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Smoking Cessation  
Leadership Center



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University of California  
San Francisco

*Smoke-free Public Housing: Early Lessons  
Learned , hosted by SCLC, ACS and NAQC*

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Sharon Cummins, PhD

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Lindsay Nelson, MSW

Smoke-free Public Housing:



# HELPING SMOKERS QUIT



Smoking Cessation Leadership Center

UCSF

University of California  
San Francisco

# Moderator

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# Thank you to our funders



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- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.

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**Respiratory Therapists:** This program has been approved for a maximum of 1.0 contact hour Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 181594000.

# American Association for Respiratory Care (AARC)



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# New Behavioral Health Accreditation

California Association of Marriage and Family Therapists (CAMFT)

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- Licensed Marriage and Family Therapists (LMFTs)
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- Licensed Educational Psychologists (LEPs)

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Visit [CABHWI.ucsf.edu](https://CABHWI.ucsf.edu) for more information.

# Tips® Campaign Overview

**A TIP ABOUT SECONDHAND SMOKE**

**LET FUTURE GENERATIONS KNOW THE DANGERS OF SECONDHAND SMOKE.**

Nathan, Age 54  
Ogala Sioux  
Idaho

Secondhand smoke at work triggered Nathan's severe asthma attacks and caused infections and lung damage. If you or someone you know wants free help to quit smoking, call 1-800-QUIT-NOW.

#CDCTips

**A TIP FROM A FORMER SMOKER**

It's easier to move forward when you're not short of breath.

Rebecca, age 57, Florida

Et qui vult, non solum vitare aër  
Vid quò molare non parat, volens, actio,  
sùs consuet' exoritur à barathro quanto.  
Enat, et ad vider' disarmped' marm' faga saram.  
Pabram' atq; sular; vento quocidatè nitroci.  
You can quit.

**CALL 1-800-QUIT-NOW.**

U.S. Department of Health and Human Services  
Center for Disease Control and Prevention  
CDC.gov/tips

#CDCTips

**A TIP FROM A FORMER SMOKER**

**BE CAREFUL NOT TO CUT YOUR STOMA.**

Shawn, Age 50, Diagnosed at 46  
Washington State

Smoking causes immediate damage to your body. For Shawn, it caused throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

U.S. Department of Health and Human Services  
Center for Disease Control and Prevention  
www.smokefree.gov

1. CDC. Current Cigarette Smoking Among Adults—United States, 2005–2014.. MMWR 2015;64(44):1233–40
2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: HHS,CDC, NCCDPHP, OSH, 2014

## Free 1-800 QUIT NOW cards

Take Control  
**1-800-QUIT-NOW**  
Call. It's free. It works.  
1-800-784-8669  
For details on your state services, go to: <http://map.naquitline.org>



- ✓ Refer your clients to cessation services

# Presenter

**Laura Makaroff, DO**

Interim SVP, Prevention and  
Early Detection

American Cancer Society, Inc.



# Presenter

**Humberto Piñón, CHES**

Health Educator

Curry Senior Center



# Presenter

**Sharon Cummins, PhD**  
Project Director  
California Smokers' Helpline



# Presenter

**Heath Rico-Storey, PhD**

Compliance Manager

Louisville Metro  
Housing Authority



We Strive to Enhance Lives,  
Build on Strengths and  
Create Community.



# Presenter

**Lindsay Nelson, MSW**

Director of Development and  
Grant Programs

Shawnee Christian  
Healthcare Center



Smoke-free Public Housing:



# HELPING SMOKERS QUIT



Smoking Cessation Leadership Center



University of California  
San Francisco



Smoke-free  
Public Housing:

**HELPING  
SMOKERS  
QUIT**

# Background: HUD rule and SFPH pilot program

Laura Makaroff, DO



# Background

- All public housing agencies (PHAs) required to implement a smoke-free policy by July 30, 2018, per HUD rule
- Rule prohibits the use of tobacco products in all living units, indoor common areas, administrative offices, and all outdoor areas within 25 feet of public housing and administrative buildings.
- Additional smoke-free areas may be established at PHA's discretion
- E-cigarette enforcement is also up to each PHA
- Doesn't give specific guidance for enforcement of violations

# The issue of smoking in public housing

- About 34% of adult public housing residents smoke
- About 36% of public housing residents are children; 17% are age 62 and above
- Smoke travels through walls and pipes, and there is no safe level of exposure to secondhand smoke
- Residents of public housing are more likely to be in fair or poor health and have high rates of tobacco-related illnesses

