

Reducing Tobacco Use

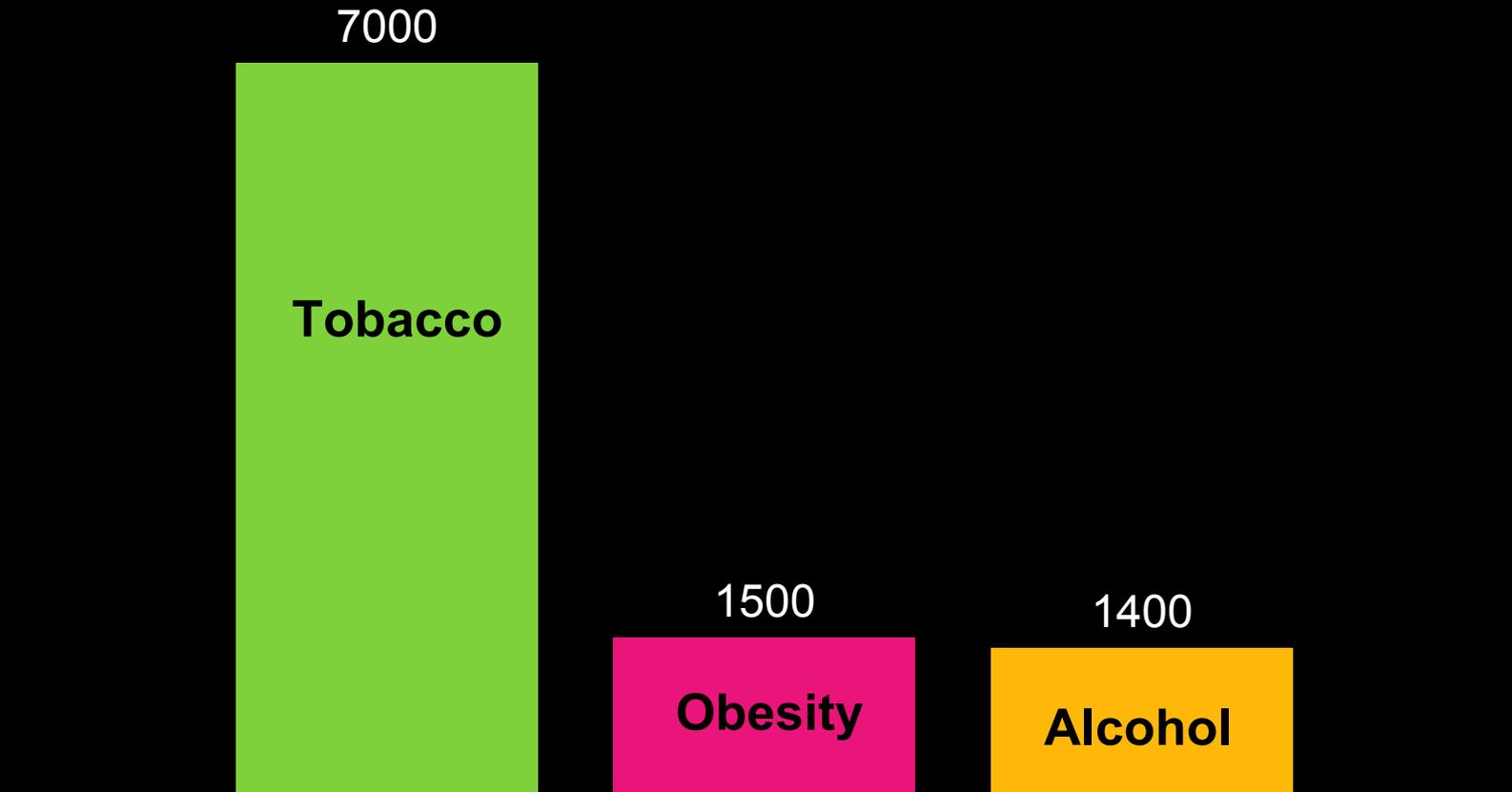
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