

Technical Assistance for Local Health Departments to Support, Leverage & Extend CDC's *Tips from Former Smokers*® Campaign in Partnership with Healthcare Providers



Introduction

Local health departments and their partners play a critical role in population-based tobacco prevention and cessation efforts. According to the 2016 National Profile of Local Health Departments (Profile Study), 74% of local health departments (LHDs) provide population-based primary prevention services for tobacco and 38% of LHDs regulate, inspect, or license tobacco retailers in their communities.¹

Recognizing that many local communities are already taking steps to address prevention and eliminate tobacco use, the National Association of County and City Health Officials (NACCHO), released a Request for Applications (RFA) in 2016 to provide funding to expand efforts to engage LHDs and healthcare providers in the Centers for Disease Control and Prevention *Tips From Former Smokers*® Campaign. In January 2017, three LHD grantees were chosen and received a \$1,500.00 stipend for their work.

NACCHO had 26 applicants in 2016-2017, and with more funds in 2018 from The Plowshare Group, a contractor of the CDC-Office of Smoking and Health, NACCHO was able to provide seven of those applicants with \$1,690.00 stipends to further expand efforts utilizing the *Tips*® Campaign materials.

Project Overview

Through a competitive application process, NACCHO selected seven LHDs to receive technical support to implement the project in their community. To accomplish this project, NACCHO provided the LHDs with *Tips*® materials and direct technical assistance. With these resources, LHD staff educated clinical staff on the campaign and worked with them to place materials throughout the designated health provider offices.

To measure the success of the project, the grantees tracked baseline data from July 17-31st on the number of tobacco cessation conversations had with clinic patients prior to *Tips*® materials being placed in their clinics.

During the 8-week implementation, LHD staff placed *Tips*® Campaign materials (video and/or print) into the clinic waiting rooms and patient rooms and educated staff on evidence-based tobacco cessation intervention strategies (e.g. the 5As) and free tobacco cessation resources, such as state Quitline's. Health center staff then tracked the number of tobacco cessation conversations occurring between patients and clinic staff for eight weeks. *The tracking data is included in Appendix A. A final Success Story from each grantee was developed showcasing effective, low-cost strategies for Tobacco Prevention and how LHDs can integrate the CDC's *Tips From Former Smokers*® Campaign into clinical settings easily and in a short time frame. This report highlights the seven LHD grantee efforts to increase cessation conversations during the project implementation period from July 17 until September 30, 2018.

Grantees Featured

- East Central District Health Department, NE;
- Franklin County Health Department KY;
- Huron County Public Health, OH;
- Lawrence-Douglas County Health Department, KS;
- Macon-Bibb County Health Department, GA;
- Tazewell County Health Department, IL; and
- Utah County Government on behalf of Utah County Health Department, UT.

References

1. National Association of County & City Health Officials. (2016). 2016 National Profile of Local Health Departments. Retrieved from http://nacchoprofilestudy.org/wp-content/uploads/2017/04/ProfileReport_Final3b.pdf. Accessed on September 7, 2017.

East Central District Health Department Columbus, Nebraska



Background

Provide a brief background about your Local Health Department and the current Tobacco Cessation and Prevention activities you're conducting in your community.

East Central District Health Department does have funding for tobacco prevention efforts, however, the funding does not allow to do tobacco cessation education as it is not considered an approved strategy to reduce tobacco use rates. The prevention coordinator does work closely with clinic staff educating them on new and emerging tobacco trends and provides education and information on the quitline. The tobacco prevention efforts that our health department works on are education around the dangers of tobacco use, working with local businesses to implement or revise tobacco policies, working to make areas where children are present tobacco-free, and perform quarterly compliance checks with local tobacco retailers. The coalition has been working to provide education on e-cigarettes to the community as well.

Project Overview

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

The biggest problem that our community is facing related to tobacco is the issue with youth using e-cigarettes, especially the Juul. The schools have noticed an increase and students have informed us that they see Juul-ing and e-cigarettes on school property. The coalition has been working with schools providing educational presentations on e-cigarettes and what parents can do to support the issue. We have also provided presentations throughout the community.

We do see a lot of smokers who come into our clinic. However, before this project, we didn't take as many steps to encourage them to call into the quit-line. Where now we take more time to address the issue with our patients and encourage them to call into the quitline. It would have been

nice if this project was done during the same time that the quit line was offering free nicotine replacement as it would have enticed more individuals to call in.

Implementation

Describe how your LHD chose a healthcare provider partner, how you educated the healthcare providers about the Tips® campaign, and how you integrated the Tips® campaign into clinical offices and into your Local Health Department office. (I.e. what specific materials did you use to educate healthcare providers? What did healthcare providers find most interesting/helpful about the Tips® Campaign materials?).

Providers were educated on the Tips® campaign during one of their monthly meetings. Providers were encouraged to promote the quitline information and share the Tips® campaign. The clinic was given posters for the demographics they serve, the pediatric clinic was given posters for Beatrice's Tip, Jameson's Tip, Jessica's Tip and Amanda's Tip. Doctors that see a variety of patients were given Christine's tip on Oral Cancer, and Marlene's Tip. The mental health clinic was given the Tips® ads that had mental health mentioned. We also had the Tips® videos playing on a screen in the room for the patient to view why waiting. Information was also shared on East Central District Health Departments Facebook page. Community Health workers were also trained about Tips®, they were encouraged to speak with patients one on one who were smokers, and encourage them to quit, make a quit plan, and call the quitline. The community health workers tracked the patient's information for reporting purposes.

