

Los Angeles County – Pioneers in Tobacco Cessation

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Overview of Los Angeles County

- 4,083 square miles
- 88 incorporated cities
- 10 million residents
- Smoking prevalence in Los Angeles County at 14.3% (Los Angeles County Health Survey, 2007)
- Tobacco-related diseases cost Los Angeles County \$4.3 billion per year; of which \$2.3 billion is for direct healthcare expenditures (California Department of Health Services, 2002).



In Los Angeles County

- 64.9% of heavy alcohol drinkers are current smokers compared to 16.4% of non-heavy drinkers.
- 48.1% of methamphetamine users are current smokers compared to 18.2% of non-methamphetamine users.
- Approximately 70% of smokers diagnosed as being depressed reported wanting to quit smoking.

(Los Angeles County Health Survey, 2007)



Pioneers in Tobacco Cessation

Pioneer Goal:

To establish systems-level policies to reduce smoking prevalence among vulnerable populations by creating smoke-free environments and integrating smoking cessation services into existing agency programs and services.



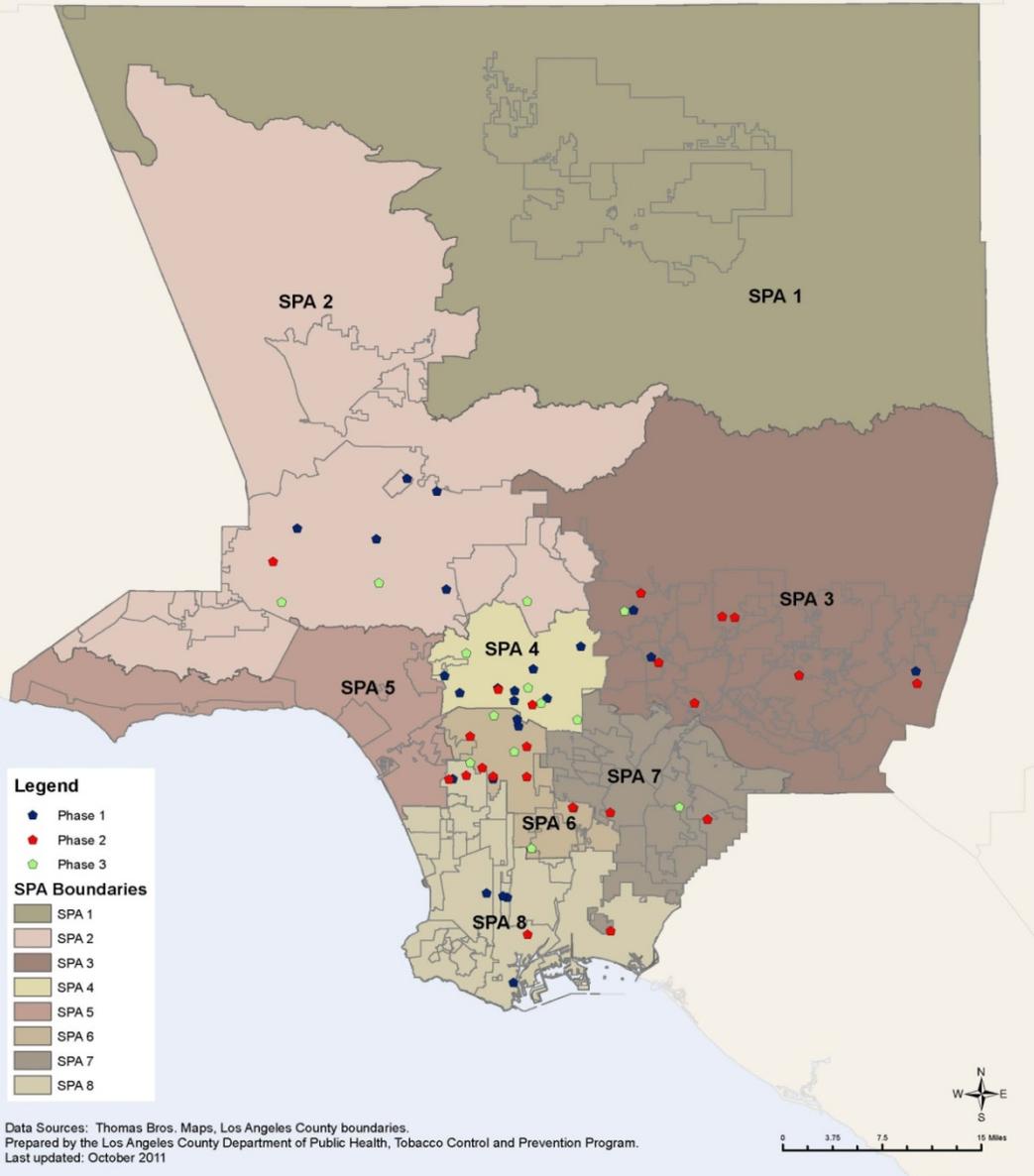
Overview of Pioneers

- Pioneer applicants
 - Diverse, unique agencies selected
 - Strategic location of pioneer grant awardees
- Target populations of Pioneer agencies
 - High-risk populations, mental health & substance abuse disorders, disadvantaged communities



