

## Best Practices User Guide Series

Since 2008, the Center for Public Health Systems Science at the Brown School at Washington University in St. Louis has collaborated with the Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health to develop a set of user guides to accompany the *Best Practices for Comprehensive Tobacco Control Programs—2014*. Each guide is developed through a three-step process of consultation with topic experts, literature review and analysis, and external review. Five User Guides have been published to date: *Coalitions (2009)*, *Youth Engagement (2010)*, *Health Equity (2015)*, *Program Infrastructure (2017)*, and *Health Communications (2018)*.



User Guides published since 2015

### Project Goals

- Provide evidence-based rationale for developing specific components of comprehensive tobacco control programs
- Translate broad evidence-based guidelines into practical implementation strategies

### Guide Audience

- State and local tobacco control program managers
- National, state, and local networks, foundations, and other groups in tobacco control

### Tour of a User Guide

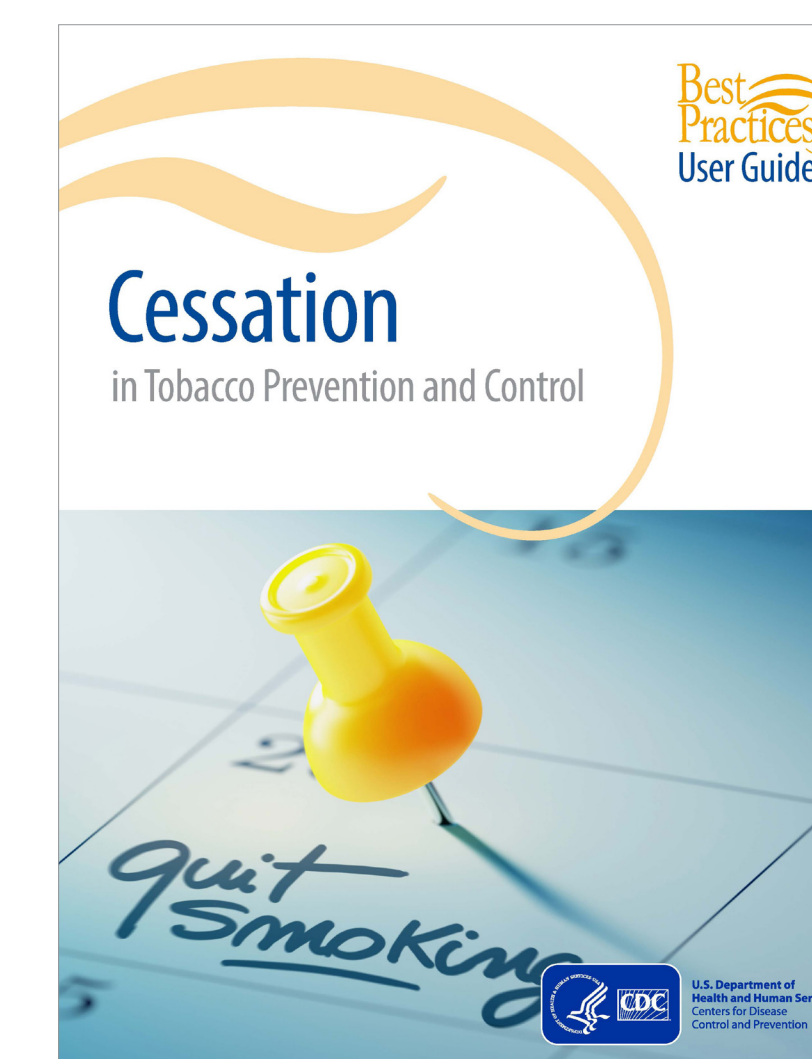
Each user guide is organized into seven sections:

- Making the Case** – Presents key points about why it is important for tobacco control programs to work on the topic
- Brief History** – Provides background and history of the topic
- How to** – Gives instructions on how to develop, implement, and manage the topic
- Providing Support** – Shares suggestions on how state programs can support the topic
- In Action** – Provides real-world examples of the topic
- Case for Investment** – Presents information about the importance of the topic
- Resources** – Identifies publications, toolkits, and websites to help in planning efforts

## Cessation Strategies User Guide




The *Cessation Strategies in Tobacco Prevention and Control* User Guide is currently in CDC clearance. This User Guide focuses on how comprehensive tobacco control programs can promote cessation through population-wide efforts. Cessation interventions are an essential part of programs because they help to:

- Improve health and save lives
- Reduce tobacco-related disparities
- Improve other community health priorities
- Create a strong return on investment
- Support state and national healthcare goals
- Maximize the impact of other effective tobacco control strategies



### Types of Cessation Interventions

Population-based cessation interventions seek to help people quit by ensuring that barrier-free, evidence-based tobacco use treatment and services are accessible to anyone who wants or needs it. They include three approaches:

-  **Promoting health systems change** to integrate tobacco use treatment into routine clinical care
-  **Improving insurance coverage** for evidence-based cessation treatment and increasing use of covered treatments
-  **Supporting state quitlines**

## Implementing Cessation Interventions

The User Guide includes information for program staff and partners on developing and implementing successful cessation interventions, including how to:

- Get started** gathering information and identifying strategic opportunities
- Promote health systems change** by forming a team, involving partners, creating an action plan, helping healthcare staff embrace change, training staff on tobacco use treatment, and providing technical assistance during changes
- Improve insurance coverage** by working with employers, health insurers, state Medicaid programs, and state health benefit agencies to improve coverage and raising awareness of coverage through health communications campaigns
- Support state quitlines** by forming cost-sharing partnerships, using new communications technologies, and promoting the state quitline through health communications campaigns
- Reduce tobacco-related disparities** by supporting health systems serving diverse populations, improving coverage and use of cessation treatment among priority groups, and expanding quitline reach to underserved populations
- Evaluate cessation interventions** to determine if cessation strategies are reaching the audience and having the desired impact
- Sustain cessation interventions** by helping health systems make cessation part of their culture, developing a long-term quitline funding strategy, and maintaining strong relationships with insurers, employers, Medicaid agencies, state government, and healthcare providers

### Case Study #1: Oklahoma

*Hospital initiative refers 26,000 to state quitline*

Knowing that Oklahoma hospitals admitted about 120,000 tobacco users each year, the state tobacco control program saw an opportunity to reach more tobacco users by forming partnerships with health systems. In 2010, the program collaborated with the Oklahoma Tobacco Settlement Endowment Trust (TSET) and the Oklahoma Hospital Association (OHA) to form the Hospitals Helping Patients Quit initiative. The state program supported the initiative by forming a statewide cessation leadership team, creating health systems change and tribal workgroups, and providing monthly technical assistance to hospitals and clinics. The initiative has:



- Worked with over 50 Oklahoma hospitals and clinics to systematically treat tobacco use
- Referred more than 26,000 patients to the state quitline
- Saved an estimated 20,500 years of life and millions of dollars in healthcare costs

### Case Study #2: Rhode Island

*Rhode Island increases access to cessation treatment through diverse partnerships*

In 2009, Rhode Island began requiring private health plans to cover all FDA-approved cessation medications and make coverage information more transparent. The law created an opportunity for the Rhode Island tobacco control program to form partnerships with the state Medicaid program, major health plans, and Employee Benefit Office to close gaps in cessation services. The state program leveraged these partnerships to:



- Form the Rhode Island Tobacco Cessation Council, bringing together health plan representatives, community stakeholders, and healthcare professionals
- Survey health plans about cessation coverage and post the information online
- Join CDC's 6|18 Initiative and create a joint action plan to improve access to cessation treatments among Medicaid enrollees

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