

Tobacco Cessation Clinical Intervention Resources: List of Resources to Support TPEP Health Systems Change Initiatives

Introduction to this resource

This document is a collection of resources for TPEP coordinators working on health systems change initiatives. The document is aligned with the TPEP work plan requirements and contains links to various resources to support work in:

1. Developing a health systems change strategy for tobacco work (broad, high-level approaches informed by research)
2. Clinical tobacco cessation strategies (working with health care partners in clinical settings on cessation)
3. Engaging health care partners in community settings (working with health care partners outside of clinical settings on prevention and cessation)

Please use this document to navigate to various resources that will support your implementation of the above three health systems change approaches in your TPEP work plans.

Developing a health systems change strategy for tobacco work

Why this is important:

TPEP's role is to inform health care partners about the health and economic burden of tobacco use and share information about evidence-based clinical cessation practices and community interventions that can improve the health of patients and reduce health care costs associated with tobacco-related chronic diseases.

For the purposes of this guidance, “health care partners” are defined broadly and include, but are not limited to, CCOs and other health insurance plans, Federally Qualified Health Centers, community clinics, county clinics and health services, hospitals and other health systems, behavioral health providers and facilities (including mental health care and

substance use disorder treatment), dental and oral health providers and pharmacists.

When to use the resources in this section:

The following is a list of materials tailored to TPEP coordinators to learn more about health systems approaches to tobacco use prevention and cessation. The role of TPEP coordinators in this work is also aligned with Oregon's public health modernization approach. When working with health care partners, TPEP coordinators bring expertise on the following modernization capabilities—policy and planning, assessment and epidemiology, communications, community partnership development, and health equity. Use the resources in this section when you need to do the following to implement your tobacco approaches within a modern public health practice framework:

- Select your strategy or approach from national evidence-based best practices
- Review state or local tobacco data, or provide the data to your partners to review, to help inform your strategies and tailor them to the most impacted communities
- Communicate effectively about tobacco prevention and cessation
- Understand Oregon's tobacco laws and policies

Select your strategy or approach

[The Community Guide](#) provides reviews and recommendations on interventions designed to increase the number of people who stop using tobacco. Because the Community Guide is based on extensive review of available research and evidence, this resource includes the most effective strategies for working on both prevention and cessation, and most can be done in partnership with health care partners.

[CDC Best Practices for Comprehensive Tobacco Control Programs \(2014\) and User Guides](#) is a resource for overall planning of comprehensive TPEP programs and includes a section specific to working with health care partners.

[2008 U.S. Public Health Service Guidelines – Treating Tobacco Use and Dependence: 2008 Update](#) includes information on Ask, Advise and Refer

("2As") and Ask, Advise, Assess, Assist, Arrange ("5As") and effective, clinical treatments for tobacco dependence, as well as the latest information to help people quit tobacco. These guidelines are nationally recognized best practices for clinical tobacco cessation strategies. TPEP coordinators can promote these strategies with health care partners.

Review state or local tobacco data

[Oregon Tobacco Facts](#) is a comprehensive summary of tobacco use and related topics among Oregon adults and youth. It includes tables, graphs and maps that describe tobacco use, economic burden, related diseases, and retail marketing in Oregon. The data is available by county, age, demographics and health insurance status. Oregon Tobacco Facts is published annually and can be used by TPEP coordinators to track tobacco use trends over time, as well as tailor their local approaches based on the greatest needs identified in the report.

[Monthly Quit Line data reports](#) are reports generated by Optum, the state Quit Line vendor, detailing how many people called the state tobacco Quit Line each month by county. TPEP coordinators can use these reports to track Quit Line usage over time, especially when they implement strategies to increase calls to the Quit Line and they are interested in monitoring the effectiveness of the strategy.

[Tobacco County Facts Sheets](#) are short two-page summaries of tobacco trends for each county in an engaging and accessible format. TPEP coordinators can share the summaries with health care partners to communicate a snapshot of tobacco use status in their county.

[2019 CCO Performance Report](#) shows CCO performance on the adult cigarette smoking incentive metric. CCOs are required to have full cessation benefits available to members and to report cigarette smoking status of members annually. CCOs receive quality pool payments for achieving benchmark or improvement targets annually.

Communicate effectively about tobacco prevention and cessation

[Smokefree Oregon Website](#) is Oregon's primary public-facing Website geared toward the general public, including smokers who are ready to quit. The Website includes a page called "Helping People Quit Tobacco," which

health care partners can share with people who use tobacco. There is also a page of resources geared specifically toward health care providers.

[Smokefree Oregon cessation campaign toolkit for LPHAs](#) contains a wealth of resources for TPEP coordinators to communicate about tobacco with health care partners, including fact sheets, news release and op-ed templates, talking points and images for social media posts.