# Benefits of smoke-free rule

- Protect the health of residents and staff by eliminating secondhand smoke
- Meet the demand for smoke-free housing
- Reduced legal liability related to secondhand smoke
- Cost savings
- Maintenance savings
- Insurance savings

# Tobacco cessation and the smoke-free rule

- Most smokers want to quit
- The smoke-free rule can encourage quit attempts
- More cessation = more effective policy
- Evidence-based tobacco cessation made possible through:
  - Cross-sector collaboration and partnerships
  - Community health centers, patients, public housing agencies, residents, and quitlines all play a role
  - Improving coordination of services and meeting people where they are at
  - Local solutions for local problems

# Project Goals

**Goal: Increase the demand for cessation services among PHA residents to reduce tobacco use and improve the overall health, well-being, and equity of PHA communities.**

- Strengthen collaborations among CHCs, quitlines, and PHAs
- Increase public housing residents' demand for cessation services
- Use our Smoke-free Public Housing ECHOs to increase the delivery of evidence-based tobacco cessation services
- Increase the capacity of all quitlines to serve public housing residents
- Share outcomes and key lessons learned to other PHAs, CHCs and quitlines



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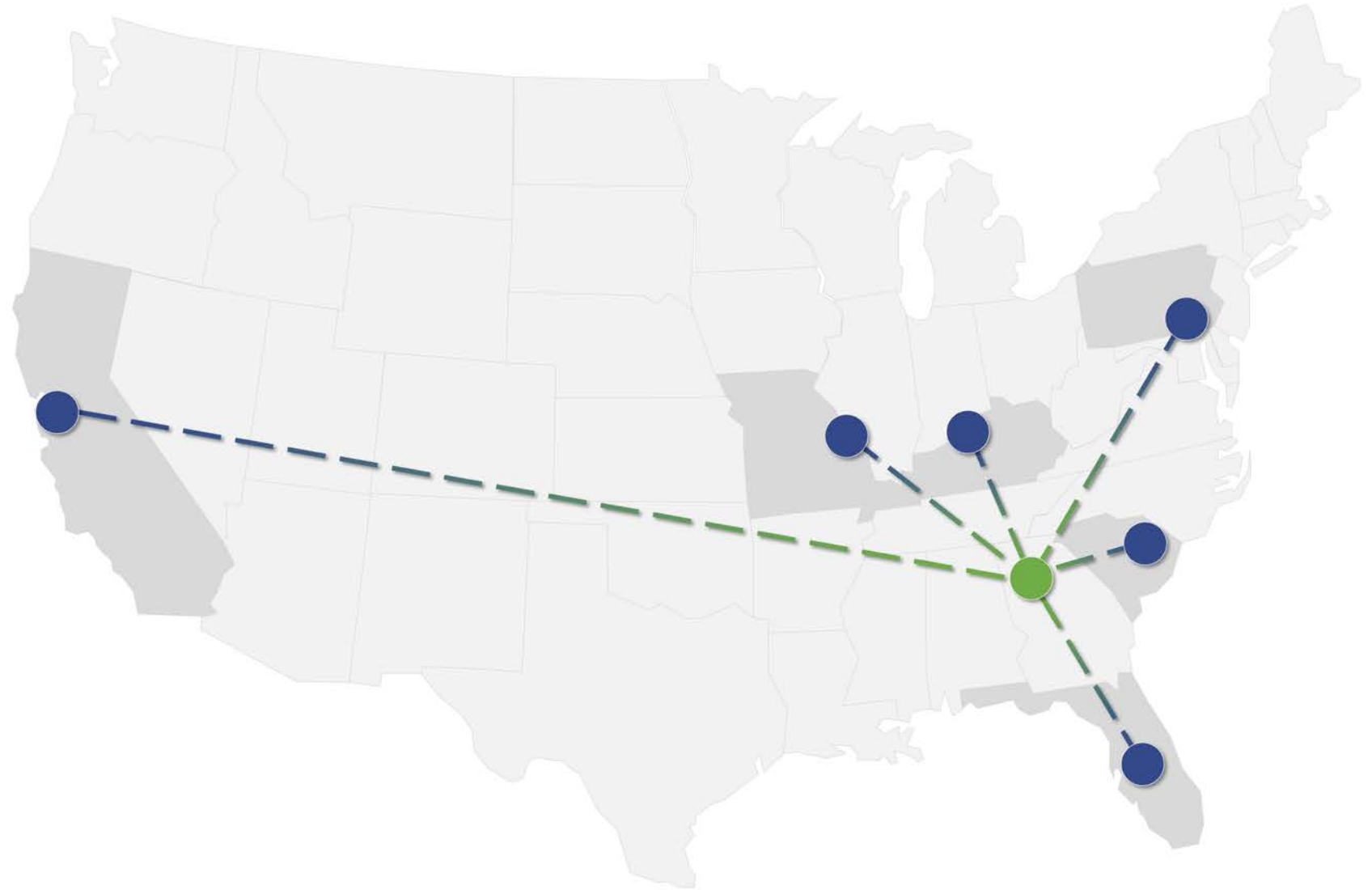


