

Oregon Health Plan Prioritized List changes Tobacco Cessation During Pregnancy

The Health Evidence Review Commission approved the following changes to the Prioritized List of Health Services on August 11, 2016, based on the approved coverage guidance, “Tobacco Cessation During Pregnancy.” The changes will take effect on the Prioritized list of Health Services for the Oregon Health Plan on October 1, 2015.

- 1) Modify Guideline Note 4 as follows

GUIDELINE NOTE 4, TOBACCO DEPENDENCE, INCLUDING PREGNANT WOMEN

Lines 1, 5

Pharmacotherapy and behavioral counseling are included on ~~this~~ line 5, alone or in combination, for at least 2 quit attempts per year. A minimum of four counseling sessions of at least 10 minutes each (group or individual, telephonic or in person) are included for each quit attempt. More intensive interventions and group therapy are likely to be the most effective behavioral interventions. For pregnant women, additional intensive behavioral counseling is strongly encouraged and not subject to limits.

Inclusion on this line follows the minimum standard criteria as defined in the Oregon Public Health Division “Standard Tobacco Cessation Coverage” (based on the Patient Protection and Affordable Care Act), available here: <https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/pubs.aspx>. The USPSTF has also made “A” recommendations for screening, counseling, and treatment of pregnant and nonpregnant adults, included in [Guideline Note 106](#).

The development of the pregnancy-related portions of this guideline note was informed by a HERC coverage guidance. See <http://www.oregon.gov/oha/herc/Pages/blog-reduce-tobacco-use-pregnancy.aspx>

- 2) **Modify Guideline Note 99 as follows:**

GUIDELINE NOTE 99, ROUTINE PRENATAL ULTRASOUND

Lines 1,39,41,67

Routine ultrasound for the average risk pregnant woman is included on these lines for:

- A) One ultrasound in the first trimester for the purpose of identifying fetal aneuploidy or anomaly (between 11 and 13 weeks of gestation) and /or dating confirmation. In some instances, if a patient’s LMP is truly unknown, a dating ultrasound may be indicated prior to an aneuploidy screen

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- B) One ultrasound for the purpose of anatomy screening after 18 weeks gestation. [For women using tobacco during pregnancy, additional counseling around smoking impacts on the fetus is included during this ultrasound.](#)

Only one type of routine prenatal ultrasound should be covered in a single day (i.e., transvaginal or abdominal).

The development of this guideline note was informed by a HERC coverage guidance. See <http://www.oregon.gov/oha/herc/Pages/blog-routine-ultrasound-pregnancy.aspx>

3) Modify the MULTISECTOR INTERVENTIONS: TOBACCO PREVENTION AND CESSATION to include interventions for pregnancy:

MULTISECTOR INTERVENTIONS: TOBACCO PREVENTION AND CESSATION, INCLUDING PREGNANT WOMEN

Benefit coverage for smoking cessation on Line 5 and in Guideline Note 4 TOBACCO DEPENDENCE is intended to be offered with minimal barriers, in order to encourage utilization. To further prevent tobacco use and help people quit, additional evidence-based policy and programmatic interventions from a population perspective are available here:

- Oregon Public Health Division's Health Promotion and Chronic Disease Prevention Section: Evidence-Based Strategies for Reducing Tobacco Use A Guide for CCOs
https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Documents/evidence-based_strategies_reduce_tob_use_guide_cco.pdf
- Community Preventive Services Task Force (supported by the CDC) - What Works: Tobacco Use
<http://www.thecommunityguide.org/about/What-Works-Tobacco-factsheet-and-insert.pdf>




The Community Preventive Services Task Force identified the following evidence-based strategies:


















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TASK FORCE FINDINGS ON TOBACCO USE

The Community Preventive Services Task Force (Task Force) has released the following findings on what works in public health to prevent tobacco use. These findings are compiled in The Guide to Community Preventive Services (The Community Guide) and listed in the table below. Use the findings to identify strategies and interventions you could use for your community.

Legend for Task Force Findings:  Recommended  Insufficient Evidence  Recommended Against (See reverse for detailed descriptions.)

Intervention	Task Force Finding
Reducing Tobacco Use Initiation	
Increasing the unit price of tobacco products	
Mass media campaigns when combined with other interventions	
Smoke-free policies	
Increasing Tobacco Use Cessation	
Increasing the unit price of tobacco products	
Mass media campaigns when combined with other interventions	
Mass-reach health communication interventions	
Mobile phone-based interventions	
Multicomponent interventions that include client telephone support	
Smoke-free policies	
Provider reminders when used alone	
Provider reminders with provider education	
Reducing client out-of-pocket costs for cessation therapies	
Internet-based interventions	
Mass media – cessation contests	
Mass media – cessation series	
Provider assessment and feedback	
Provider education when used alone	

Intervention	Task Force Finding
Reducing Exposure to Environmental Tobacco Smoke	
Smoke-free policies	
Community education to reduce exposure in the home	
Restricting Minors' Access to Tobacco Products	
Community mobilization with additional interventions	
Sales laws directed at retailers when used alone	
Active enforcement of sales laws directed at retailers when used alone	
Community education about youth's access to tobacco products when used alone	
Retailer education with reinforcement and information on health consequences when used alone	
Retailer education without reinforcement when used alone	
Laws directed at minors' purchase, possession, or use of tobacco products when used alone	
Decreasing Tobacco Use Among Workers	
Smoke-free policies	
Incentives and competitions to increase smoking cessation combined with additional interventions	
Incentives and competitions to increase smoking cessation when used alone	

Visit the "Tobacco Use" page of The Community Guide website at www.thecommunityguide.org/tobacco to find summaries of Task Force findings and recommendations on tobacco use. Click on each topic area to find results from the systematic reviews, included studies, evidence gaps, and journal publications.

The Centers for Disease Control and Prevention provides administrative, research, and technical support for the Community Preventive Services Task Force.

To reduce the use of tobacco during pregnancy and improve associated outcomes, the evidence supports the following interventions:

- [Financial incentives \(contingent upon laboratory tests confirming tobacco abstinence\) are the most effective](#)
- [Smoke-free legislation](#)
- [Tobacco excise taxes](#)