Preliminary Results

*Of data collected so far, what are the preliminary outcomes from this initiative? (I.e. Did you see an increase in cessation conversations from beginning to end, did you see more Tips® materials being utilized in offices from beginning to end?). *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

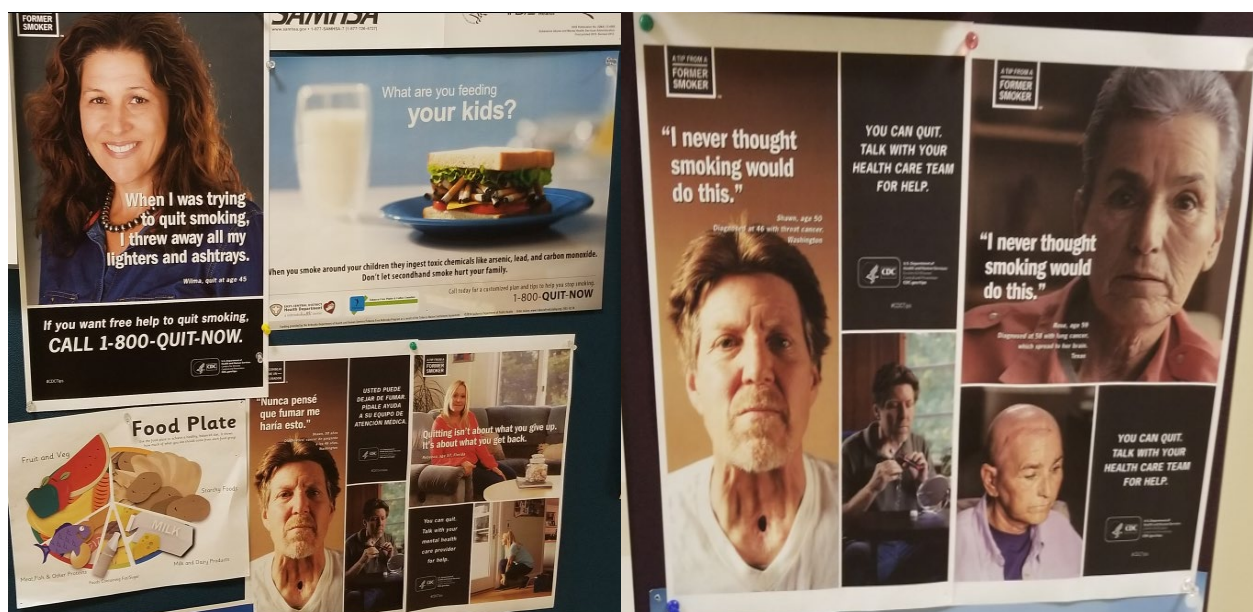
We did see an increase in the number of patients who openly talked about quitting with us. We had an increase in patients who were willing to take quitline information and who reported they called. We have 3 patients that we had encouraged to stop smoking in the past who agreed to finally call into the quitline and get assistance with quitting, these patients stated on their next visit that they did call into the quitline. We previously received a report for Tobacco Free Nebraska on the number of individuals who called into the quitline for the counties we served, however, in the last year they haven't been able to see the data. It would be interesting to see how much of an increase we had in calls from previous months or even previous years during the same time frame.

Lessons Learned

Please share any lessons learned about the overall project. Will you continue to utilize the Tips® Campaign materials after the project period? If so, how?

Overall the campaign would be viewed as a success as we were able to talk to patients more on a one on one basis about quitting and provide them with quitline information. We will continue to leave the information up and continue to encourage patients to call in, however, we won't track the information. The grant would be considered a success since we will still implant the things we were doing during the grant. Having three individuals who we have tried to get to quit before agreeing to call in and attempt to quit, shows that the efforts we made were positive. I believe we will have more patients that did call into the quitline during this time from the efforts made, however, we may not have seen the patients again.

Tips® Campaign Materials in the Healthcare Provider Office



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Franklin County Health Department Frankfort, Kentucky



Background

Provide a brief background about your Local Health Department and the current Tobacco Cessation and Prevention activities you're conducting in your community.

The Franklin County Health Department (FCHD) serves the Kentucky capital city of Frankfort. Prevent. Promote. Protect. Franklin County. These words represent the mission of FCHD and the nearly 51,000 residents we serve. FCHD in partnership with Franklin County's Mobilizing for Action through Planning and Partnership (MAPP) is currently working towards further decreasing our community's current adult smoking rate. The following activities for Tobacco Cessation and Prevention are currently occurring in Frankfort and Franklin County. We have a Smoke-Free Frankfort ordinance that was implemented in August of 2006. Following this, in May of 2012, the passage of the Smoke-Free Franklin County ordinance included the first smoke-free park in the state of Kentucky. All public schools in Frankfort are now 100% Tobacco Free. This includes all staff, students, visitors, vehicles, and sporting events during and after school hours. Also, in 2015 we assisted in the development and implementation of the first tobacco-free private school policy at The Frankfort Christian Academy. In addition, FCHD facilitates Freedom from Smoking classes free to residents in partnership with our local hospital, Frankfort Regional Medical Center (FRMC); as well as promoting the Kentucky Quit Line.

Project Overview

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

There is no question that Kentucky continues to have alarmingly high smoking rates. According to the 2017 America's Health Rankings, Kentucky ranks #2 in the United States with an adult smoking rate of 24.5%. We also rank #2 in the nation in tobacco production, slightly behind North Carolina. Over the last several years, Franklin County has seen an improvement in our adult smoking rates. This is evident in our 2018 County Health Rankings. The community has gone from a 28% adult smoking rate to a 20% smoking rate which places us below the state ranking, but still above the U.S National average of 14%. We are optimistic but realize we still have a long way to go to reducing our smoking rates.

Implementation

Describe how your LHD chose a healthcare provider partner, how you educated the healthcare providers about the Tips® campaign, and how you integrated the Tips® campaign into clinical offices and into your Local Health Department office.

The Franklin County Health Department is comprised of two locations; our clinic/business office as well as our public health center. For this project, we felt the most beneficial health care provider would be our clinic which services include: cancer screening, family planning, breastfeeding, and WIC to name a few. For the project period, we placed *Tips®* posters in various places throughout FCHD buildings; as well as Facebook posts to FCHD page.

Throughout the project period, we utilized different messages in all locations.

- FCHD Clinic: One English and One Spanish Poster of *Jessica's Tip* were placed in a WIC patient room. In addition, one English poster each of *Sharon and Christine's Tip: Friends* were placed on the elevator and in client intake area.
- FCHD Public Health Center: One English and One Spanish Poster of *Sharon and Christine's Tip: Friends* were placed in the hallway leading towards the conference room that is utilized daily by staff as well as community members.

