

## Public Health and CCO Collaboration

As Coordinated Care Organizations (CCOs) become more accountable to population health outcomes, there are more incentives to collaborate with public health partners to achieve those outcomes. For example, the newly adopted CCO tobacco metric has generated interest in collaboration on tobacco prevention and cessation evidence-based practices. Communications is a core capability of public health and an evidence-based practice that supports and accelerates policy, systems and environmental changes. The Oregon public health system and CCOs can demonstrate successful partnership on a tobacco cessation campaign as a pilot project to learn and frame further collaboration on a range of population health issues.

### **Pilot project: tobacco cessation campaign**

CCOs recently have shown interest in working with public health to expand evidence-based communications campaigns that help Oregonians quit tobacco. OHA uses television, radio, transit, print, digital and social media to reach Oregonians who use tobacco and help them quit as part of a larger, systems-approach to tobacco cessation. In 2015, the Oregon Health Authority's (OHA) Smokefree Oregon cessation campaign increased calls to the Oregon Quit Line by 78% compared to the year prior when there was not a campaign.

Based upon the success of the 2015 cessation campaign, Trillium Coordinated Care Organization (CCO) and Lane County Health Department approached the Public Health Division of OHA about expanding the Smokefree Oregon cessation campaign in Lane County. The January-April 2016 campaign will use Trillium funds through a grant to OHA to expand the campaign in Lane County. The cessation campaign collaboration with Trillium can be a model for future collaboration with local health departments and CCOs.

CCOs have expressed interest in participating in an expansion of the Smokefree Oregon cessation and prevention campaigns. These initial partnerships can be framed for a longer, sustainable consortium to address population health issues.

### **Consortium model**

A consortium of CCOs and public health partners can effectively address a wide range of population health issues. A consortium model provides:

- Surge capacity to scale up when needed and funds are available
- Agile systems and practices to address wide range of issues
- Flexible to the needs of various partners
- Scalable to statewide or community specific initiatives
- Honed expertise in policy, systems and environment change strategies