# Project Structure

- Six states chosen collaboratively, took into account:
  - % of smokers in the state
  - % of public housing residents in the state
  - Quitline capacity
  - Range of available resources, e.g., Medicaid expansion
- Work with CHC, PHA, and quitline/service provider to support residents ready to quit from all sides
- Proof of concept: what have we learned? What are best practices? What are barriers, opportunities?

## Pilot Locations

San Francisco, CA  
Winter Haven, FL  
Louisville, KY  
St. Louis, MO  
Lancaster, PA  
Florence, SC



# Early lessons learned during recruitment

- Flexibility is required when government agencies are involved due to challenges like staff turnover, administrative barriers, lack of resources
- Health departments, CHCs, and PHAs all wanted to work together, but they needed a common project and third-party convener to make it happen
- PHA enforcement varies widely; more pressing issues often take priority over supporting tobacco cessation and the smoke-free rule
- Basic tobacco cessation knowledge varies widely; PHA residents and staff need tobacco education as well as access
- Consider connection to local and nationwide resources from all sides; make no assumptions



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# Cross-sector partnerships: lessons learned

Laura Makaroff, DO



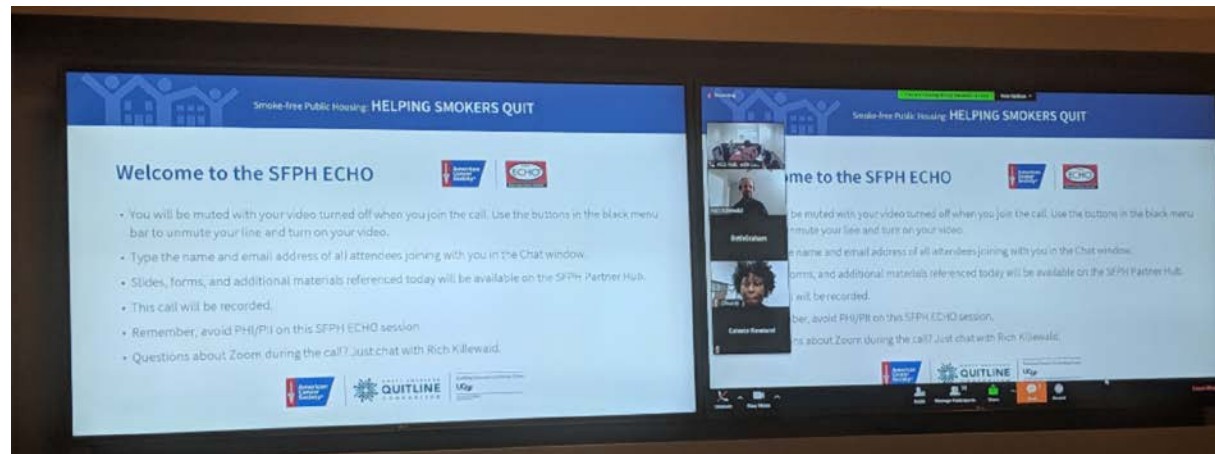
# Project activities: local collaboration

- Each community works locally to ensure public housing residents (and all other patients at their health center) know about and can access evidence-based tobacco cessation services.
  - States working on their collaborative action plans and making strong local connections
  - Regular meetings to plan and strategize
  - Health fairs and direct outreach to residents at the PHA
    - Great American Smokeout event in November



# Project activities: SFPH ECHO sessions

- Smoke-free Public Housing virtual learning collaboratives: all-teach, all-learn environment
  - Every 2 weeks, everyone gets on and we can see each other's faces
  - Agenda includes:
    - Instructive presentation by a subject matter expert
    - Individual or systems case presentation, followed by expert recommendations and all-participant best practice sharing
    - Community collaborative action plan update