- Facebook: On August 31, 2018, a Facebook post was made via the Franklin County Health Department Facebook Page that promoted the *Tips*® campaign using both an English and Spanish version of the *Sharon and Christine's Tip: Friends* posters. In addition, information was given to the public to contact our Community Health Education Team for more information about smoking cessation services.
- Facebook: On September 29, 2018, a Facebook post was made via the Franklin County Health Department Facebook Page that promoted the *Tips*® campaign using both an English and Spanish version of the *Julia's Tip* posters. In addition, information was given to the public to contact our Community Health Education Team for more information about smoking cessation services.

Preliminary Results

*Of data collected so far, what are the preliminary outcomes from this initiative? *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

Throughout the timeline of this project, different *Tips*® materials were used in both locations. Since the FCHD clinic provides both family planning and WIC services, we thought it was important to include those numbers as well. It is important to point out that each of the WIC mothers who reported tobacco use as well as the positive pregnancy tests received cessation counseling.

Tips® Campaign Materials in the Healthcare Provider Office and FCHD Facebook Post



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Estimated Total Number of Patients Seen who Reported Smoking	32
Estimated Total Number of Tobacco Cessation Referrals Completed	8
Estimated Total Number of Patients who were Provided Ask/Advise/Refer Support Within the Office	8
Total Number of Positive Pregnancy Tests with Reported Tobacco Use	8 of 16 Positive Tests
Total Number of WIC Mothers who Reported Tobacco Use	49

In addition to the recorded outcomes, the *Tips*® materials used sparked conversations with clinic clients receiving other services. Two of these testimonies are listed below:

- "I was working with a 20-something patient who wanted to know if there was something wrong with the poster, or if that person's face really looked like that (referencing the poster with Sharon and Christine). I had the opportunity to explain to him that Christine's face was deformed due to complications from smoking. My 20-something patient, a heavy smoker, was shocked that smoking could cause such a thing to happen."
- "My co-worker mentioned that some of her patients had asked her why we have such graphic posters hanging in the clinic. She explained the goal is to prevent smoking initiation and to promote smoking cessation."

Lessons Learned

Throughout this project, one lesson learned was that we have difficulty recording how many patients come through the clinic and public health center who smoke. We ask about smoking but outside of pregnancy tests and WIC reports, we had trouble getting total numbers. This project has opened our eyes as well as those of our clients to the detrimental effects of smoking. We all had an idea, but these materials gave us the visual we needed to continue the important work of reducing smoking rates in Franklin County. We plan to continue using the *Tips*® materials to educate our clients and patients as well as other community members who utilize our building.

Huron County Public Health (HCPH) Norwalk, OH



Background

Provide a brief background about your Local Health Department and the current Tobacco Cessation and Prevention activities you're conducting in your community.

Huron County Public Health (HCPH) is a local public health agency that helps to maintain the health status of approximately 60,000 residents in Huron County. HCPH is comprised of 25 employees in five divisions: Administrative Services, Community Health, Community Programs, Environmental, and Medical. Throughout each division, HCPH is engaged in tobacco control and prevention services, including the enforcement of Ohio's Smoke-Free Workplace Law, promotion of smoke-free policies, and referrals to cessation services including the Ohio Tobacco Quit Line (1-800-QUIT-NOW).

Currently, HCPH is participating in a tobacco cessation project called the Community Cessation Initiative (CCI). This project allows HCPH to offer no-cost tobacco cessation services and relapse management follow-ups to individuals ages 18 and older. With CCI, HCPH is increasing the awareness of tobacco cessation and ensuring that there are resources available to Huron County residents to help them quit within a ten miles radius of their home by partnering with local health care providers and agencies. HCPH participates in a tri-county tobacco coalition which meets to discuss current tobacco updates, successes and ways to educate, promote and increase awareness of tobacco prevention and cessation.

Project Overview

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

HCPH is a rural community in north central Ohio. Rural residency is associated with higher rates of tobacco use which is demonstrated locally: 39% of Huron County residents identify as either current or former smokers. The 2017 Huron

County Community Health Assessment identified that more than one-in-seven (15%) of Huron County residents were current smokers.

One tobacco-related concern of HCPH is the access to care for tobacco cessation. Due to Huron County being a rural community, there is a larger gap in the number of service providers of tobacco cessation and the location of these providers is condensed to mainly the major cities in the county, leaving the smaller villages/townships without access to tobacco cessation unless they can travel.

In Huron County, the socioeconomically disadvantaged are most affected by this problem of the lack of access to care. According to Huron County's most recent Community Health Assessment (2017), adults with incomes less than \$25,000 were more likely than those with higher incomes to be a current smoker (38% compared to 12% of those with higher incomes). Due to income, this population may be less likely to be able to travel or have the resources available to locate services.

Implementation

Describe how your LHD chose a healthcare provider partner, how you educated the healthcare providers about the Tips® campaign, and how you integrated the Tips® campaign into clinical offices and into your Local Health Department office.

HCPH chose to educate the HCPH Medical Division on the Tips® Campaign to increase the number of tobacco cessation conversations that take place in the Medical Division. The Medical Division was chosen because they play a large role in the health of the community with the services and programs they offer. To educate the HCPH Medical Division, a PowerPoint was created using information and resources from the CDC Tips® website and a training was held (July 30, 2018) to educate the healthcare providers. HCPH integrated the Tips® into the Medical Division and HCPH by making the staff aware of the campaign resources and there were many Tips® materials placed throughout HCPH. Posters and flyers were placed in various areas including all locations of HCPH. A variety of campaigns were chosen and some included Amanda, Jessica, Jamason, Beatrice, Shawn, Sharon, Better Friends, Brandon, Annette, and Becky. The healthcare

providers found it very helpful that the *Tips*® Campaign materials share real stories from real people. It seems that seeing what can happen versus just stating “smoking can cause this or that,” is very helpful and puts into perspective the seriousness of tobacco usage.

Preliminary Results

*Of data collected so far, what are the preliminary outcomes from this initiative? (I.e. Did you see an increase in cessation conversations from beginning to end, did you see more Tips® materials being utilized in offices from beginning to end?). *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

At the start of this initiative there were tobacco cessation conversations taking place in the Medical Division, but after the implementation of the *Tips*® Campaign, conversations increased along with the number of referrals to tobacco

cessation resources. In the final month of reporting, all the patients that reported smoking were referred to tobacco cessation resources.