Communities Putting Prevention to Work Los Angeles County - Project TRUST

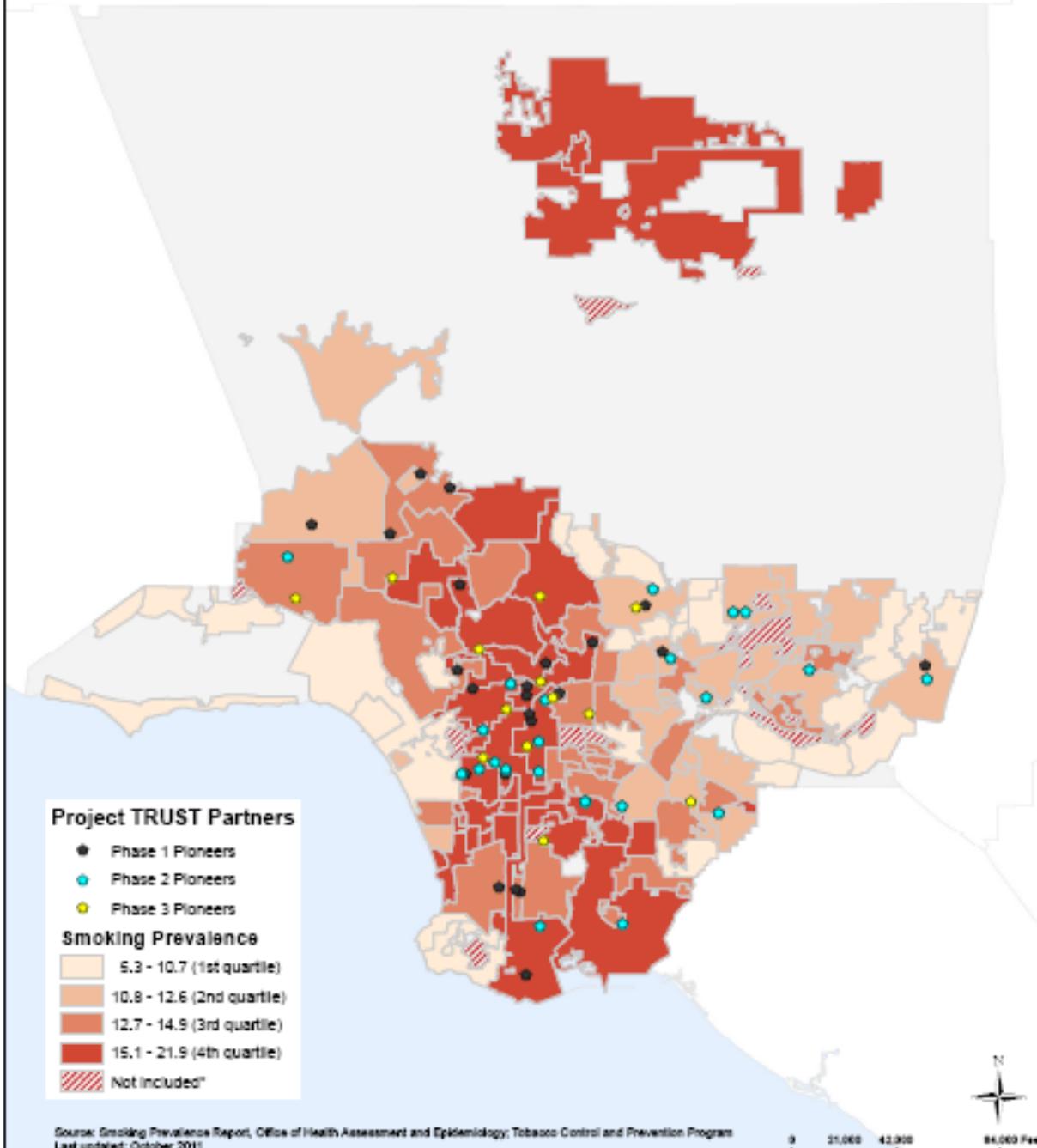
LA Pioneers in Tobacco Control Pioneers



LA County Pioneers



Los Angeles County Project TRUST Smoking Cessation Project Pioneers



LA County Pioneers



COUNTY OF LOS ANGELES
Public Health

Pioneer Goals, Objectives and Activities

Objective 1: Participate in educational and planning activities led by Smoking Cessation Leadership Center (SCLC).

Activities:

- Minimum of four monthly conference calls (min one staff required)
- Three webinars hosted by SCLC (min two staff required)
- At least one in-person technical assistance site visit

Documentation:

- Six total webinar completion certificates (Two agency staff Certificates for each of the three webinars)



Project Goals, Objectives and Activities

Objective 2: Implement a Smoke-Free Environment Policy

Activities:

- Develop and submit implementation plan - Examples
- Purchase and post no-smoking signs
- Promote new policies – Examples

Documentation:

- Copy of agency's letter of approval for implementation plan
- Copy of smoke free policy
- Copy of any receipts, shipping invoices, or other verification.
- Copy of any promotional materials (flyers, signs, brochures, posters, pamphlets, etc.)



Project Goals, Objectives and Activities

Objective 3: Implement a protocol for integrating the promotion of smoking cessation services

Activities:

- Develop protocol for promoting smoking cessation services
- Promote smoking cessation services to staff and clients

Documentation:

- Copy of any promotional materials (flyers, signs, brochures, posters, pamphlets, etc.)
- Copy of agency's letter of approval for protocol
- Copy of cessation service protocol
- Copy of any promotional materials (flyers, brochures, pamphlets, incentive items/materials for clients, etc.



Project Goals, Objectives and Activities

Objective 4: Comply with ARRA and CDC reporting requirements

Activities:

- Submit reports to DPH/TCPP as required

Documentation:

- Letters of approval and copies of required reports on file



Billing Mechanism

Scope of Work Activity	Documentation Submission	Fee
<p>Participate in 6 monthly conference calls</p> <p>Two agency staff will participate in at least 3 webinars.</p> <p>Participate in technical assistance visit.</p>	<ul style="list-style-type: none"> ✓ Attendance to be verified/provided by SCLC. No submission required. ✓ Six total Certificates of Completion (Two agency staff Certificates for each of the three webinars) ✓ To be verified/provided by SCLC. No submission required 	<p>\$2,500</p>
<p>Develop and submit an implementation plan for smoke free policy for their agency.</p> <p>Purchase and post “No Smoking” signs in their agency grounds.</p> <p>Use resource guide and materials to promote new policy.</p> <p>Develop and submit protocol to promote cessation services.</p> <p>Use resource guide and materials to promote cessation services.</p>	<ul style="list-style-type: none"> ✓ Copy of agency’s letter of approval for implementation plan ✓ Copy of smoke free policy ✓ Copy of any receipts, shipping invoices, or other verification. ✓ Copy of any promotional materials (flyers, signs, brochures, posters, pamphlets, etc.) ✓ Copy of agency’s letter of approval for protocol ✓ Copy of cessation service protocol ✓ Copy of any promotional materials (flyers, brochures, pamphlets, incentive items/materials for clients, etc. 	<p>\$2,500</p>
	<p>Total</p>	<p>\$5,000</p>

Toolkit



Tools and Resources

No-cost, low-cost resources

CATALOGUE OF TOOLS - <http://smokingcessationleadership.ucsf.edu/> January 2009

Cessation Videos
Rx for Change – Patient and Provider
 Interested in learning how short interventions can occur? The Rx for Change partners, in collaboration with the National Pharmacy Partnership for Tobacco Cessation, have produced cessation videos that show how successful cessation counseling can be conducted in less than three minutes in a pharmacy, dental or doctor's office. The videos, accessible through the Rx for Change website, provide simple messages and scripts to help healthcare workers with the language to use with their patients.

American Society of Anesthesiologists (ASA)
 In partnership with Rx for Change, the ASA has created this video which highlights the importance of quitting before surgery and how anesthesiologists can refer patients to a tobacco cessation quitline.



National Cancer Institute 1-800 QUIT NOW Videos
 This series of videos shows what happens when a smoker calls a quitline, former smokers who have called a quitline, and other information about quitlines and the quitting process. The video is a great teaching tool, to educate the public as well as providers about the issue at hand. Download a copy from the SCLC web site or visit <http://1.800.quitnow.cancer.gov/>



Smoke Alarm
 A project conducted by healthcare professionals at Clubhouse of Suffolk, Inc., a private, not-for-profit, psychiatric rehabilitation agency in New York, has found compelling evidence that individuals with mental illness who smoke respond to tailored interventions that address their specific needs. The project, was funded by the New York State Department of Health, Tobacco Control Program. The Clubhouse Project revealed that even a small reduction in smoking in this population will demonstrate favorable health outcomes as well as a cost-savings to state Medicaid expenditures. The findings were documented in a video, "Smoke Alarm: The Truth about Smoking and Mental Illness." The video is a great teaching tool, to educate the public as well as providers about the issue at hand. Download a copy from the SCLC web site or visit www.clubhousesuffolk.org



Toll-free 1-877-696-3786 Provider/Patient Resources (cont'd) ... Page 25

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 **SMOKING CESSATION LEADERSHIP CENTER**

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 San Francisco, CA 94118

LA Edition

Catalogue of Tools



NATIONAL PROGRAM OFFICE OF THE ROBERT WOOD JOHNSON FOUNDATION AND A GRANTEE OF THE AMERICAN LEGACY FOUNDATION

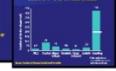
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SCLC PowerPoint Presentations
 One of the most popular offerings of SCLC is the numerous PowerPoint presentations on all aspects of cessation available for free on the web site. These have been used by a wide array of clinicians, administrators, government officials and others to teach, persuade, and engage their peers.

Most are delighted to find quality presentations for free. Many partner groups also share PowerPoints. AAFP has a series of articles, presentations, and CME courses on ways for providers to receive appropriate reimbursement for their services as well as information on how to work with Medicare patients who smoke.

All are extremely popular and useful.



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LA County Pioneers

Saint Francis Medical Center Mt. Pleasant Hill Baptist Church



Challenges

- Original project concept versus final project
 - Contracts
 - Phase I delay
- Headquarters versus multiple sites
- Technology versus “in-person”
- Agency decision makers versus project leads



Thank you

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