# Emerging best practices

- Kick-off meeting immensely helpful
- CHCs have been essential to the project because of the focus on helping people access services to quit smoking
- CHCs not proactively bringing cessation into workflow or EHR prompts, so attention is required to change processes
- Need to keep clinicians and teams motivated to refer to quitline
  - Value of quitline/provider feedback loop for motivation
- Work onsite at PHA – health fairs and cessation classes
- PHAs need help with providing cessation resources/services for those who break the rule rather than punitive action
- Consider other orgs who may be able to motivate cessation and share resources, i.e., legal aid groups

# What are the pilot sites actually doing?

- All sectors holding joint monthly meetings to gauge progress toward community goals and adjust as needed
- CHC workflow changes to create better/more frequent engagement with and referrals to behavioral health staff
- PHA is now offering quit now cards instead of threatening a violation write-up
- PHA created a welcome packet for residents that includes information on cessation and tobacco free efforts
- Quitlines implementing direct-to-provider education and training to adjust workflows and increase referrals
- Quitlines sharing data on referral trends with CHC and PHA to track and adjust CAP as needed



# What are the pilot sites actually doing?

- CHC and PHA are collaboratively holding cessation classes and health fairs at PHA, where residents are more likely to see them and engage
- CHC has changed workflow to allow for warm handoff to quitline rather than putting the onus on the patient; they call or refer to quitline online directly with the patient
- CHC provider and care team training to improve process flows and increase referrals to cessation services
- CHC enacted an “opt-out” process for patients who smoke; rather than asking if they want to speak to someone about cessation, they have to opt out of that interaction
- CHC workflow changes to create better/more frequent engagement with and referrals to behavioral health staff