There seemed to be a lot of mention of the *Tips*® Campaign materials around HCPH when people were coming in or walking by as the posters were getting hung up. It was found that some of the materials that were placed around HCPH and the Medical Division were taken by individuals because of some of the locations where materials were placed were low or empty. The materials were re-filled and will be checked periodically. At our Huron County Fair, *Tips*® Campaign materials were given out. Some of the people who looked at and asked questions about the *Tips*® Campaign materials ended up signing up for the CCI project. Having those materials was very helpful in starting conversations on tobacco cessation. Even those who were not smokers stopped to look at the materials and were very surprised to see the different types of tobacco-related illnesses.

Lessons Learned

Please share any lessons learned about the overall project. Will you continue to utilize the Tips® Campaign materials after the project period? If so, how?

From the *Tips*® Campaign, the most important lesson that we have learned is that it never hurts to ask and keep asking people if they smoke and if they are ready to quit. The worst thing that can happen is they may run away from you, but at least you can say you tried. Another important lesson we have learned is that children are excellent advocates on tobacco cessation for their parent/grandparents. There were

many children that took flyers for their family members because they want them to quit smoking. Hearing it from their child may motivate them to quit. Lastly, we learned how important the real stories from real people aspect is. This is a great way to get people talking about tobacco even if they are not tobacco users.

At HCPH, we will continue to utilize the *Tips*® campaign resources after the project period. We will continue to have the resources available around HCPH and continue to include the resources in our efforts to reach people at health/wellness fairs we attend. With the HCPH CCI project, the materials will still be used as conversation starters to attempt to refer patients to our program and the CDC *Tips*® website.

Tips® Campaign Materials in the Healthcare Provider Office



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Lawrence-Douglas County Health Department Lawrence, Kansas



Background

Provide a brief background about your Local Health Department and the current Tobacco Cessation and Prevention activities you're conducting in your community.

LDCHD serves 119,440 residents in Douglas County, Kansas, and is a PHAB accredited health department with a staff of 45 members. In 2015-2016, LDCHD participated in an ASTHO funded Million Hearts Project directed by the Kansas Department of Health and Environment. LDCHD coordinated local partner data collection for this project (two safety net primary care clinic and LDCHD's Family Planning clinic). Using LDCHD's Family Planning EHR data, we developed blood pressure and smoking cessation metrics relevant to local public health departments. This work received a 2017 NACCHO model practice award and is informing our work with performance management.

In Douglas County, 15.1% of adults are current smokers, with disparities based on income and race/ethnicity. The Douglas County prevalence of current cigarette smoking also is 2.2 times higher among adults who experienced poor mental health compared to those who did not experience poor mental health. As part of the CDRR (Chronic Disease Risk Reduction) grant, LDCHD receives from the state health department, LDCHD coordinated a local tobacco treatment specialist training with an emphasis on behavioral health in June 2018 and is collaborating with a local community mental health center on integrating evidence-based tobacco treatment into routine clinical care as part of their voluntary adoption of the Kansas Tobacco Guideline for Behavioral Health. In addition, our WIC program has instituted the SCRIPT (Smoking Cessation and Reduction in Pregnancy Treatment) program for those mothers who are identified as smokers. Attention will be paid to pregnant mothers, given that motivation is high for pregnant women to quit smoking, and 55% of women do report quitting by the last three months of pregnancy. Attention will also be paid to

postpartum moms because 40% of moms who were smokers before pregnancy have relapsed within 6 months of giving birth.

Project Overview and Implementation

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

The LDCHD was the site chosen for our campaign. We held an all-clinic staff meeting to introduce the campaign and develop strategies to carry it out during the 90-day period. There was some resistance from the nursing and WIC staff initially to place the *Tips*® posters in the patient rooms. They were concerned that our patient population would have a negative reaction to the visuals on the posters. A discussion was held on how to handle negative responses to the posters and how it can open the opportunity for talking with patients about their smoking habits and interest in quitting. Both the English and Spanish version of the posters were hung in each patient room, in the waiting room, and down the hallway to patient rooms. Pamphlets were available at the front desk, waiting area and patient rooms. We also utilized social media and the Health Department website highlighting the literature for the campaign.

Preliminary Results

*Of data collected so far, what are the preliminary outcomes from this initiative? *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

The number of smoker's seen throughout this campaign totaled 390. Of those, 67 were referred to a smoking cessation program. This was a 17% success rate. In addition, 211 of the 390 were counseled. In feedback from the clinical staff, they stated that the posters in the client room did not have as great an impact as they had anticipated. There were

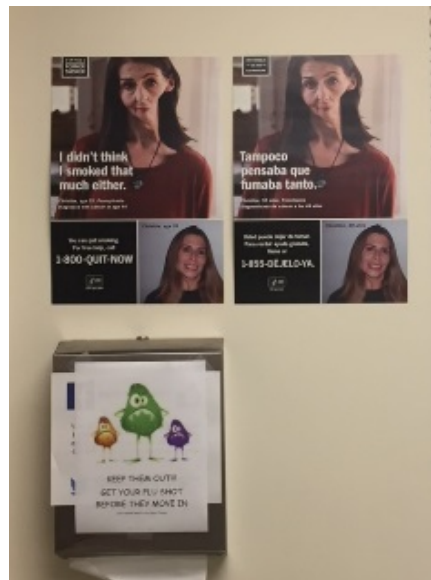
several clients that thought Christine's poster was disturbing but had little to no impact on their interest to quit. Since our Health Department consists of a younger population, comments of "that only happens to older people," resonated with them. The clinic staff did have some opportunities to address this type of reaction but overall it did not impact a decision to quit smoking. Because the LDCHD has been very involved with counseling clients, attending smoking cessation training and participating in local, state and national campaigns, we have already been experiencing a steady increase in client referrals and desire to quit.

Lessons Learned

Please share any lessons learned about the overall project. Will you continue to utilize the Tips® Campaign materials after the project period? If so, how?

We will continue to use the campaign materials as needed. We are beginning our rollout of Script in our WIC program and are excited to see how well clients take to this program and will be collecting data for outcomes. The nurses and Registered Dietitians were all on board with trying this approach with our clients, but they did not believe it improved or influenced our patient population.