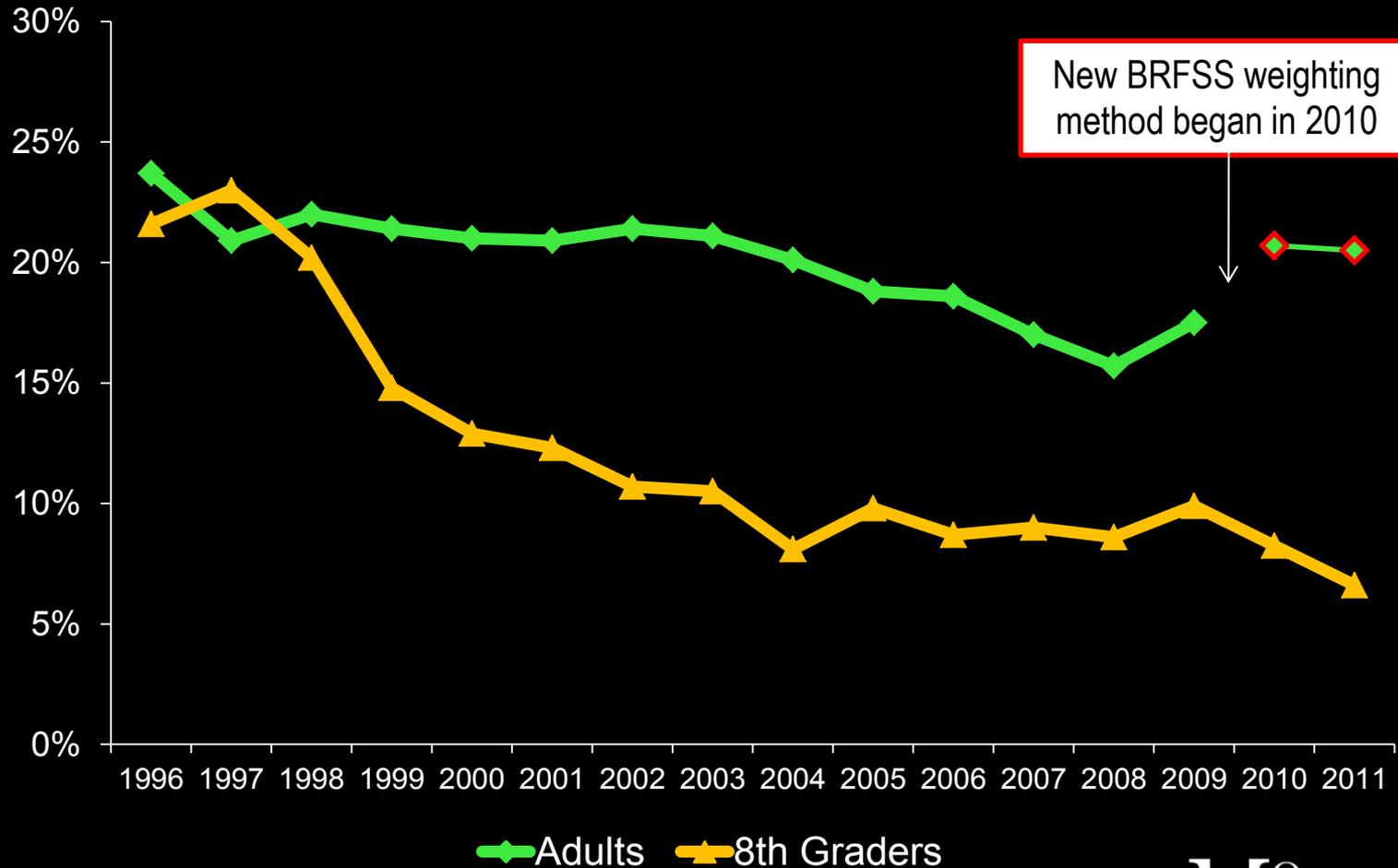
Oregon
Health
Authority