July 31, 2019

ACS Webinar: Smoke-Free Public Housing

# Curry Senior Center

Tenderloin District

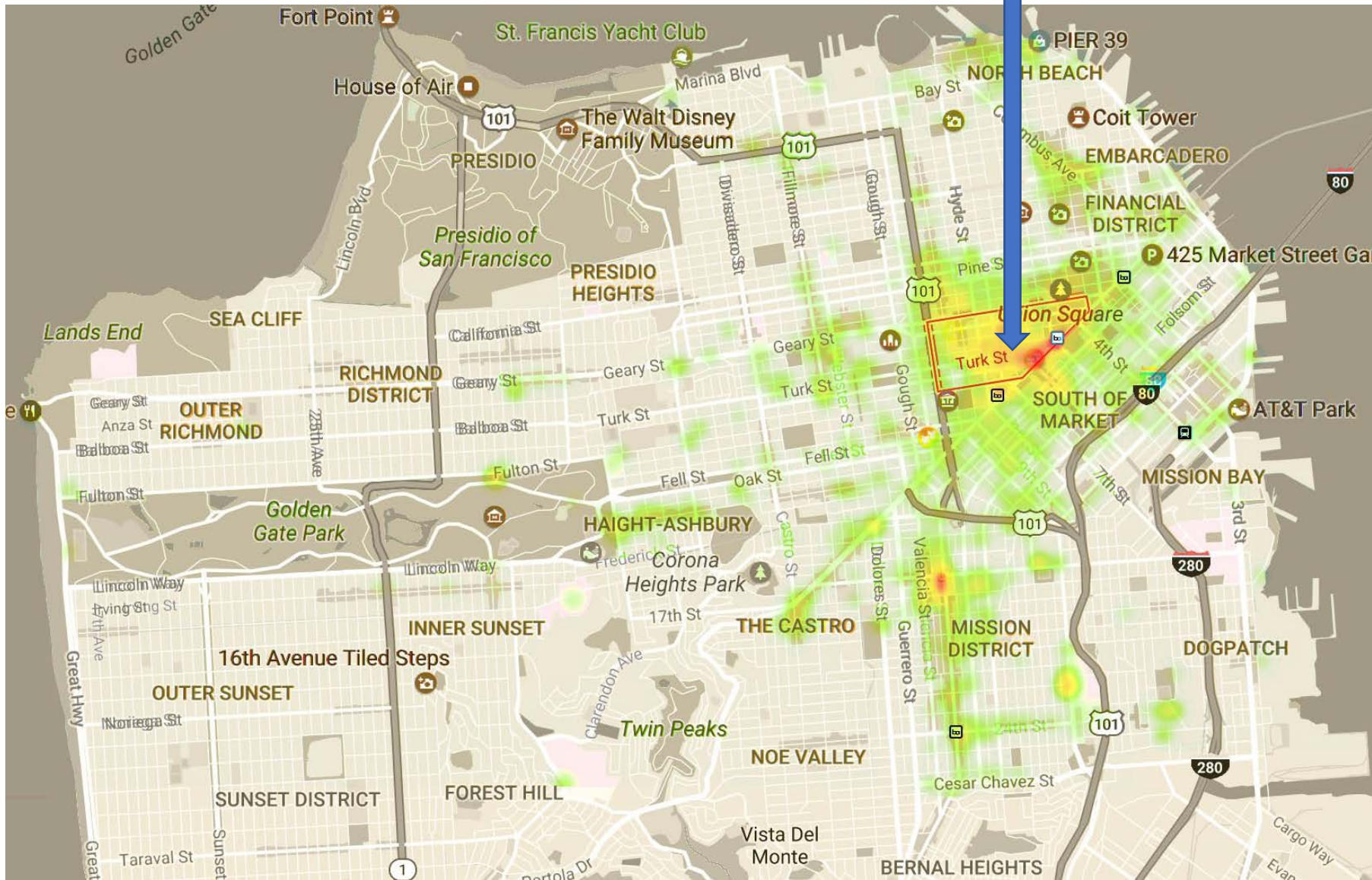
San Francisco, CA



315 Turk St Curry Senior Center, 321 Turk St Curry Apartments,  
333 Turk St Curry Senior Center Clinic/Dining Hall

# Tenderloin – Crime Heat Map

Curry Senior Center, 315 Turk St.



# Curry Senior Center

- Population served
- Structure: Integrated care model
- Partnership between non profit and SF Dept. of Public Health
- Services provided



# Low Income Housing Partnerships



- SRO (Single Room Occupancy) Hotels
- Low-Income Housing



Cadillac Hotel, one of many Single Room Occupancy (SRO) buildings in the Tenderloin.

# Life Without Tobacco Intervention

- Outreach efforts & recruiting
  - Buildings in neighborhood
  - Health Fair
- Community Health Center referrals
  - Workflow integrated with Dept. of Public Health Behavioral Health program


# Life Without Tobacco Intervention

## Program Overview

- Curriculum
- Ex-Smoker's Kit
- On-going support
- Tracking
- Free NRTs
- Snacks!



Online referrals to Quitline

  
CALIFORNIA  
SMOKERS' HELPLINE  
**1-800-NO-BUTTS**



# Challenges

## Smoking Population

- Cultural and socioeconomic barriers
- Seniors and smoking
- Behavioral health conditions
- Privately managed buildings not beholden to HUD Non-smoking Rule



# Solutions & Next Steps

## Solutions

- Nimble and individualized intervention
- Free NRT supplies
- Tying quitting to health of **pets**/family/grandchildren

## Next Steps

- Ongoing outreach
- Expansion of program to other languages in future
  - Asian Smokers Quitline



Life Without Tobacco Participant and her dog

Smoke-free Public Housing: **HELPING SMOKERS QUIT**

# LOUISVILLE METRO HOUSING AUTHORITY



We Strive to Enhance Lives,  
Build on Strengths and  
Create Community.



# LMHA

As of 4/2019	Public Housing*	Section 8	Total
Residents	3,640	9,267	12,907
On Waiting List	3,165	11,637	14,802
*does not include privately managed housing			



Consistently, over 95% of the families we assist are classified as Very Low Income. Very Low Income means that income is less than 50% of the Area Median Income.


In Louisville, for a family of 4, Very Low Income is a household income under \$38,200

# LMHA

- Why did we participate?
  - HUD Final Smoke-Free Rule
  - Cost-savings
  - Liability reduction
  - Resident safety
  - Resident health and happiness