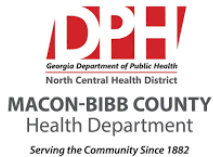
Tips® Campaign Materials in the Healthcare Provider Office



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Macon-Bibb County Health Department

Macon, Georgia



Background

Provide a brief background about your Local Health Department and the current Tobacco Cessation and Prevention activities you're conducting in your community.

The North Central Health District (NCHD) is composed of 13 counties located in Middle Georgia. Macon-Bibb County is one of those counties and home to the Macon-Bibb County Health Department (MBCHD). Macon-Bibb County's population is 155,547; approximately 622.2 people per square mile of land area. Most of the population is within the 18-64 age group; White/ Caucasian and Black/African American are the most prevalent races.

One of the goals of county health departments is to protect the health of its citizens. The MBCHD conducted a community health assessment to ensure that decisions about programs and services were data driven. The assessment revealed several health issues that need to be addressed to increase the health of our community, one of those issues were tobacco use. In Macon-Bibb County, 21% of adults report being a current smoker compared to the state of Georgia at 18.8%. In the past two years, MBCHD has participated in the Great American Smoke Out campaign. We created a "Trash the Ash" campaign that was a major media event and call to action to bring attention and awareness of the tobacco use issue in the county. We also provided toolkits to local employers to support their efforts to be a Great American Smoke Out site. We hosted a lunch and learn for smokers featuring a former smoker who is a double lung transplant. The second year we visited different employers to set up a table to provide smoking cessation kits, education about the dangers of second-hand smoke, and provide resources that could assist their employees in becoming a non-smoker.

Currently, our health department provides an assessment of each patients' tobacco use during their initial visit to our clinic. If the patient smokes and desires to quit, they are referred to the GA Tobacco Quit Line. If the patient is a pregnant or postpartum mom that smokes, they are referred to a lactation consultant. Information and posters of the Tips

from Former Smokers® Campaign were strategically placed throughout our health department in the waiting room in the lobby, the waiting room in the clinic and the waiting room in the Teen Health Center. Outside of the Tips® Campaign, there are no current activities focused on tobacco prevention and cessation. However, I am in discussion with the GA Department for Public Health, Tobacco Use Prevention Program, about hosting a webinar for continuing education units geared toward health care professionals, including health educators and social workers, titled Engaging Tobacco Users: Tips for Health Care Providers in Georgia, Tools for Helping Your Patients Quit. The goal is for all professionals to assess every patient's tobacco use at every encounter if the patient/client uses tobacco products, the healthcare professional is to encourage them to stop using tobacco products and provide them with the tools to do so.

Project Overview

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

Tobacco prevention has been a difficult issue to tackle as there is simply a lot of resistance to the issue. One of the reasons for the resistance is that many years ago there was a Brown and Williamson Tobacco Processing Plant in the city. People simply do not want evidence-based tobacco prevention strategies implemented. I have heard that the city government commissioners have voted against a smoke-free ordinance. In our district, 22.9% of adults report being a current smoker. In our agency, we see a large Medicaid population and many of them report that they are current smokers.

Implementation

Describe how your LHD chose a healthcare provider partner, how you educated the healthcare providers about the Tips® Campaign, and how you integrated the Tips® campaign into clinical offices and into your Local Health Department office.

We chose to educate our clinical, dental, environmental health, and WIC staff through a special meeting about *Tips*® Campaign and the importance of tobacco prevention. I reviewed several items:

- 1) CDC *Tips*® Campaign website: This was reviewed to stress to staff that this was a real campaign that we are engaging in as well as other agencies throughout the nation.
- 2) GA Tobacco Quit Line tear sheet: reviewed to emphasize that educating patients/clients does not have to be a long, tedious process.
- 3) GA Tobacco Quit Line Quitting Takes Practice tear sheet. This is a small sheet of numbers to call to get additional information in English, Spanish, and for the hearing impaired. Again, this was to emphasize to staff that they do not have to do all the work and educating patients/clients does not have to be a long, tedious process.
- 4) Pamphlets – I distributed several GA Tobacco Quit Line pamphlets geared toward pregnant women and mothers.
- 5) I reviewed the GA Tobacco Quit Line Fax Back Healthcare Referral Form – I detailed this form to stress to our professionals that if they encounter patients/clients that are ready to stop using tobacco products immediately, they can receive help to do so by completing this form.

The information that was most helpful was showing staff the CDC's *Tips*® Campaign. This helped to emphasize that other states in the nation were also utilizing the *Tips*® Campaign as well as our agency.

Preliminary Results

*Of data collected so far, what are the preliminary outcomes from this initiative? *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

The WIC staff stated that they saw an increased in breastfeeding and postpartum women expressing a desire to quit. Many of them were hesitant about being referred to the GA Tobacco Quit Line. I encouraged staff to educate them at every encounter about the importance of quitting for their health and the health of their baby. I also detailed to staff that most people do not quit using tobacco products on their first quit attempt. It takes attempts.

Lessons Learned

*Please share any lessons learned about the overall project. Will you continue to utilize the *Tips*® Campaign materials after the project period? If so, how?*

The lesson learned is that it can be difficult to implement research-based tobacco prevention in a county that is resistant to it; extremely difficult. Many staff looked at implementing the campaign as simply one more thing to do. Our agency will continue to utilize the *Tips* Campaign with our WIC and dental patients/clients. Our dental clinic is interested in educating and providing resources for their patients that use tobacco products. Our WIC staff also wants to educate and provide resources for our pregnant women and mothers that use tobacco products. I am in the process of finding national and local resources for these two units with our health department. In the future, we are going to provide staff updates on various aspects of tobacco prevention such as tobacco use and chronic disease, or tobacco use and pregnancy. Over time, all our staff will begin to see the importance of tobacco use prevention.

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Tazewell County Health Department Tremont, Illinois



Background

Provide a brief background about your Local Health Department and the current Tobacco Cessation and Prevention activities you're conducting in your community.