October 17, 2014

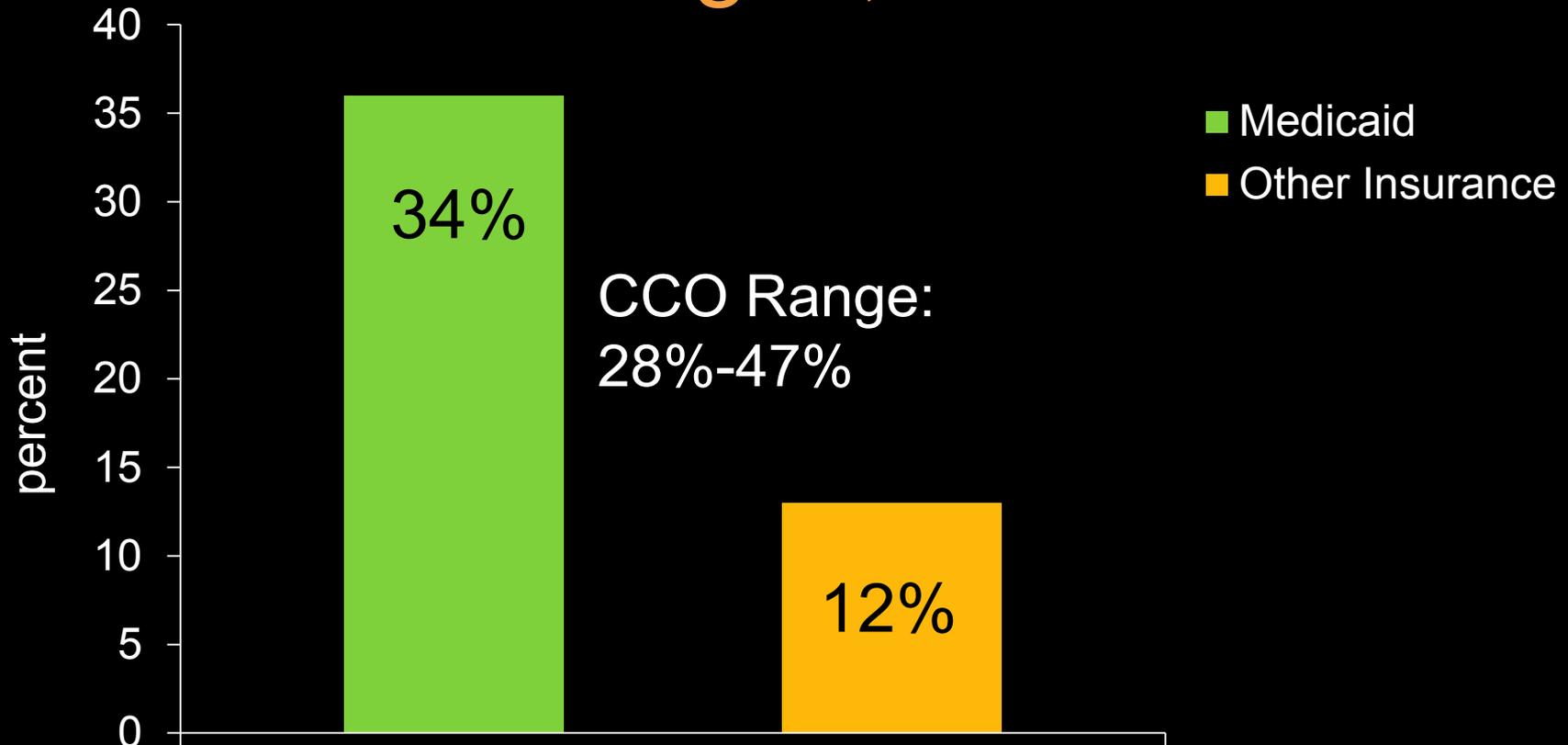
Behaviors that Kill Oregonians



Cigarette smoking prevalence



Cigarette Use by Insurance Oregon, 2013

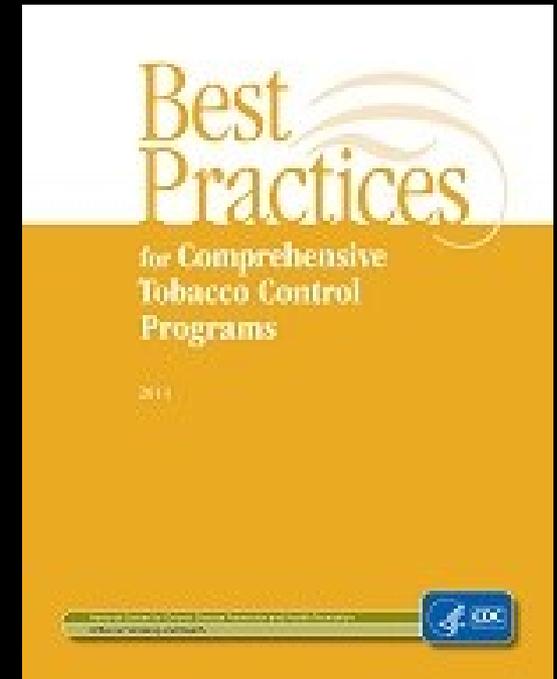


Rationale for Prevalence

- Medicaid patients >2.5 times more likely to smoke
- Smoking costs Oregon:
 - \$1.3 Billion overall in medical costs
 - \$374 Million for Medicaid medical costs
- For CCOs to control medical costs, need to ↓ number of smokers

