Leading Together
Public Health & Mental Health Partners
Collaborating to Address Health Disparities

Association of State and Territorial Health Officials
NAATPN, Inc.
National Behavioral Health Network

May 8, 2018
Webinar Agenda

• Setting the Stage
  • Dr. Marcus Plescia, ASTHO
• State and Community Partner Presentations
• Summary Remarks
  • Dr. Loren Robinson, PA Department of Health
• Moderated Q&A
• National Network Resource Sharing
• Adjourn
Webinar Logistics

• Two ways to listen to audio:
  • Through your computer speakers (preferred)
  • Via telephone
    (866-519-2796, passcode 124693)
  • Do not use both methods

• Submit questions through the chat box online (phone lines are muted for this webinar)

• This webinar is being recorded and the recording will be shared via email and the ASTHO website
Vision
State and territorial health agencies advancing health equity and optimal health for all.

Mission
To support, equip, and advocate for state and territorial health officials in their work of advancing the public’s health and well-being.
Webinar Learning Objectives

• Describe the coordination of tobacco control and mental health across agencies, departments, and sectors

• Highlight how this coordinated approach can support populations of greatest need

• Share and disseminate resources and best practices to demonstrate value of this work in a coordinated and culturally appropriate manner
Tobacco Use Among Adults with Mental Illness

In Pennsylvania,

37% of adults reporting poor mental health are current smokers

Only 43% of mental health treatment facilities and 58% of substance use treatment facilities use Ask-Advise-Refer brief intervention to screen and refer patients to services

References: CDC’s Behavioral Risk Factor Surveillance System (BRFSS), SAMHSA’s 2015 National Mental Health Services Survey, and SAMHSA’s 2015 National Survey of Substance Abuse Treatment Services
In November 2017, Pennsylvania Department of Health, in partnership with the Department of Human Services and the Office of Mental Health and Substance Abuse Services, convened state and national tobacco and behavioral health stakeholders resulting in:

A statewide action plan and strategy working groups
State Strategy Session Process

The day and a half format began with attendees viewing a comprehensive Gallery Walk demonstrating:

- national and state data on tobacco use
- current policy
- quality of care among individuals with behavioral health conditions

Leading the group to:

- establish baseline data points to measure progress
- identify specific strategies to overcome existing barriers to reduce smoking prevalence
- create action steps to engage this vulnerable population
During the Strategy Session, attendees worked to develop a Pennsylvania action plan focused on:

- Increasing **tobacco cessation** activities
- Promoting tobacco use **prevention**
- **Reducing tobacco use** among the behavioral health population
Process and Progress Moving Forward

Working Group leaders along with DOH, DHS, DHS/OMHSAS **convene monthly** to:

- review action plan progress
- share resources

The Pennsylvania Department of Human Services issued a **bulletin to clarify Medicare/Medicaid reimbursement for tobacco cessation services**
Working Group Progress

Social Determinants of Health/Holistic Approach

• Required 8 physical health and 4 behavioral health MCO’s to submit implementation plans to DHS Office of Medical Assistance Program on addressing tobacco use in March 2018
• Presented on Social Determinants of Health in May 2018
• Facilitated panel discussion featuring DHS, Working Group leads, and Western Psychiatric Institute (tobacco free since 2007)

Payor

• Issued Medical Assistance Bulletin to include pharmacists to provide cessation services
Communications

• Recruited additional participants to represent communication/marketing within other working groups.

Provider Education and Training

• Continued partnership with PA Pharmacists Association.
• Completed certification training targeting rural pharmacists.
• Assisted DOH in reviewing/revising comprehensive listing of training opportunities.
PA Free Quitline

- Completed behavioral health pilot to inform protocol update for cessation counselors and address expanded nicotine replacement therapy fulfillment via National Jewish Health Foundation (Quitline operations vendor)
- Presented at PA Coalition of Medical Assistance MCO meeting - “Health Homes for Pregnant Women with Substance Use Disorders” - to promote PA Free Quitline evidence-based protocol for pregnant women
**Working Group Progress**

**Substance Use Disorder**

- Promoted collaboration/partnerships/pilots to address tobacco use among pregnant women with behavioral health and/or substance use disorders in May 2018

**State Hospitals**

- Implemented steps among two State Hospitals attending Strategy Session to go smoke free – in July 2018 and January 2019
- Recruited a third state hospital to join the State Hospital Working Group
Moving Forward

- Continue to **convene PA State Strategy Session Working Group leaders** to accomplish action plan goals

- Expand partnerships with MCOs to address tobacco prevention and cessation through **shared resources**

- Work with regional primary contractors to increase the number of **smokefree behavioral health facilities/sites**

- Hold a one-day **PA State Summit Update Meeting** for original and new partners to report progress, lessons learned, and reach consensus on **next steps**
Pennsylvania is fortunate to have many champions in our efforts – multiple state agencies, associations, organizations, and facilities.

“This is a culture change, and cultures change slowly, but if we continue to work together and don’t give up, cultures do change. There is hope.”

Dr. Antoine Douaihy, Professor of Psychiatry and Medicine  
University of Pittsburgh School of Medicine  
Western Psychiatric Institute and Clinic at UPMC
Thank You!

For more information:

Visit: www.health.pa.gov

Contact:
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Bureau of Health Promotion and Risk Reduction
Pennsylvania Department of Health
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Local Stakeholder Presentation

Rev. Jesse Brown
Summary Remarks

Dr. Loren Robinson
Participant Q&A

Submit your questions through the chat box on your screen.
National Behavioral Health Network for Tobacco & Cancer Control

Taslim van Hattum, MPH, MSW
Sarah Linden, MPH
National Council for Behavioral Health
Tobacco & Behavioral Health

• Approximately 1 in 4 US adults has either a mental illness, substance use disorder, or both.