# Shawnee Christian Healthcare Center

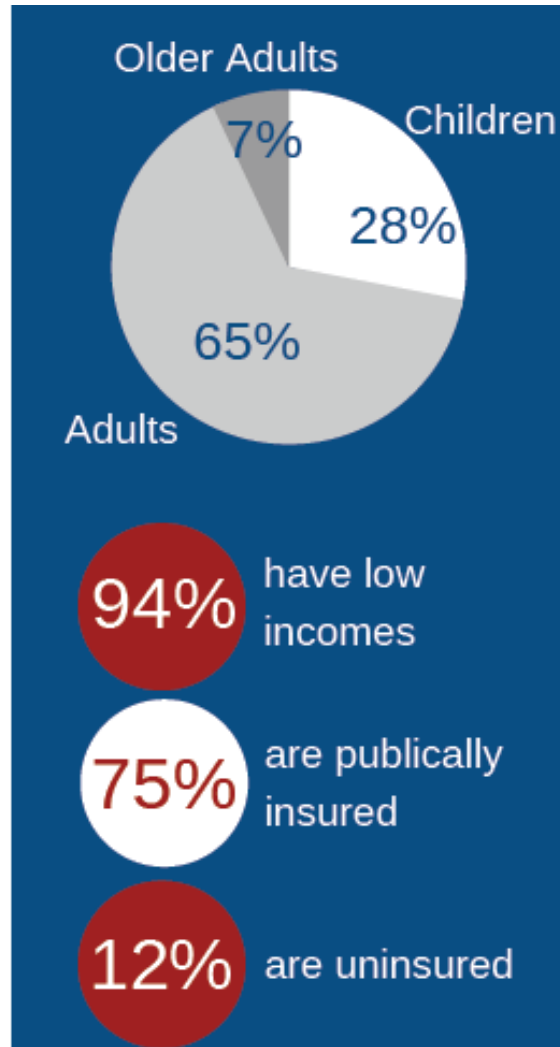


- 1 Primary care and mental health site
- 1 Dental site
- 5 School dental sites
- 3 School-based sites with health and dental




3,986 patients

more than 10,000 visits




2,748 patients received medical services




1,571 patients received dental services



1,007 patients received mental health and substance use services



415 patients received supportive services



522 students received school health services

## Other Key Partners

- American Cancer Society – State contact
- Kentucky Tobacco Prevention and Cessation Program
- American Lung Association
- Kentucky Cancer Program

# Key Elements

- Planning
- Kick Off
- Process Improvement
- Ongoing Activities
- Future Initiatives





# Planning

- Partners
  - AIM statement
  - Collaborative Action Plan
- Public Housing Resident Council Representative Luncheon
- Presentations to resident councils
- Freedom from Smoking Training

# Kick Off

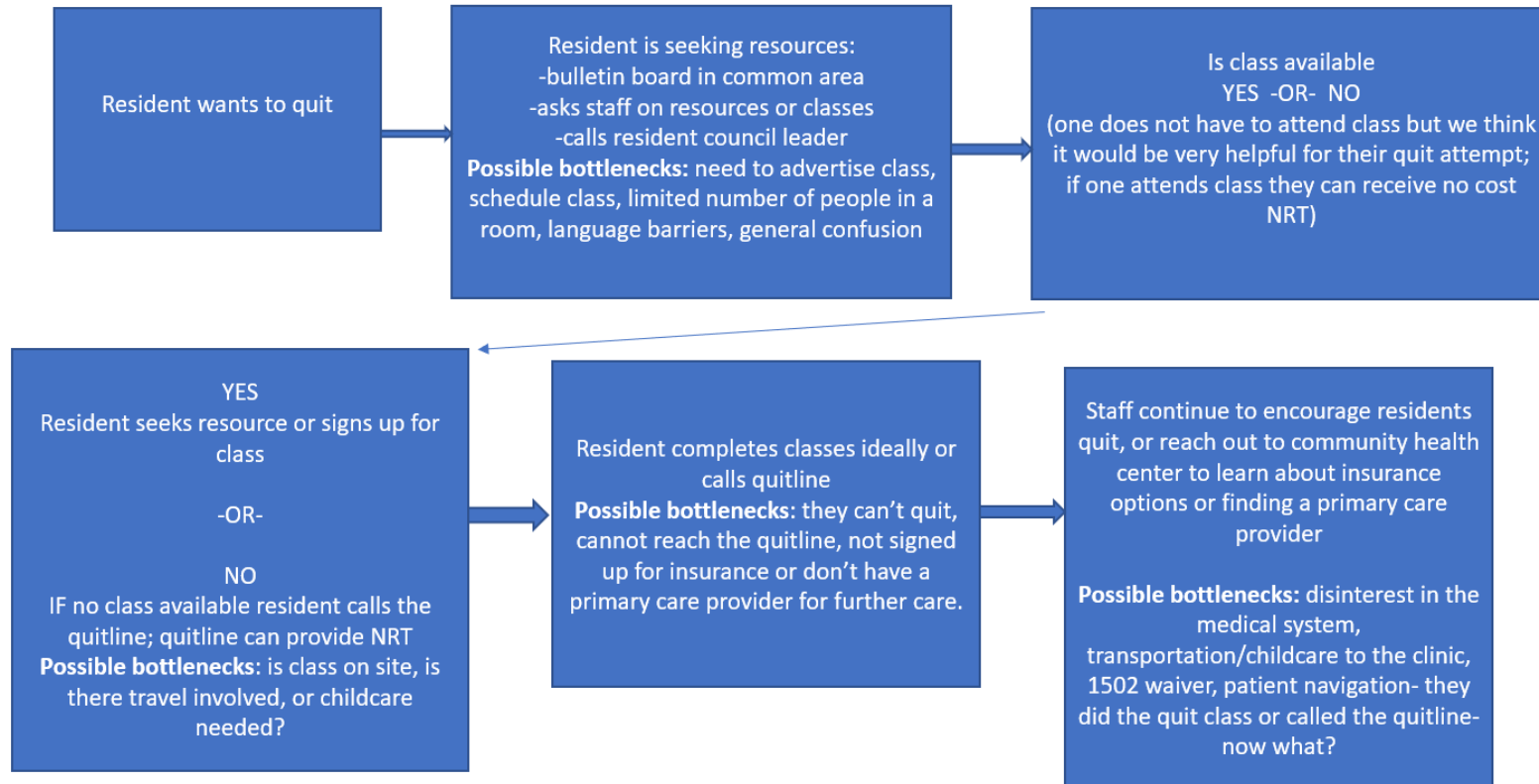
- Events at public housing sites
  - PHA kick-off events: 5/23-5/31
- Outreach events
  - Dosker Manor Spring Fling: 4/18
  - CommUNITY Festival: 6/15
  - Free dental cleaning event: 6/20
  - Dosker Manor Unity Day: 7/11



