Smoking Cessation Leadership Center



University of California San Francisco

Comprehensive Tobacco Cessation in Public Housing Community Health Centers: Beyond Policy Adoption and Implementation

Jose Leon, MD, MPH
John Kane
Elizabeth A. Davis, MD
Bill Blatt, MPH

Thank you to our partners









Moderator

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Partner Relations Director

Smoking Cessation Leadership Center University of California, San Francisco

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America's Voice for Community Health Care

Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

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Bill Blatt, MPH -

- Pfizer, IGLC, Grant/ Research Support
- Anthem Foundation Grant/ Research Support



Thank you to our funders









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- This webinar is being recorded and will be available on SCLC's website, along with the slides.
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Jose Leon, MD

Chief Medical Officer

National Center for Health in Public Housing





John Kane
Senior Project Coordinator
Boston Housing Authority





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Chief of Adult Medicine, Medical Director of Addiction Medicine South End Community Health Center





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National Director of Tobacco Programs

American Lung Association





Public Housing Demographics & Tobacco Use in Public Housing Primary Care





The mission of National Center for Health in Public Housing (NCHPH) is to strengthen the capacity of federally funded Public Housing Primary Care (PHPC) health centers and other health center grantees by providing training and a range of technical assistance.



HUD's Rule Banning Smoking in PH

- On December 5, 2016, HUD published a final rule requiring all Public Housing Agencies (PHAs) administering low-income, conventional public housing to initiate a smoke-free policy
- The Rule was effective on February 3, 2017 with an 18-month implementation period



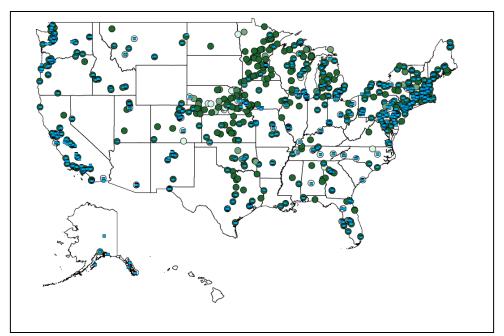


What Does the Smoke-Free Rule Mean?

- No one is permitted to smoke anywhere inside the apartment building or outside within 25 feet of the buildings.
- Applies to every member of the household, as well as all visitors.
- This policy does not mean that residents who smoke cannot reside in the housing properties — they just cannot smoke in non-smoking designated areas.





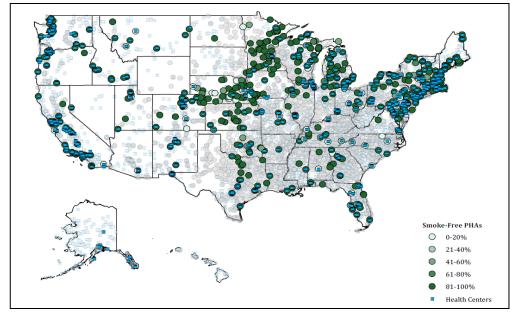


Health Centers within 5 Miles of Public Housing Authorities that contain Smoke-Free Units

Percent of Smoke-Free Units at PHA

- 0-20%
- 21-40%
- **41-60%**
- 61-80%
- 81-100%
- Health Centers





Public Housing Residents Demographics

- NCHPH currently supports health centers in or immediately accessible to public housing in meeting the healthcare needs of 1,510,842 patients, including the 487,034 patients at 105 PHPC sites. From the 487,034 patients:
- 30.9% are less than 18 years old
- 62.4% are adults (18-64)
- 6.8% are older adults (65 and over)
- 21.9% are uninsured
- 58.4% receive Medicaid/ 7.7% receive Medicare
- 62.3% patients with a poverty of 100% and below.



A Health Picture of HUD Assisted Adults 2006-2012

Adults that receive assistance from HUD have higher rates of chronic health conditions and are higher utilizers of health care than the general population.

