

For leaders of
mental health
and substance
use disorder
programs

Tobacco-Free Grounds and Tobacco Treatment Services are Right for Your Program

Fulfill your mission • Be a leader • It's a win-win



Fulfill your mission

As a provider of mental health or substance use disorder (SUD) treatment services, offering treatment for tobacco dependence fits with your mission.

- Tobacco use disorder is an addiction with serious consequences. Your staff are in the perfect position to talk with participants about making the changes needed to live a healthy life.
- Tobacco treatment strategies work, and people with mental illnesses and substance use disorders can successfully quit using tobacco.
- Quitting tobacco helps improve mental health and significantly reduce anxiety, depression, and stress.
- Providing tobacco treatment enhances recovery from other substances.
- Offering tobacco treatment services as a part of SUD treatment can increase long-term recovery from other substances by 25%.



Be a leader

We don't need a crystal ball to see the future—the widespread inclusion of tobacco treatment into mental health and SUD treatment will soon be the norm.

- Offering tobacco treatment services firmly positions your agency as a leader in your field.
- Several agencies in Minnesota are in the process of going 100% tobacco-free and integrating tobacco treatment into their existing services.
- The more you stand out as a leader—especially in the new world of direct access—the more successful you will be in not only creating a participant base but also finding and recruiting top-notch staff.
- Both the National Association of State Mental Health Program Directors and Substance Abuse and Mental Health Services Administration (SAMHSA) encourage integrating tobacco treatment into services and the adoption of tobacco-free grounds for all behavioral health settings.



It's a win-win

Offering tobacco treatment services can be a real marketing plus for a treatment provider.

- Many people entering treatment are interested in creating an overall healthier life for themselves and want to quit smoking. Surveys have found up to 80 percent of people in mental health and SUD treatment are interested in quitting tobacco.
- Programs that offer a range of desired services like tobacco treatment will better accommodate individuals and staff looking for more comprehensive and specialized programming.
- Everyone deserves access to clean air. When coupling treatment with tobacco-free grounds, fewer individuals—staff and clients alike—are exposed to secondhand smoke.

Tobacco in this work refers specifically to the use of manufactured, commercial tobacco products, and not to the sacred, medicinal and traditional use of tobacco by American Indians and other groups.

FIND OUT MORE.

You don't have to go it alone. Leadership Academy Collaborative partners have resources to help you be successful.

Programs such as yours and leaders such as you are available to mentor and provide real-world answers to all your questions.

To get involved or for more information, connect with Reba.MathernJacobson@Lung.org.

**For a complete list of research and resources, please visit:
<http://bit.ly/ResearchandResources>**