# Process Improvement

- Workflows/Process Maps

Process map for residents who might want to quit tobacco

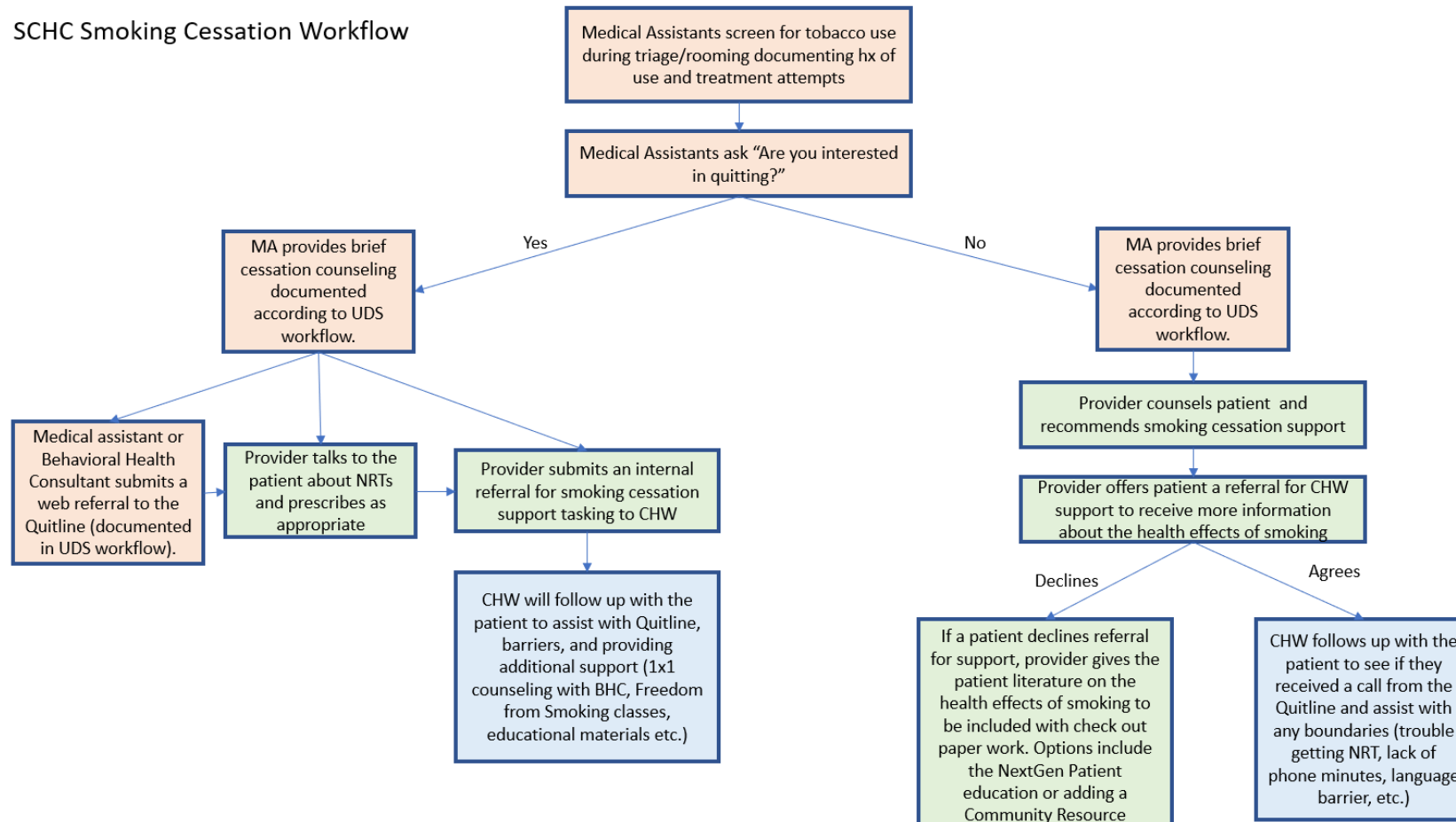


Team has discussed the importance of being positive and supportive for residents who want to quit along the process or “steer” residents who might get off track during meetings back to the importance of quitting smoking. Housing staff and resource council leaders also need to be on the same page in terms of information and resources for consistent messaging.

# Process Improvement

- Workflows/Process Maps

SCHC Smoking Cessation Workflow



## Future Initiatives

- Office hours on site at public housing facilities
- On-site smoking cessation
- Section 8 outreach
- Volunteer based outreach to SCHC patients for web-referrals to Quitline
- Smoke Out event in November

# Lessons Learned

- Plan and document
- Staff engagement and training
- Partnership
- Don't underestimate the power of giveaways and incentives!



# Q&A

- Submit questions via the **chat box**





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# Next steps and resources





# What's next for the pilot program?

- Currently in year 2 of the program
- Progress reports from pilot sites due end of August
- SFPH ECHOs wrap up in January 2020
- Pilot program wraps up in March 2020
- **Ancillary workshop before NCTOH - One Year Later: Assessing the Implementation and Lessons Learned from Smoke Free Public Housing**
  - August 26, 9 a.m.-noon.
  - Will highlight national efforts currently underway and feature a panel of on-the-ground stakeholders to give their perspective
  - Collaboration of Live Smoke Free, NAQC, ACS, NAR-SAAH, ALA, NHLP, PHLC
- Additional lessons learned coming soon via project and partner webinars

# Resources: smoke-free public housing

- **smokefreePHA.org** – SFPH pilot program site, printable resources, clips to ECHO didactics and case presentations, links to helpful sites, and more
