncil.org

46

Toolkit Highlights and Value

- Culturally competent and person-centered
- Rooted in trauma-informed resilience-oriented care
- Contains tools to support effective strategy building
- Contains a resource library



TheNationalCouncil.org

47

Have a Great Resource? Let us Know!

ADDITIONAL TOOLS AND RESOURCES

There are a wide variety of resources to support the full breadth of mental health and substance use organizations seeking to improve tobacco control initiatives for individuals with MH/SUDs. The following chart includes resources that address topics such as provider and public education, electronic nicotine delivery systems (ENDS), tobacco cessation treatment services, data and evaluation, policy advocacy and policy. These resources will be helpful in leading, guiding, inspiring and supporting various stakeholders.

| RESOURCE TITLE | PRIMARY AUTHOR | TOPICS COVERED |
|--|---|---------------------------------------|
| Healthy Employees: How to Create a Tobacco-Free Workplace | Sherida | Provider education |
| E-Cigarette Use, Dependence and Cessation: A Practical Guide for Providers | Mount Sinai AIDS Education and Training Centre | Provider education |
| Tobacco Use, Dependence and Cessation: A Practical Guide for Providers | American Academy of Family Physicians | Provider education; Tobacco treatment |
| Tobacco Cessation Provider Toolkit | Los Angeles Care Health Plan | Provider education |
| Tobacco Use, Dependence and Cessation: A Practical Guide for Providers | American Association for Respiratory Care Tobacco-Free Workplace Foundation | Provider education |
| Tobacco Use, Dependence and Cessation: A Practical Guide for Providers | American Lung Association | Provider education; Policy |



48

National Behavioral Health Network for Tobacco & Cancer Control

- Jointly funded by CDC's *Office on Smoking & Health* & *Division of Cancer Prevention & Control*
- Provides resources and tools to help organizations reduce tobacco use and cancer among people with mental illness and addictions
- 1 of 8 CDC National Networks to eliminate cancer and tobacco disparities in priority populations

Visit www.BHtheChange.org and Join Today!

Free Access to...

Toolkits, training opportunities, virtual communities and other resources

Webinars & Presentations

State Strategy Sessions

Communities of Practice



#BHthechange



TheNationalCouncil.org



American Lung Association

49

50

Lung Association Technical Assistance

for Tobacco Cessation Coverage and Health Systems Change



Email: CessationTA@Lung.org



Resource Library: Lung.org/CessationTA



Listserv: Support@CessationTA.Lung.org

American Lung Association

51

THANK YOU
for your feedback!

Tobacco Cessation Technical Assistance
Health Systems Change Team
American Lung Association
Lung HelpLine: 1-800-LUNGUSA
Lung.org | CessationTA@Lung.org

American Lung Association

52