The Tazewell County Health Department's Community Health Division is a recipient of the Illinois Tobacco Free Communities Grant. The 2017-2018 initiatives included a social norms marketing campaign within the Junior High & High Schools in Tazewell County. We worked with The Tazewell County youth board to create two messages: "You're Whacko if you use tobacco" & "Be Amazing! - An Amazing 77% of Tazewell County sophomores have never tried a cigarette!" These messages were displayed on banners within the schools. Smoke-free multi-unit housing was another focus, we recognized six buildings for their smoke-free policies. We are currently applying for a tri-county grant that will focus on smoke-free outdoor spaces, smoke-free campuses and smoke-free multi-unit housing throughout 2018-2019. In addition to these initiatives, we provide smoking enforcement as well as education at afterschool programs and community health fairs.

Project Overview

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

Reducing the number of mothers smoking during pregnancy has been a focus at TCHD for several years. The Birth to 5 division has offered a program called baby and me tobacco-free which provided free diaper vouchers to moms who would test negative for tobacco use. Another TCHD program currently focuses on an initiative surrounding smoking intervention services and supports in Tazewell County that is accessible to pregnant women. A newer problem I see in our community is the use of e-cigarettes, especially among youth. Youth do not see the dangers of e-cigarettes and most of them believe they are just using flavors only and not nicotine.

Tips® messages surrounding the vaping and e-cigarettes would be extremely beneficial to increase knowledge in these areas.

Implementation

Describe how your LHD chose a healthcare provider partner, how you educated the healthcare providers about the Tips® Campaign, and how you integrated the Tips® campaign into clinical offices and into your Local Health Department office.

The *Tips®* campaign at the Tazewell County Health Department kicked off with two staff meetings, one with the dental center staff and another with the Birth to 5 nutritionists. During these meetings we reviewed the campaign materials, chose the messages that were best for the clients we serve, and created a survey to give clients asking if they smoke, if they are interested in quitting, if they are aware of smoking cessation resources that are available and if they would like a referral to the Illinois Tobacco Quitline. The Quitline created a referral form for clients who expressed interest in a referral on their survey. It was decided that the survey would be given to clients during check-in at the dental center and then given to the dental hygienist to follow up on how they answered the questions. Birth to 5 clients were given the survey during their nutrition one on one meeting. The survey was a nice icebreaker for staff to start a conversation. If clients indicated, they weren't ready to quit staff could say "I saw that you're not interested right now in smoking cessation information but just know there are resources out there if you decide you ready to quit and would like help."

Preliminary Results

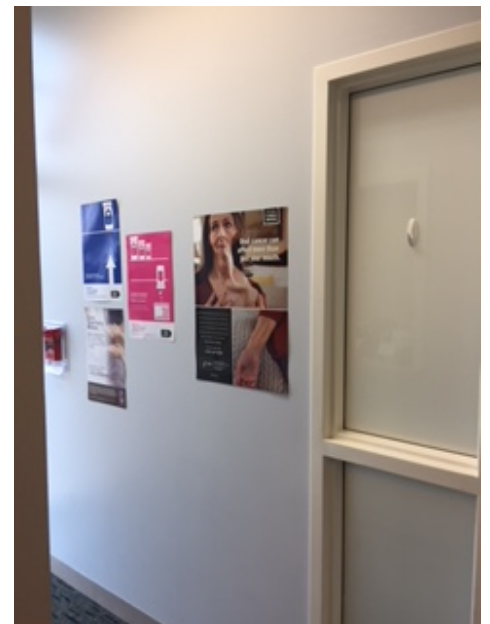
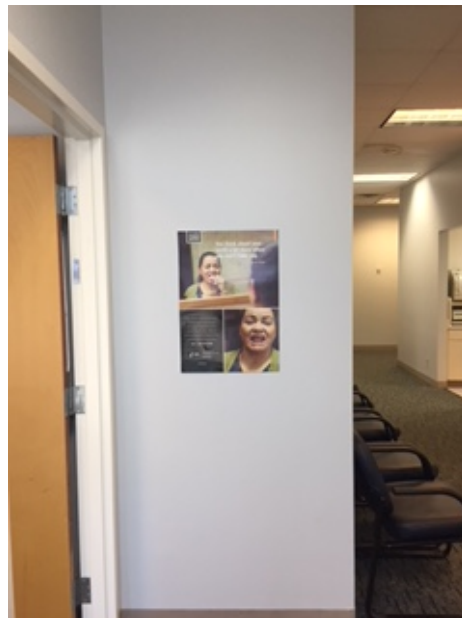
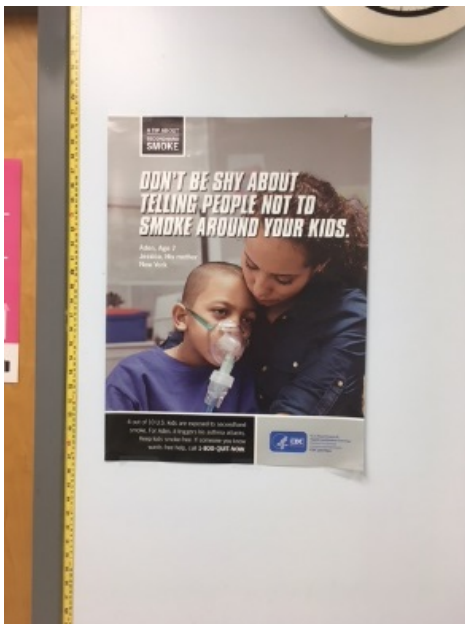
*Of data collected so far, what are the preliminary outcomes from this initiative? *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

We had a 42% referral rate for people who reported smoking. Because of the NACCHO *Tips®* opportunity, our staff was able to see the importance of asking clients if they smoke and offering help to them if they are willing to accept it. We have 18 more clients seeking cessation

Lessons Learned

With the short timeline, having access to the printing materials sooner would have been helpful in implementing the campaign sooner. Having to get posters and tear off

Tips® Campaign Materials in the Healthcare Provider Office



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Background

Provide a brief background about your Local Health Department and the

current Tobacco Cessation and Prevention activities you're conducting in your community.

The Utah County Health Department (UCHD) is committed to promoting the health of our community by preventing avoidable disease and injury, by monitoring the health of our community, responding to public health emergencies, and assuring conditions in which people can be healthy. Utah County is the second largest county in Utah with a population of about 600,000 residents. Utah's adult smoking rate is currently 8.7%, the lowest in the nation and Utah County's adult smoking rate is 4.9%. UCHD has a long-term relationship with Utah Valley University (UVU)'s Wellness Center, which serves approximately 35,000+ students and faculty and students to improve health and wellness. The Wellness Center at UVU dedicates time educating students in their clinic, offering a comprehensive tobacco cessation health coaching program. In addition to providing cessation services at the clinic, wellness staff dedicates time at wellness events, meetings, and classes, educating faculty, staff, and students about the importance of living tobacco-free.