- 35.8% are in fair or poor health vs. 13.8% of other adults
- 71% are overweight or obese vs. 64% of other adults
- 61% have a disability vs. 35.4% of other adults
- 17.6% have diabetes vs. 9.5% of other adults



Tobacco-Related Illnesses/Health Conditions Exacerbated by Secondhand Smoke in HUD Housing-Assisted Programs



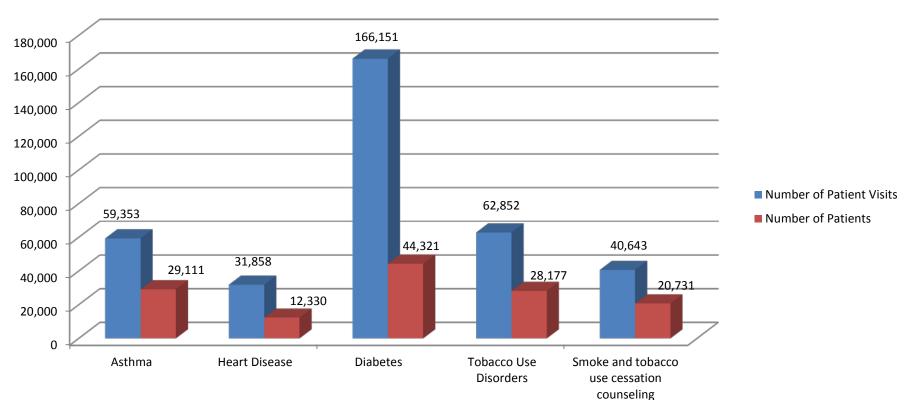
- 33.5% are current smokers vs. 22% of other adults
- 13.6% have COPD vs. 6.3% of other adults
- 16.3% have asthma vs. 8.7% of other adults

Source: A Health Picture of HUD-Assisted Adults 2006-2012



2015 UDS Tobacco Data

Tobacco-Related Illnesses/Health Conditions Exacerbated by Secondhand Smoke and Tobacco Use in PHPCs

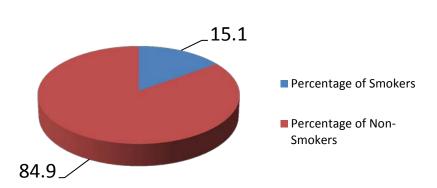




Source: 2015 UDS Data

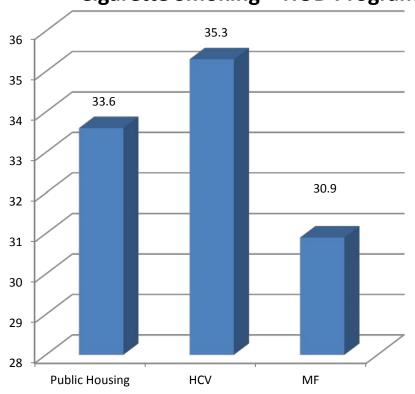
Cigarette Smoking: National Vs. Housing Data

Cigarette Smoking U.S. Adults Aged 18 Years and Older in 2015



Source: Center for Disease Control

Cigarette Smoking – HUD Programs

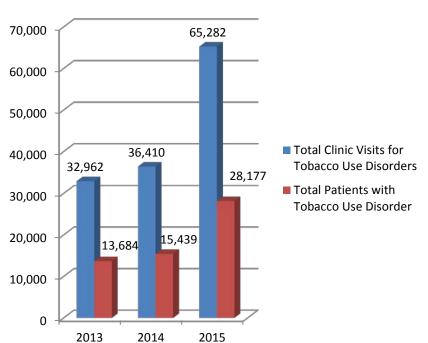


Source: Cigarette smoking and adverse health outcomes among adults receiving federal housing assistance - HUD