• Rates of everyday cigarette use among those with serious mental illness is almost double that of those without SMI.

• 40% of all cigarettes are smoked by adults with a mental health condition.

• Although anyone can develop a mental health problem, African Americans sometimes experience more severe forms of mental health conditions due to unmet needs and other barriers.

• African Americans are 20% more likely than the general public to develop serious mental health problems.
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](http://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
# National Behavioral Health Network

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<tr>
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What can you do?

☑️ Consider implementing a **tobacco free policy** in your organization if you haven’t already. **We can help with this!**

☑️ Discuss with organizational leadership how you can implement or enhance your **tobacco cessation programming**.

☑️ **Join NBHN** to receive access to resources, webinars, technical assistance and additional education.

Join TODAY at BHtheChange.org!
New to the ASTHO Website

• Tobacco blog posts
• Virtual event and podcast recordings
• Tobacco and health disparities interactive infographic

http://www.astho.org/Programs/Prevention/Tobacco/
NAATPN RESOURCES
NAATPN, Inc. is a national network that facilitates health programs to benefit communities and people of African descent.
NO MENTHOL SUNDAY

May 27, 2018

No Menthol Sunday
Find Your Way To Freedom
NO MENTHOL SUNDAY

Menthol Talking Points
Sermon Topics
Recommended Activities
Tobacco Free Church Grounds
Church Announcements
PATHWAYS to FREEDOM
Leading the Way to A Smoke Free Community
STATE of BLACK HEALTH

Community collaborations in pursuit of health equity

Registration is Now Open

SEPTEMBER 11-13 | ATLANTA, GA
**HAND OUTS**

**CIGARILLOS**

Same gun, different bullet.

Cigarillos, or little cigars, are among African American young people and racial and ethnic minority adolescents who smoke cigarettes and are exposed to all forms of tobacco. The tobacco industry is always working to get new smokers, and young people are more receptive to new tobacco products. Cigarillos are marketed as a more convenient alternative to traditional cigarettes and are often placed in areas that are accessible to young people. Evidence from tobacco industry documents shows that the industry studied smokers' menthol preferences and manipulated menthol levels to appeal to adolescents and young adults.

1. **BLACK PEOPLE SMOKE CIGARILLOS MORE**
   - Cigarillos are the second most used form of tobacco among African Americans aged 12 to 17 years old.
   - Research shows that young people prefer cigarillos over traditional cigarettes.
   - African Americans are more likely to smoke cigarillos than any other ethnic group.

2. **CIGARILLOS ARE JUST AS ADDICTIVE**
   - Cigarillos contain the same nicotine levels as traditional cigarettes.
   - Young people who smoke cigarillos are more likely to develop a nicotine addiction.

3. **CIGARILLOS AIN'T PROTECTED**
   - Cigarillos are advertised in areas that are accessible to young people.
   - Young people who smoke cigarillos are more likely to develop a nicotine addiction.

4. **CIGARILLOS ARE HEAVILY MARKETED**
   - Cigarillos are often advertised in areas that are accessible to young people.
   - Young people who smoke cigarillos are more likely to develop a nicotine addiction.

5. **CIGARILLOS ARE USED FOR BLUNTS**
   - Young people who smoke cigarillos are more likely to develop a nicotine addiction.

6. **CIGARILLOS ARE SMOKED LIKE CIGARETTES**
   - Young people who smoke cigarillos are more likely to develop a nicotine addiction.

7. **CIGARILLOS STILL CAUSE SMOKER'S COLD AND PNEUMONIA**
   - Cigarillos are still tobacco products and can cause smoker's cold and pneumonia.

**MENTHOL**

Get the Facts

Menthol makes smoking easier to start and harder to quit.

- As a result of aggressive marketing of mentholated tobacco products to certain communities, African Americans smoke menthol-flavored cigarettes at nearly 3 times the rate as whites. They have a more difficult time quitting and are more likely to die from smoking-related illnesses.

- Studies show that amounts of tar, nicotine and other poisons are 30-70% higher in inhaled menthol cigarettes than in non-mentholated cigarettes.

- The Surgeon General has stated that people who smoke menthols inhale more deeply and keep the smoke in their lungs longer, which gives them greater exposure to the 4000 chemicals and poisons in cigarettes.

If a menthol ban were in effect, researchers project that 340,000 deaths could be averted from 2011 to 2050, a third of them among African Americans.

WWW.NAATPN.ORG
Tackling smoking in the black community — a step toward eliminating health disparities

A major factor is that African-Americans are far more likely to smoke menthol cigarettes, which may be more addictive than non-menthol.

thehill.com
Tobacco Blog Posts

http://www.astho.org/Programs/Prevention/Tobacco/Written-Resources-and-Materials/
Virtual Events and Podcasts

• Conversation and Cup of Joe: Addressing E-Cigarette Use in Schools (April 10)

• The Intersection of Tobacco and Opioids - Ask the Experts Virtual Session (April 2)

• A Smoke-Free Home Stretch: State Health Department Support of HUD Rule Implementation

http://www.astho.org/Prevention/Tobacco/Webinars/
State and territorial health agencies develop and implement public health programs and policies to reach populations within their jurisdictions. In tobacco control and prevention, state and territorial health agencies have an important role to play in addressing the tobacco-related health disparities among priority populations.
Please complete your evaluations immediately following the webinar – we value your feedback!

WHAT DO YOU THINK?
Thank You for Joining Us!

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