UCHD recently developed a relationship with the Health Clinics of Utah, a clinic provides high-quality medical care at a low cost to patients. Patients typically are on Medicaid, CHIP, PCN, and Medicare with a large majority of the clientele with mental health conditions. Health Clinics of Utah healthcare providers spend time with patients, having cessation conversations and encouraging patients to quit their tobacco use.

Project Overview and Implementation

Please provide a brief overview of Tobacco-related concerns/issues in your community. Describe the problem in your own words and include the most important points of your story. What population is most affected by the problem?

While cigarette use rates have been on a steady decline over

the past decade, electronic cigarette use has increased significantly in the state of Utah among youth and college students. Utah Valley University Wellness Center has been working towards a tobacco-free campus and sees the importance of having the policy in place and additionally reaching students who need tobacco cessation resources along with a comprehensive policy. There is a lack of understanding of current state law where smoking and vaping are not allowed indoors and with 25 feet of the building. College students use vaping and e-cigarettes as a coping mechanism and see it as unarmful.

The Health Clinics of Utah also sees a large portion of patients with a mental health condition. People with mental illness have a higher rate of tobacco use rates. The clinic has found that having the cessation conversation with patients, connecting them to resources and providing them with medications proves to be effective in helping patients reduce and eliminate tobacco use.

Implementation

Describe how your LHD chose a healthcare provider partner, how you educated the healthcare providers about the Tips® Campaign, and how you integrated the Tips® campaign into clinical offices and into your Local Health Department office.

Staff at UCHD provided a 60 minutes training for all clinics. The training included information the Ask, Advise, Connect model including how to ask patients about their tobacco use, examples of what kind of advice could be given, resources available for the clinics and Vaping 101. Packets of resources given to the clinics included: Utah State Quitline information, Tips® Campaign flyers, USB with commercials and radio ads, posters, list of medications, etc.

Posters and videos were put up around UVU's campus for students and faculty to see. Information was given to see to help quit smoking and provided motivation as to why they should quit. The Health Clinics of Utah put posters up in each of the patient rooms. As patients waited to see the healthcare provider the poster was visible for the patient to see. Healthcare providers noted that posters and commercials were the most helpful.

Preliminary Results

*Of data collected so far, what are the preliminary outcomes from this initiative? *This may include anecdotes about people your program has helped, changes in behavior or health status, and estimated number of people impacted.*

Utah Valley University staff felt that because staff were trained properly, they felt more comfortable talking to students and faculty about their tobacco use. They were less afraid of coming across as judgmental but instead felt that they had the proper tools to be able to have the cessation conversations with students. With the knowledge that the *Tips*® Campaign grant and materials were available to them, the staff stated that it was at the forefront of their minds to talk about tobacco cessation and quitting. UVU Wellness staff attended a variety of events and were able to talk to about 400 students about tobacco use including vaping. They have plans to continue to use the information.

The Health Clinics of Utah stated at the beginning that they were glad to have something that they could put on their TV in the waiting area for patients to see and spur future

conversations. The Physician Assistant was already great about having cessation conversations and the *Tips*® Campaign gave him another tool in his toolbox to utilize with patients. He did state that medication has been the most effective thing that he has seen but that added resources help with the process. He felt that the relationships that he builds with the patients is extremely important and stated that one patient has moved from being a two pack a day smoker to reducing drastically because of those conversations over time.

Lessons Learned

*Please share any lessons learned about the overall project. Will you continue to utilize the *Tips*® Campaign materials after the project period? If so, how?*

Both clinics stated that they will continue to use the materials that were given to them and have cessation conversations. UVU will be having a large event in October and plan to use the *Tips*® materials to help educate the student body. Health Clinics of Utah are dedicated to helping their patients reduce tobacco use.

Tips® Campaign Materials in the Healthcare Provider Office



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Appendix A

2018 Tips From Former Smokers® Campaign– Cessation Conversation Tracking Data

All Local Health Department Grantee Data			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	201	253	220
Number of tobacco cessation referrals completed:	45	106	85
Number of patients who were provided Ask/Advise/Refer support within the office:	109	138	145
Total:	355	497	450

East Central District Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	37	51	52
Number of tobacco cessation referrals completed:	0	8	7
Number of patients who were provided Ask/Advise/Refer support within the office:	0	8	7
Qualitative Data:	<p>July Data: Number of patients seen who reported smoking: 74 for the whole month of July. **Number of tobacco cessation referrals completed (Clinic staff didn't track but we set up a way to track from now on) in 2017 1536 patients received tobacco cessation counseling. (we were unable to track this for July due to provider meeting being before the training, we had talked to nurses about tracking, but it wasn't done, we have implemented a step into the charts to track this for future)</p>	<p>August Data: We have been tracking if patients say anything about the posters but so far no one has made a comment on them.</p>	<p>Sept: Tobacco prevention is a priority in our health department. We have had other tobacco-related posters present in our clinic. We have a tobacco prevention coordinator that the clinic works closely with on providing information. We have been posting information on our social media pages. Print ads were placed in our health center outside of exam rooms, one room in the clinic had video pass playing on a small media screen in the patient's room we had hoped to get the PSA in more rooms but had issues with getting the materials uploaded. We also did several TIPS post on our health department's social media page.</p>

Franklin County Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	10	12	10
Number of tobacco cessation referrals completed:	2	2	4
Number of patients who were provided Ask/Advise/Refer support within the office:	2	2	4
Qualitative Data:	**Due to the way state reports are distributed through CDP, we are usually a month behind in receiving WIC data for the previous month. The WIC Client data provided on this report is from the July Report. The August data will be included in the September report. **	August Qualitative Data: Used both Spanish and English versions of the "Jessica's Tips" and Sharon and Christine's Tip: Friends	Throughout this grant project, knowledge of the Tips Campaign continues to grow across FCHD. In addition, during the August clinic staff meeting, all providers, nurses, and support staff were educated on the Tips Campaign as well as cessation resources available to clients.