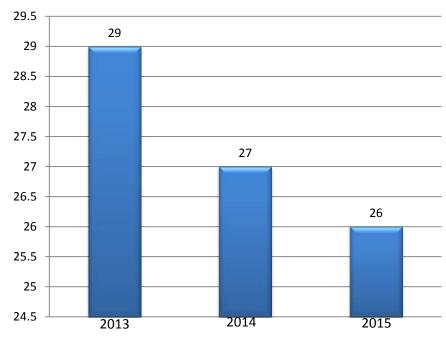


Tobacco Use Disorder UDS Data by Year

Tobacco Use: No. of Visits and Patients



Percentage of Smokers in PHPC Settings by Year

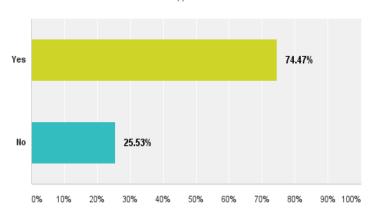




Collaboration Strategies

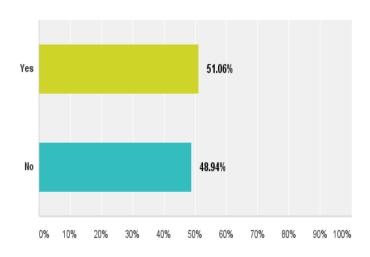
Q43 Are you familiar with a new HUD rule prohibiting lit tobacco in all living units, outdoor areas (25 feet from the housing) and indoor common areas in public housing?

Answered: 47 Skipped: 14



Q44 Are you collaborating with your PHA to implement a smoke-free policy?

Answered: 47 Skipped: 14





Contact Information

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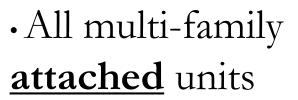


Implementing Non-Smoking Policy at the Boston Housing Authority: John Kane July 20, 2017

BHA Background

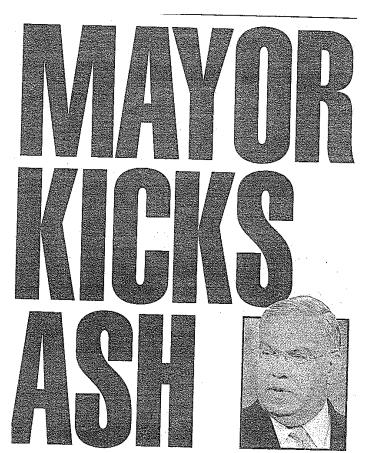
•Approx. <u>12,000</u> Family and Elderly/Disabled units in many building types

• Approx. 26,000 residents





Non-Smoking Policy: Leadership



Menino vows to ban smoking in public housing projects, P. 2-3



Non-Smoking Policy: Staff Trainings

Spring / Summer 2012

- 1. Second Hand Smoke
- 2. Site-Based Plans
- 3. Enforcement / Lease
- 4. Reasonable Accommodation
- 5. Tracking Database
- 6. Ongoing Check-ins



Non-Smoking Policy: Resident Engagement

- City-wide Meetings
- Community Meetings
- Individual Meetings
- Residents & Applicants
 via mail and on website
- Ongoing



Resident Engagement: Continued

Information:

- Policy
- Lease
- Tips for Compliance
- Cessation Resources
- Second Hand Smoke



Non-Smoking Policy: Resident Engagement

Reporting Options:

- In person
- Phone
- Email

BOSTON HOUSING AUTHORITY RESIDENTS: HOW TO REPORT A SMOKING VIOLATION

No smoking allowed inside BHA apartments, buildings, or within 25 feet of the building.





(617) 988-5061



SmokeFree1@bostonhousing.org

You may also suport a smoking violation in person at your management office.