- **BuildingSuccessSmokefree.org** – early implementation lessons learned; help with implementation
- **Mnsmokefreehousing.org** – tools, resources, printable materials, staff training, technical assistance for housing managers
- **NCHPH.org** – guides, webinars, and resources for health centers to help with implementation
- **Lung.org** – American Lung Association, has factsheets, videos of success stories, and more
- **NHLP.org** – National Housing Law Project for legal questions or assistance

# Resources: cessation

- **Local community health center** can offer care, support, connection to local resources, NRT, regardless of ability to pay
- **1-800-QUIT-NOW** connects callers with their state quitline, a FREE tobacco cessation service
  - Cessation counselor, a personalized quit plan and self-help materials, social support and coping strategies to help deal with cravings, and the latest information about cessation medications; callers may get free NRT, and many quitlines offer texting programs
- **Map.naquitline.org** - NAQC quitline map shows you what your state offers
- **Cdc.gov/tips** - CDC Tips campaign site with posters, videos, flyers, and more to encourage quit attempts
- **State or county health department** for local resources, services, materials



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# Thank you!

For more information,  
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- Instructions will be emailed after the webinar.

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Visit SCLC's website at:

<https://smokingcessationleadership.ucsf.edu/webinar-promotion>  
for more information.

# Save the Date

- SCLC's next live webinar, co-hosted with the American Association for Respiratory Care
- **September 25, 2019 at 2:00 pm EDT**
- Registration coming soon!

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- Call us toll-free at **877-509-3786**
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