[Quit Line 101 \(PowerPoint presentation\)](#) is a general overview of the tobacco Quit Line. TPEP coordinators can use this presentation to communicate about what the Quit Line is and how it works with health care partners.

[Quit Line blurb for a newsletter](#) and [a Website](#) are short descriptions of the Quit Line and how to access it. TPEP coordinators can use these blurbs to quickly post information in any written communications, like newsletters or Websites.

Understand Oregon's tobacco laws and policies

[Oregon Tobacco Laws](#) outlines Oregon laws, federal laws, state agency policies and state and federal court orders related to tobacco control in Oregon.

Clinical Tobacco Cessation Strategies

Why this is important:

Health care partners have multiple opportunities to motivate and assist people who use tobacco in quitting. A systematic approach to tobacco cessation within health care delivery systems ensures people who use tobacco receive ongoing support at every clinical encounter to help with quit attempts. Every patient who uses tobacco should be identified, advised to quit, and offered evidence-based treatments.

When to use the resources in this section:

TPEP coordinators can educate health care partners about [best practices](#) for delivering and improving tobacco use screening, cessation services and referral systems. LPHAs can also play an important role in ensuring CCOs fully implement [cessation benefits](#) required under the Affordable Care Act and Oregon law, and have the tools and understanding they need to meet the [Cigarette Smoking Prevalence incentive metric](#). In addition, LPHAs can support CCOs and other health care partners identify and remove systemic barriers to accessing cessation services.

Please note: In the clinical setting, TPEP is not expected to provide or coordinate trainings to integrate tobacco cessation into clinical work flows or to provide cessation materials for patients, such as brochures and palm cards. While TPEP funds cannot be used to deliver direct cessation services, including providing counseling and medication, local TPEP can help identify the culturally appropriate resources for investment by health care partners.

Specifically, these resources may be useful for TPEP coordinators implementing the following strategies in their TPEP work plans:

- Assist health care partners as they develop and implement sustainable closed-loop screening and referral systems, workflows and/or protocols for evidence-based tobacco cessation.

- Educate health care partners and the public about the Oregon Tobacco Quit Line for tobacco cessation and promote the use of the [Quit Line in appropriate contexts. These activities can be included as part of the submitted communications plan.](#)

Resources for health care partners

These resources are best practice guidance documents on tobacco cessation practices for clinicians. TPEP coordinators can use the following documents to recommend strategies and approaches to clinical partners.

- [Rx for Change](#)
- [Working with Healthcare Delivery Systems to Improve the Delivery of Tobacco-Use Treatment to Patients: An Action Guide \(CDC\)](#)
- [Tobacco Cessation Counseling Strategies: Resources for CCOs and Health Care Providers](#)

Several resources are available for TPEP coordinators to promote evidence-based tobacco cessation clinical work flows with health care partners.

- [Sample clinical policy and workflow from Multnomah County and Benton County](#)
- [Sample tobacco workflow](#)
- [Integrating Tobacco Cessation Interventions in Health Care Systems: Tobacco Cessation Workflow](#)

A free and quick online tobacco cessation counseling training (with CME) is available for health care providers from the OHA Transformation Center. The course focuses on brief tobacco interventions and motivational interviewing techniques.

- [Clinical tobacco cessation counseling training](#)

[Tobacco cessation coverage standards](#) outlines the “gold standard” coverage required by the HERC for tobacco cessation in Oregon. TPEP coordinators can use this resource to communicate with CCOs about benefit requirements and to ensure that health systems support full use of tobacco benefits by CCO members.

[Quit Line e-Referral Guide and Project Planning Worksheet](#): The Oregon Tobacco Quit Line is an effective cessation resource that can offer support and improve cessation rates for people who are ready to quit. Currently, many providers use a manual process to refer patients to the Quit Line which includes faxing a paper referral form or submitting an online form to the Oregon Quit Line. Electronic referrals, or e-referrals, are a bi-directional electronic referral process which transports secure and rapid messages between the provider and the Quit Line using the patient's Electronic Health Record (EHR). This saves providers' time and by being integrated into the EHR increases data quality and the likelihood of follow up with patients to reinforce and encourage cessation. The Oregon Tobacco Quit Line e-Referral Guide provides information and guidance for TPEP grantees, health systems and clinics to support e-referral implementation to encourage tobacco cessation.

[Smokefree Oregon cessation campaign toolkit for providers](#) is a large collection of resources for health care providers to communicate with patients about tobacco, including fact sheets, ads and one pagers for people who use tobacco. [Click to call](#) & [Click to quit](#) buttons for Websites are also available.