For more information, visits were liquidational op.org/Smale Provid-Musepa

BHA CENTER FOR COMMUNITY ENGAGEMENT AND CIVIL RIGHTS (CCECR)



Non-Smoking Policy: Partnerships

Partners:

- BPHC: grants / data
- Community Health Centers
- Colleges
- Non-Profits

Evaluation:

- Air quality Nicotine
- Resident Surveys/ Interviews



Non-Smoking Policy: Enforcement

Multiple Steps:

- Investigation
- Private Conference
- Manager Agreement
- Standard Operating Procedures



Non-Smoking Policy: CDC REACH

Improved Implementation:

- Tracking Database
- Reporting Options
- Signage
- Resident Engagement
- Section 8 Outreach

Welcome to our Non-Smoking Building



Bienvenidos a nuestro Edificio Libre de Humo

歡迎到訪 本樓宇禁止吸煙

Byenveni nan bilding kote nou pa dwe fimen

Chào mừng quý khách tại cao ốc miễn hút thuốc lá

Benvindu na nos Prédiu Sén Fumu

For the health of our community, this building is 100% non-smoking.

Thank you.



(English, Spanish, Chinese, Wetnamese, Haltian Creole, Cape Verdean)

Non-Smoking Policy: Context

- Amenities –
 lighting, benches,
 shelter, ashtray
- Work Place Ordinances
- Private Housing



Non-Smoking Policy: Contact

John.kane@bostonhousing.org

BHA website: BHA Non-Smoking Policy

Guidebook for Implementation:

https://www.bostonhousing.org/en/SmokeFree BHA.aspx

HUD Guidebook:

https://portal.hud.gov/hudportal/HUD?src=/p rogram offices/public indian housing/program s/ph/phecc/smokefree

South End Community Health center

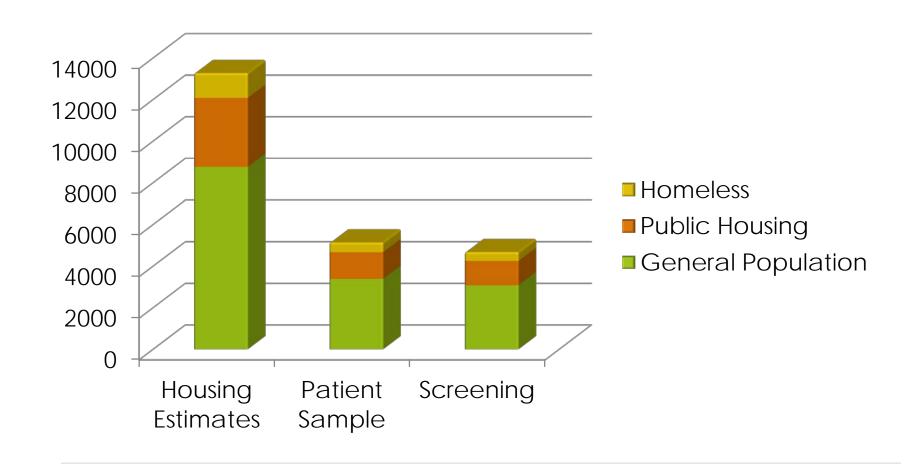
Elizabeth A. Davis, MD

HUD Webinar, July 20, 2017

Clinic Background

- Established 1969 in South End, Boston
- Federally Qualified Health Center
- Three locations: main clinic, school-based health clinic, Department of Mental Health program
- Serves approximately 15,000 patients, >46% live in subsidized housing, 65% Hispanic, majority receive public assistance for health insurance
- Adult Medicine, Family Medicine, Pediatrics, Women's Health, Addiction Medicine, Infectious Disease Clinic, Integrated Behavioral Health, Behavioral Health, Dental, Eye Care, Community Services

Clinic Housing Statistics 2015



Disclaimers

- The 25% Public Housing number is extrapolated from 2014 data, which we believe to be too low
- Total patients seen 2015 (13,271) lower than average as there was significant loss of providers. Now >15,000
- By 2016 <u>all</u> patients determined to be in public housing because of changing in UDS reporting rules
- Screening and counseling approaching 96% since 2016

Supports for Smoking Cessation

- What's in Place
 - Addiction Program
 - Wellness Program
 - Direct engagement in community housing
 - USD requirements to screen for tobacco at each appointment
- What's not in place
 - Dedicated smoking cessation behavioral therapy
 - Group treatment
 - Dedicated couch/navigator
 - Protocol for smoking cessation treatment