Comprehensive Tobacco Control

- Community interventions
- Mass media
- Cessation benefit
- Data/ evaluation



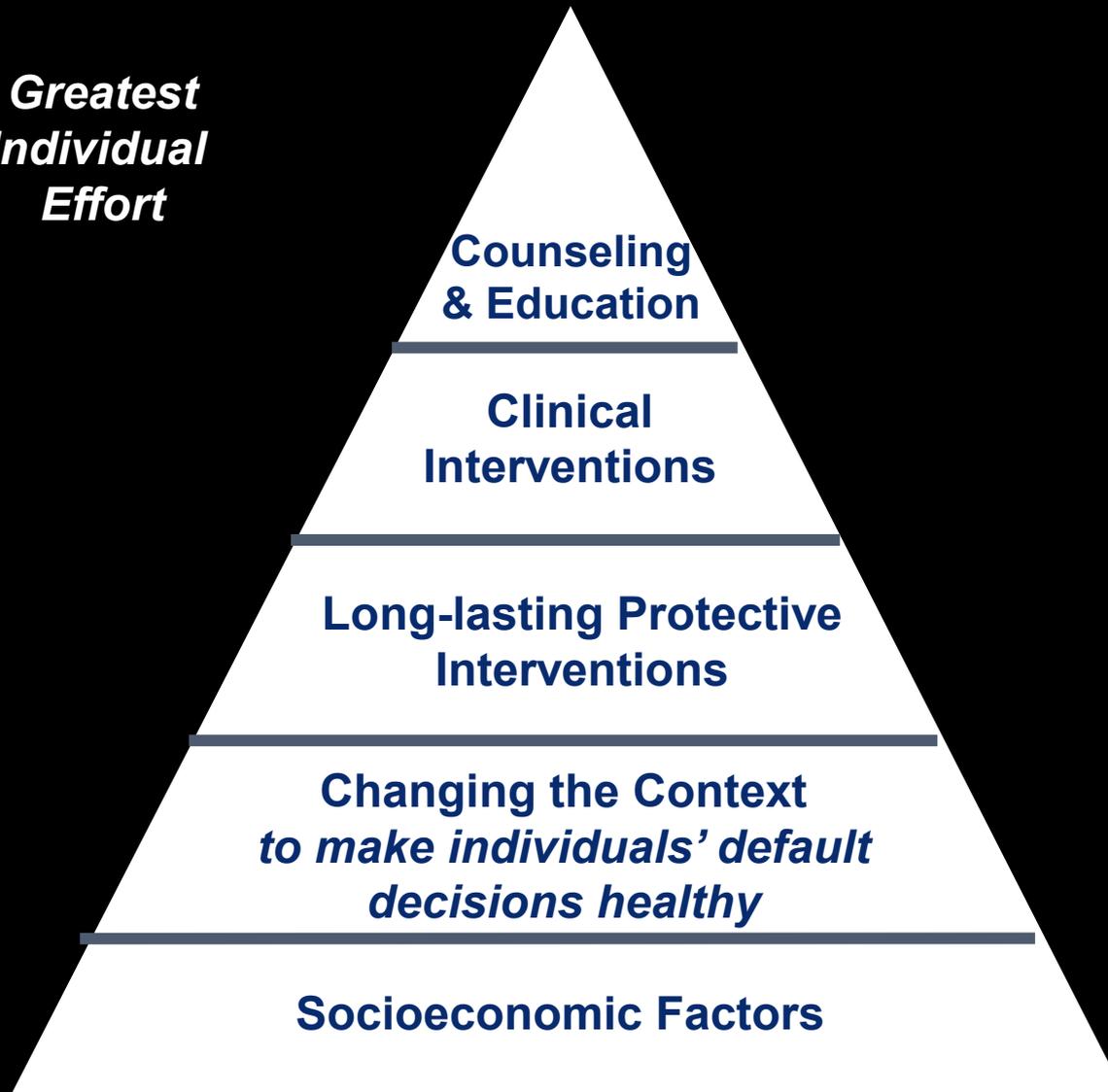
Factors that Affect Health

**Smallest
Impact**

**Greatest
Individual
Effort**



**Largest
Impact**



**Counseling
& Education**

**Clinical
Interventions**

**Long-lasting Protective
Interventions**

**Changing the Context
to make individuals' default
decisions healthy**

Socioeconomic Factors

Tobacco Control Examples

**Smallest
Impact**

**Greatest
Individual
Effort**

Examples

Individual/Group
Counseling

Brief Intervention by
provider

Cessation benefit;
proactive quitline service

smoke-free laws &
policies, tobacco tax

**Counseling
& Education**

**Clinical
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**Long-lasting Protective
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**Changing the Context
*to make individuals' default
decisions healthy***

Socioeconomic Factors

**Largest
Impact**

Reducing Tobacco: In Clinic

- Assess smoking status (Methods Vary)
- Advise to quit (45-61%)
 - Prescribe medication
 - Refer to counseling/quitline