[Tobacco education and the Oregon Tobacco Quit Line: A 101 for Health Care Providers](#) is a PowerPoint presentation that shares an overview of the Quit Line. TPEP coordinators can use this slide content to present information to health care providers about the Quit Line programs and services.

[Quit Line materials for download](#) can be found on this Website. TPEP coordinators can share the Website with health care partners who are interested in printing materials like posters, brochures and palm cards.

[Treating Tobacco Dependence in Behavioral Health Settings: Webinar Series](#) addresses tobacco cessation strategies specific to people receiving support for both tobacco use and other mental health or substance use issues.

[E-cigarette primer](#) and [E-cigarette infographic from CDC](#) may be of interest to health care providers to communicate with their patients.

[Smokefree Oregon cessation campaign toolkit for pharmacists](#) and the Comprehensive Pharmacist Patient Assessment, Prescribing, and Billing for Oregon's Tobacco Cessation Implementation E-course (provides continuing education credits for pharmacists) can be used by TPEP coordinators to promote tobacco cessation in pharmacies.

Resources for health care partners to share with members who want to quit

[Smokefree Oregon](#) is Oregon's primary public-facing Website geared towards the general public, including smokers who are ready to quit. TPEP coordinators can provide this Website to health care partners to share with members.

[Quit Line resources](#) geared toward people who are ready to quit are available on the state TPEP program Website. The page includes the key national quit tobacco Websites, a brief overview of 5As approach to counseling with a [5As fact sheet](#), fax referral forms and E-referral information. TPEP coordinators can direct health care partners to this Website for more information about the tobacco Quit Line.

Engaging health care Partners in Community Settings

Why this is important:

Because many effective, evidence-based interventions occur in community settings, health care partners can also be important collaborators outside of the clinic. [Health Evidence Review Commission](#) (HERC) has developed several "multisector intervention statements" to address the fact that improvements in health outcomes can occur outside of the clinic. In 2016 [HERC issued](#) a [multisector intervention statement on tobacco](#) (and related [evidence review](#)), which outlines evidence-based interventions at the community level. The goal of the statement is to provide CCOs the information they need to reduce cigarette smoking prevalence in their memberships and broader communities and to encourage CCOs to play a role in implementing evidence-based, community-level strategies alongside their local public health counterparts. The HERC also determines what services are covered by Medicaid in Oregon and in certain circumstances, CCOs can use [Medicaid funds](#) to implement community interventions as nonmedical services.

When to use the resources in this section:

TPEP coordinators can use the HERC guidance to educate and engage CCOs and other health care partners in community interventions. Specifically, these resources may be useful for TPEP coordinators implementing the following strategies in their TPEP work plans:

- Work with CCO(s) to implement at least one HERC-recommended multisector approach for tobacco prevention, which include but are not limited to:
 - CCO leadership for development of smoke-free policies in workplaces and public spaces
 - CCO implementation of mass-reach communication interventions for evidence-based tobacco prevention
 - CCO community engagement via LPHA to promote tobacco cessation, create tobacco-free places, and identify and eliminate tobacco-related disparities
- Other proposed strategies with multisector partners, including at least one health care partner playing a primary role, based on best practices and/or innovative, culturally-informed practices.

Evidence-Based Strategies for Reducing Tobacco Use: A Guide for CCOs is a resource to help CCOs think through their approach to reducing tobacco use. CCOs play an important role in helping their members quit, including accurate assessment of member tobacco use status, benefit design (expanding coverage and reducing barriers), benefit promotion and community-based strategies like implementing tobacco-free campus policies and fostering partnerships with community stakeholders in order to create tobacco-free community environments. TPEP coordinators can use this resource when communicating with CCOs about their role in tobacco prevention and cessation, both within and outside clinical settings.

[CCO Tobacco Prevalence Reduction Learning Collaborative](#) was a convening held for CCOs to learn about best practices in reducing tobacco use, both within and outside clinical settings. Several presentations from this learning collaborative could be useful for TPEP coordinators to communicate with CCOs about resources and strategies.

Links to Learning Collaborative presentations

- [Smokefree Oregon cessation campaign toolkit for CCOs](#) is a large collection of resources that was created for CCOs to implement mass reach communications strategies in partnership with OHA and local TPEP programs. TPEP coordinators can share this toolkit with CCO to help them get started on tobacco campaigns.
- [Current Tobacco Landscape in Oregon: Presentation for CCOs](#)
- [Key Resources and Strategies for Tobacco Use Prevention and Reduction \(for CCOs\)](#)
- [Tobacco Cessation Counseling Strategies: Resources for CCOs and Health Care Providers](#)
- [Media and Communications Best Practices for Tobacco Cessation](#)