Community Programs

- Team of 5 individuals who live in the community, some of whom live in public housing
- Face outward, provide health care education to community, often in public housing
- Provide assistance connecting individuals with Mass Health and other subsidized insurance plans
- Provide assistance with housing, clothes, and food
- Provide information about preventative health care
- Connect individuals to providers and specialists

SUPPORT Wellness

- Management for substance use disorders and HCV
- Team comprised of a physician, psychologist, nurse, nurse practitioner, case manager who faces in and out
- Federal and Industry Grant funding, started October 2016
- Licensed by Department of Public Health
- 60 patients treated for addiction and 40 with HCV
- Expanding linkage to care with homeless shelter, correctional facility, sober/half-way houses

Support Wellness

- HCV/HIV/STI screening (on site and point of care testing in the community)
- Group and individual therapy
 - Initial psychological evaluation for all patients
 - Weekly groups, Spanish and English, led by team co-leaders and graduate students
- Tiered Risk drives frequency of appointments, biweekly, weekly
- Medication Assisted Therapy, including Vivitrol and Buprenorphine
- Provide HCV and other STI treatment, including straightforward cases of HBV and SIV
- Data Collection, monthly

Wellness Program

- Individual and group coaching aimed at:
 - Overall wellness
 - Increasing awareness of preventative tests
 - Providing self-management tools to change behavior
- Smoking has frequently been a topic with regard to setting personal goals and disease prevention
- Patients discuss personal struggles with addiction, both identifying triggers, setting achievable goals, stress management

Pediatrics Asthma Program

- 12-15% SECHC pediatric patients have asthma
 - 9.3% national average
- Collaboration with CHOB and partners such as Breathe Easy, Healthy Home, Tufts/CHOB home visiting programs
- Identify patients with poorly controlled asthma, multiple ED visits, urgent care visits, missed days of school
- Intensive nursing staff follow-up
- CM around environmental and insurance issues
- Smoking cessation support through QuitWorks

Upcoming Study Participation

- PCORI (Patient Centered Outcomes Research Institute)
- Federal funding for smoking cessation treatment for patients in community health centers with SMI
- Lifespan of individuals with SMI 25 years younger than average
- Smoking rates 53% among individuals with SMI (as compared with 18% general population)
- Study Arm:
 - Continuing Medical Education re barriers and treatment
 - Community outreach workers to accompany patients
 - Varenicline (Chantix)





COMPREHENSIVE TOBACCO CESSATION IN PUBLIC HOUSING COMMUNITY HEALTH CENTERS: BEYOND POLICY ADOPTION AND IMPLEMENTATION

Bill Blatt, MPH
National Director of Tobacco Programs
American Lung Association

July 20, 2017

TALKING TO MULTI-UNIT HOUSING RESIDENTS ABOUT QUITTING SMOKING



Talking to Residents about Quitting

(Some) Core Beliefs about Tobacco Cessation

- Everyone **can** quit.
- You don't have to quit alone.
- You had to learn how to smoke and you have to learn how to quit.
- It takes most smokers several tries before they're able to quit for good.
- One size doesn't fit all.
- Everyone <u>can</u> quit.