Huron County Public Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	4	15	6
Number of tobacco cessation referrals completed:	1	3	6
Number of patients who were provided Ask/Advise/Refer support within the office:	1	3	6
Qualitative Data:	<p>July Qualitative Data: HCPH's Nursing Division was the provider selected to be trained and implement the <i>Tips</i>® Campaign. At the Campaign training, the staff members were asked if they have heard of or are familiar with the <i>Tips</i>® Campaign prior to the provision of training. There was not anyone that stated that they were familiar with what the campaign is, but one person did state that they have seen the Tips Campaign materials in one of the HCPH's Nursing Division offices, which had recently been hung up. The training PowerPoint that was created to train the HCPH Nursing division on the <i>Tips</i>® was submitted as a separate attachment to this tracking form.</p>	<p>August Qualitative Data: During the month of August, the HCPH's Nursing Division has gained awareness and knowledge of the Tips Campaign and has been able to pass along information about the campaign to patients via the provided resources (printed materials and access to the Tips Campaign website). The nursing staff continues to send referrals to both the Tips Campaign website and the HCPH's Community Cessation Initiative (CCI) project, which is a tobacco cessation and relapse management project. Having the provided Tips Campaign information around the HCPH's Nursing Division has helped to increase the number conversations that take place regarding tobacco usage and tobacco cessation.</p>	<p>September Qualitative Data: During the month of September, the HCPH's Medical Division continues to share knowledge of the Tips Campaign with patients. Due to the continuous knowledge and discussion of the Tips Campaign, the Medical Division was able to refer patients to both the Tips Campaign website and to the HCPH's CCI project and will continue to refer patients for tobacco cessation even though the Tips Campaign project has ended. Having the Tips Campaign resources has continued to increase the number of tobacco cessation conversations that have taken place in September.</p>

Lawrence-Douglas County Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	142	135	113
Number of tobacco cessation referrals completed:	28	16	23
Number of patients who were provided Ask/Advise/Refer support within the office:	103	45	63
Qualitative Data:	<p>July Data: Tobacco use is a very well supported priority within the LHD. Several staff attended training on smoking cessation and associated risks. Part of the nursing assessment on all patients includes questions on smoking, willingness to quit, counseling and referrals to well-established programs within the community. We choose to locate the posters for the campaign in areas with the most foot traffic and visible access.</p>	<p>August Data: LDCH continues to train and work toward best practices in engaging and assisting clients with smoking cessation programs. We have a great relationship and local FQHC and referral process for their program.</p>	<p>Sept Data: Facebook Reach= 336; Twitter Reach: 229 impressions, used the Christine poster the most</p>

Macon-Bibb County Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	8	19	9
Number of tobacco cessation referrals completed:	14	66	35
Number of patients who were provided Ask/Advise/Refer support within the office:	3	0	0
Qualitative Data:	<p>July Data: Each month we are going to focus on a different aspect of the campaign to highlight the dangers of tobacco use. Our agency dental clinic recently re-opened. I am working with them to incorporate tobacco prevention messages in the clinic. I am also working to implement smoking cessation messages with the Woman, Infants, and Children program participants.</p>	<p>August data: Tobacco prevention education is slowly becoming a priority. Our city has a long history of being resistant to tobacco prevention education. In previous years, our city government declined to go tobacco-free and a tobacco producing company had a plant in our city. The city is slowly changing, but it is a process.</p>	<p>Sept Data: When we first started the campaign they had no knowledge, at the end of the campaign all our health care providers are knowledgeable. Receiving this grant is helping to make tobacco control a priority in our community. One of our administrators is now asking for tobacco use prevention activities to be conducted and I am now on a tobacco prevention workgroup in our district. It is a small step, but it is a big deal for a community that absolutely did not want to deal with the issue. I have submitted a plan to educate other health care providers in our district on tobacco control. Thank you for the opportunity, it really helped!</p>

Tazewell County Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	0	18	25
Number of tobacco cessation referrals completed:	0	8	10
Number of patients who were provided Ask/Advise/Refer support within the office:	0	48	60
Qualitative Data:		<p>August Qualitative Data: We hit the ground running this month with the TIPS information. It is up and displayed in 5 different building locations. Forty-eight surveys have been given out to willing clients to answer. We shared the TIPS information and offered posters to partners at our lung cancer regional meeting. Woodford County Health Department was happy to take information and share it with clients. Information was also shared with TCHD AOK birth to 5 coordinators who is working on a program to help pregnant moms quit smoking.</p>	<p>September Qualitative Data: WIC nurses say it's difficult to get pregnant or new moms to admit to smoking and open to talk about it. They have had some nice conversations with clients since we started the surveys with them, it helps open the conversation. The Dental center staff has had a lot better luck getting clients to talk about their smoking habits and wanting information on how to quit.</p>

Utah County Health Department			
	July 17-31	August 1-31	September 1-30
Number of patients seen who reported smoking:	0	3	5
Number of tobacco cessation referrals completed:	0	3	0
Number of patients who were provided Ask/Advise/Refer support within the office:	0	32	5
Qualitative Data:	<p>July Data: Utah Valley University and Utah County Health Department administrative staff had knowledge of the Tips Campaign prior to the initial dissemination of the materials. Other staff will be trained in August prior to the beginning of school starting at the university.</p>	<p>August Data: Number of patients who were provided Ask/Advise/Refer support within the office: 32 (# includes those vaping and other forms of tobacco use. **Utah Valley University had a baseline knowledge of <i>Tips</i>® Campaign, however, Health Clinics of Utah and Cascade Dental were only vaguely familiar with it. Clinics were most familiar with Terry but didn't know the <i>Tips</i>® Campaign included several personal stories that could be used for their patients.</p>	<p>Sept. Data: Utah Valley University staff have been trained and utilized Tips Campaign information. Health Clinics of Utah and Cascade Dental were given information about the Tips Campaign at previous training and learned about resources and information available for the patients who are tobacco users.</p>

About NACCHO

The National Association of County and City Health Officials is the voice of more than 3,000 local health departments across the country. These city, county, metropolitan, district, and tribal departments work every day to ensure the safety of the water we drink, the food we eat, and the air we breathe.

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