Reducing Tobacco: In CCO

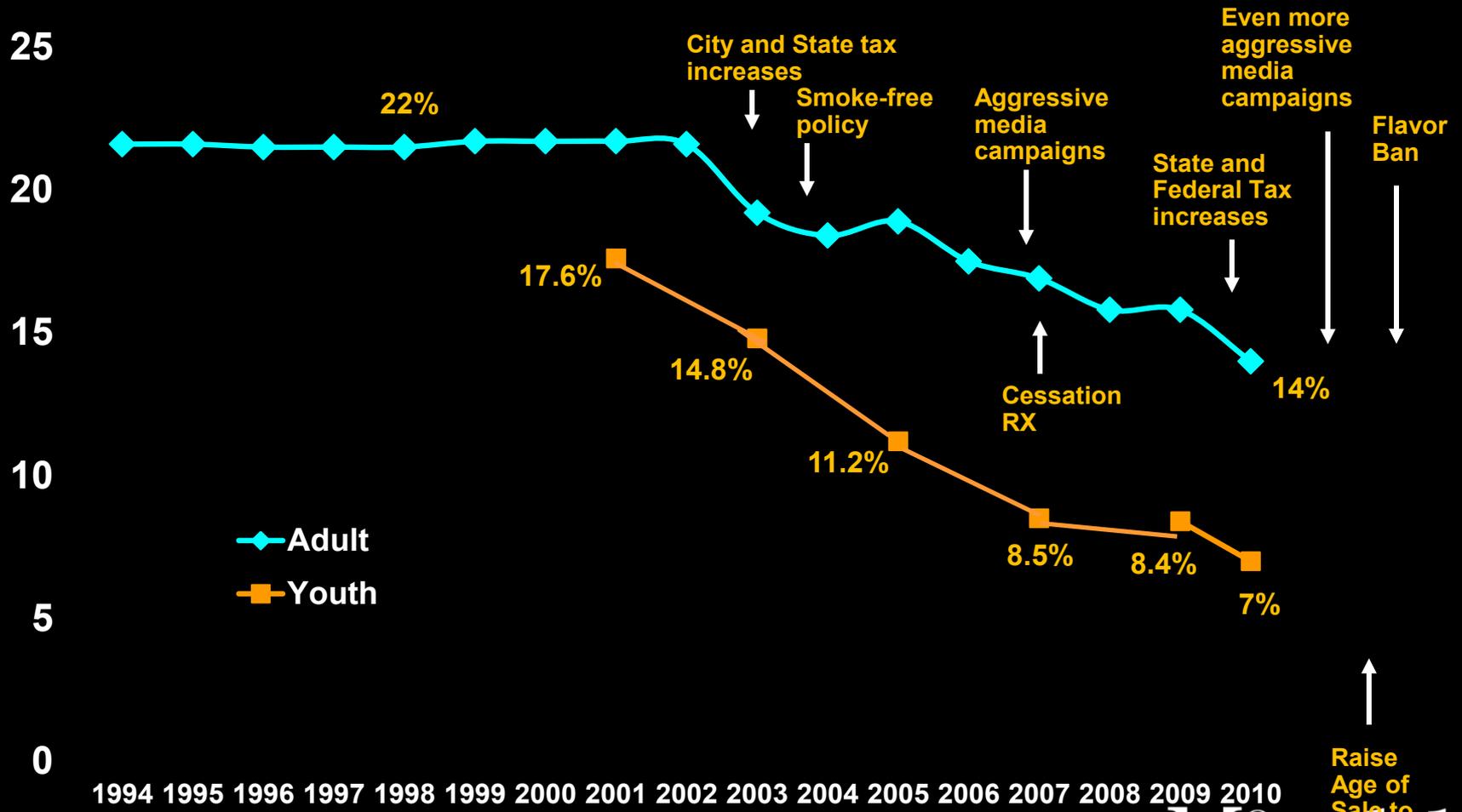
- CCO-wide
 - Benefit promotion (beyond website/handbook)
 - Tobacco-free campus (only 4 CCOs currently)
 - Proactive outreach to identified tobacco users
- Benefit Design
 - Seven approved medications (65% of CCOs)
 - All three forms of counselling (75% of CCOs)
 - No barriers (0% -- All CCOs could improve)

Reducing Tobacco: In Community

- Partner with Local Tobacco Control Programs
 - Smoke-free/Tobacco-Free policies in communities
 - Price increases
 - Point of sale restrictions
 - Aggressive media campaigns



Impact of comprehensive tobacco control in NYC



Prevalence aligns with other efforts

- CCO community health improve plan strategies
- Public Health Strategic Plan
- Addictions & Mental Health Strategic Plan
- Oregon's Healthy Future (state health improve plan)
- Oregon Governor's 10 year plan
- Healthy People 2020, HHS High Priority Goal, CDC Winnable Battles, etc.



Questions?