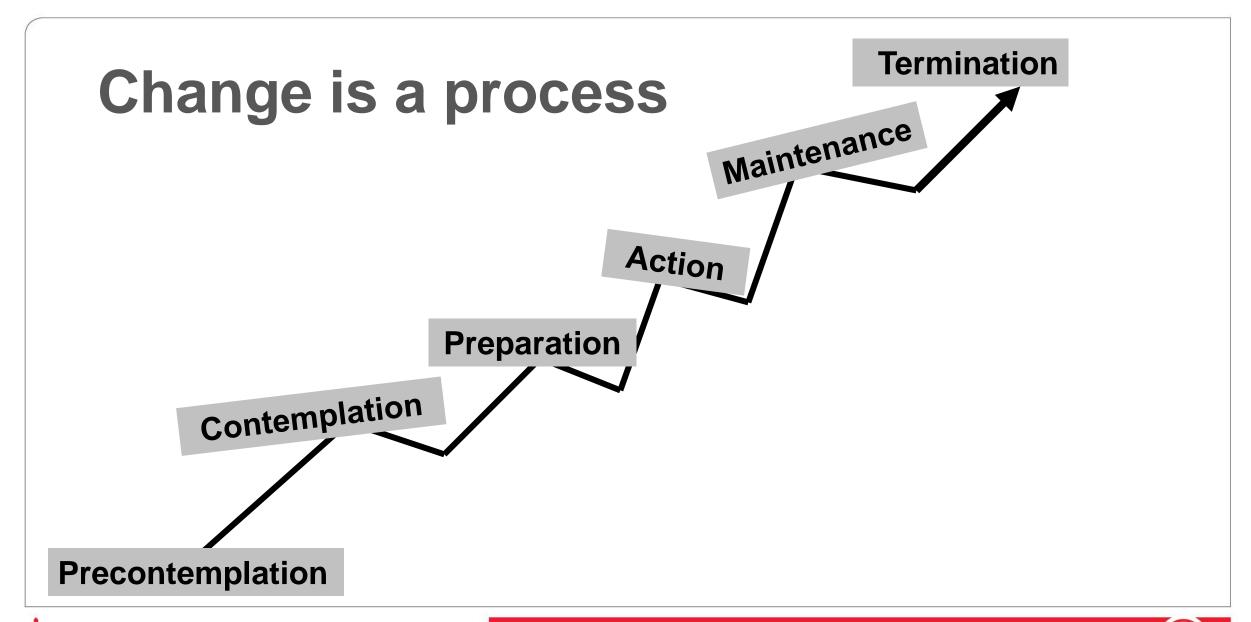
Talking to Residents about Quitting

Things to Remember

- Smokefree air policies are about smoking, not smokers.
- Many tobacco users may decide to make a quit attempt when a property becomes smokefree.
- Not every tobacco user will decide to make a quit attempt when a property becomes smokefree.
- Be respectful, empathetic and positive. Roll with resistance.
- Don't be judgmental, confrontational or argumentative.









Transtheoretical Model

Stages of Change

Formal Name	Simple Name
Precontemplation	Not ready to quit
Contemplation	Thinking about quitting
Preparation	Ready to quit
Action	Quitting
Maintenance	Staying quit
Termination	Living quit

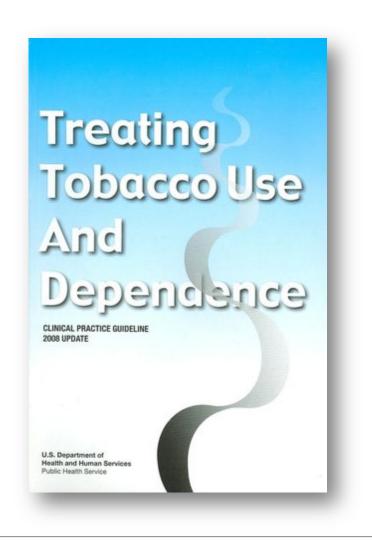




Conducting a Brief Intervention

The 5 A's

- Ask
- Advise
- Assess
- Assist
- Arrange







Conducting a Brief Intervention

The 5 A's – Ready to Quit

- "Do you smoke or use any other form of tobacco?"
- "Quitting isn't easy but it's possible, and it's the single best thing you can do for yourself and for your family."
- "Are you ready to try quitting smoking/chewing?"
- "Let's get started by picking your quit date, then we'll figure out what you need to do before then. I know the American Lung Association has some great resources to help you quit let me tell you about them..."
- "I'm going to put a note so we remember to talk about this next time. It's OK if you haven't quit by then but let's keep working toward this goal together."





Conducting a Brief Intervention

The 5 A's – Not Ready to Quit

- "Do you smoke or use any other form of tobacco?"
- "It can be a little daunting but quitting is the single best thing you can do for yourself and for your family. And quitting means you won't have to go out for a smoke break when it's raining or in the middle of the winter."
- "Are you ready to try quitting smoking/chewing?"
- "Quitting isn't easy and you have to be ready. I'll check back with you again in the future and you can always reach out to me if you want to talk about it. In the meantime, here are some resources to learn more..."



If You're Not Comfortable Doing All 5 A's

Ask - Advise - Refer

- "Do you smoke or use any other form of tobacco?"
- "You know, quitting is the single best thing you can do for yourself and for your family. Are you willing to give it a try?"
- "The American Lung Association would be happy to help you quit smoking. You can reach them at 1-800-LUNG-USA or <u>Lung.org</u>. If it's OK with you, I can give them your contact information and they'll reach out to you about quitting."



AMERICAN LUNG ASSOCIATION RESOURCES TO HELP TOBACCO USERS QUIT





Freedom From Smoking®

- Voluntary, interactive and supportive
- Addiction-based model with behavior change focus
- Supports use of cessation medications
- Multiple options available:
 - Freedom From Smoking in-person group clinic *
 - Freedom From Smoking Plus
 - Lung HelpLine *
 - Freedom From Smoking self-help guide *



* Available in Spanish



FreedomFromSmoking.org





Lung HelpLine

- Staffed by nurses, respiratory therapists and smoking cessation counselors
- Open weekdays 9am-10pm Eastern and weekends 10am-6pm Eastern
- Can answer questions on any lung health topic, including:
 - Tobacco cessation
 - Lung cancer
 - COPD
 - Asthma
 - Air quality

1-800-LUNG-USA









Reaching the American Lung Association

To find our smoking cessation resources:

- Lung.org/ffs
- FreedomFromSmoking.org

To find our smokefree multi-unit housing resources:

Lung.org/smokefreehousing



- Lung.org
- 1-800-LUNG-USA







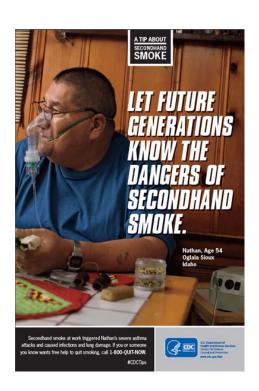
Q&A

Submit questions via the chat box

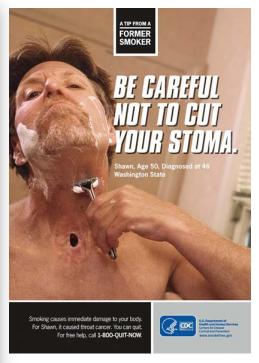




Tips® Campaign Overview



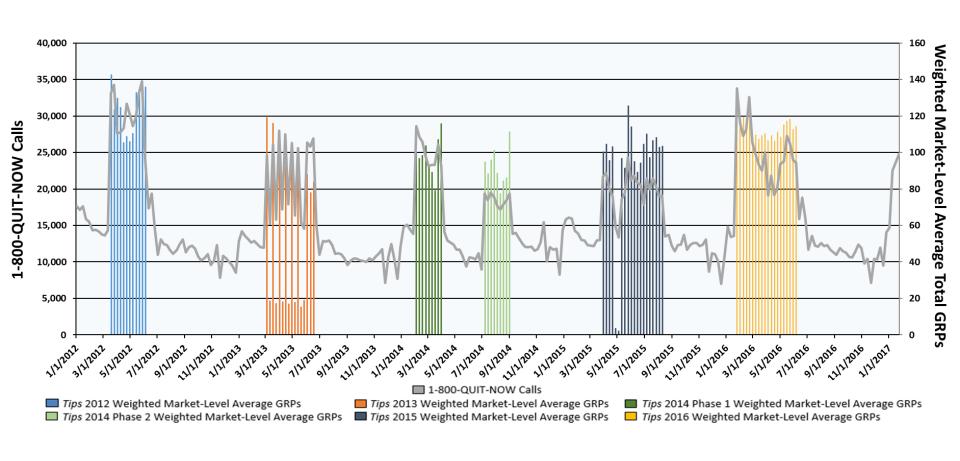




- 1. CDC. Current Cigarette Smoking Among Adults—United States, 2005–2014.. MMWR 2015;64(44):1233–40
- 2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: HHS,CDC, NCCDPHP, OSH, 2014

National 1-800-QUIT-NOW Call Volume

January 2012 - January 2017



Tips® Resources - Website













Learn more about how smoking and secondhand smoke affect specific groups.



Free tools and materials for health care providers, faith-based organizations, and public



health professionals to help people guit smoking.



including Facebook, Twitter, YouTube, and Pinterest.

STAY CONNECTED



Join the conversation about Tips and smoking-related topics on social media channels,



NEWSROOM

Information for journalists, bloggers, and members of the press about the Tips From Former Smokers campaign, which features real people suffering as a result of smoking and exposure to secondhand smoke.

REAL STORIES







www.CDC.gov/tips

7/19/2017

Example of Available Tips® TV Ads: Cessation Tips



Smokefree Resource Flyers

AVAILABLE IN ENGLISH AND SPANISH





www.CDC.gov/tips

www.plowsharegroup.com/cdctips or www.CDC.gov/tobacco/mcrc

Leveraging Tips®

There are several ways we suggest our partners help promote the campaign.

- Share the Tips™ campaign resources with stakeholders
- Include Tips™ campaign materials, including free videos, handouts, and notepads, in your community health center or medical center locations and meetings
- Highlight the *Tips*[™] campaign on your organization's website, and in other materials
- Share our online quit guide and the 1-800-QUIT-NOW number with patients

Resources & Questions

- Tips™ Campaign Resources:
 - TipsTM Website <u>CDC.gov/tips</u>
 - Tips™ Campaign Download Center www.plowsharegroup.com/cdctips



- CDC Media Campaign Resource Center (MCRC) <u>www.cdc.gov/tobacco.mcrc</u>
- State and Local Health Departments
 - Tobacco Control Network State Directory www.tobaccocontrolnetwork.org/state/
 - NACCHO Directory of Local Health Departments <u>www.naccho.org/membership/lhd-directory</u>
- General Public & General Tips™ Campaign Questions:
 - Tobacco Education Campaign (CDC)
 tobaccomediacampaign@cdc.gov

Contact

Tips® Partner Resources

Shelley Hammond 770-488-3948

AQQ7@cdc.gov

For more information, contact CDC 1-800-CDC-INFO (232-4636) TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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American Association for Respiratory Care (AARC)



- Free Continuing Respiratory Care Education credit (CRCEs) are available to Respiratory Therapists who attend this live webinar
- Instructions on how to claim credit will be included in our postwebinar email



Save the date

SCLC's next Live webinar:

"Rather wreck my gums than my lungs: Smokeless tobacco and California rural adolescent males"

with Benjamin Chaffee, DDS, MPH, PhD, Assistant Professor, UCSF School of Dentistry

Wednesday, August 30, 2017 @ 1pm EDT







- Jointly funded by CDC's Office on Smoking & Health & Division of Cancer Prevention & Control
- Provides resources and tools to help organizations reduce tobacco use and cancer among people with mental illness and addictions
- 1 of 8 CDC National Networks to eliminate cancer and tobacco disparities in priority populations



Smoking Cessation Leadership Center

CRI CENTERSTON RESEARCH INSTITUTE Visit <u>www.BHtheChange.org</u> and Join Today!

Free Access to...

Toolkits, training opportunities, virtual communities and other resources

Webinars & Presentations

State Strategy Sessions



Community of Practice



#BHtheChange



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- Visit us online at smokingcessationleadership.ucsf.edu
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