

BACKGROUND

For the first time in Oregon, during the 2013 legislative session, Tobacco Master Settlement Agreement (TMSA) funds were designated for tobacco prevention and control. Input from the Conference of Local Health Officials (CLHO), the CLHO Healthy Communities Committee, the Tobacco Reduction Advisory Committee (TRAC), and an expanded group of advisors including representatives from Coordinated Care Organizations (CCOs) and the Governor’s Office resulted in a competitive funding opportunity using a portion of the TMSA funds for Local Public Health Authorities (LPHAs) to advance policy, systems and environmental changes that:

- Promote tobacco-free environments and communities,
- Reduce the influence of tobacco product marketing and promotion, and
- Encourage tobacco users to quit.

LPHAs were encouraged to work with their local CCO, Regional Health Equity Coalitions, Tribes, and other community organizations representing local populations disproportionately impacted by tobacco products to implement recommendations from the Centers for Disease Control and Prevention (CDC) Best-Practices for Tobacco Control.

Klamath County Health Department was one of six grantees in Oregon awarded funds to advance tobacco control and prevention in local communities.



“Instead of public health going to clinicians and saying ‘tobacco is so important,’ these Tobacco Treatment Specialist (TTS) providers can be the ones to say cessation is critical.”

SPArC Tobacco-Free Klamath

Grantee Summary

Klamath County is a geographically large rural county located in Southern Oregon. County residents experience higher rates of poverty than in Oregon overall, with an unemployment rate of 9.5% in February 2015. Cascade Health Alliance is the CCO for the county, and the Healthy Klamath Collaborative includes public and private partners from health and other sectors. The Robert Wood Johnson Foundation county health rankings gives Klamath County health outcomes an overall rank of 34th out of the 34 counties ranked.

The Community Health Improvement Plan (CHIP) in Klamath identified tobacco use as a priority issue. An estimated 27.8% of adults in Klamath County use tobacco—approximately 6% higher than in Oregon overall—with over twice the rates of smokeless tobacco use in youth and adult men. Youth, sexual minorities, American Indians, and low-income people use tobacco at higher rates. Additionally, about 1 in 5 pregnant women continue to use tobacco during pregnancy, making this another priority population for cessation interventions.

KEY STRATEGIES

In response to this funding opportunity, LPHAs designed SPArC projects to respond to local needs in tobacco prevention and control; each grantee implemented strategies tailored to their unique context.

Klamath County Health Department focused on 3 policy strategies in their SPArC project:

1. Establish and implement an effective referral system to cessation resources for pregnant women on the Oregon Health Plan who use tobacco.
2. Warn LGBT community groups about the dangers of tobacco use and share the alarming tobacco-related disparities in the LGBT communities. Promote the adoption of a tobacco-free meeting policy to reduce tobacco-related disparities.
3. Engage Klamath Falls' new School-Based Health Center youth advisory council to prevent students from using tobacco.

“The funds allowed us to start working with the clinics on a deeper level, with the largest healthcare system and the local FQHC (Federally Qualified Health Center). That wouldn’t have happened without this funding.”

SPArC Tobacco-Free Klamath

Project Milestones

Strategy 1: Referral system for pregnant women

- Conducted survey of 254 women receiving care in prenatal and obstetrics clinics in Klamath County
- Presented findings to CCO Community Advisory Council (CAC) and 5 participating clinics
- Designed & implemented media campaign
- Coordinated training for three Tobacco Treatment Specialists (TTS) embedded in mental health and Federally Qualified Health Center clinics
- Presented referral system option for electronic health record system to largest healthcare system in the county and the CCO

“We were able to explore what was available and figure out how providers could bill for cessation counselors and let them know how to do it.”

Strategy 2: Warn LGBT community of tobacco use

- Presented to the Lambdas, a local lesbian, gay, bisexual, transgender (LGBT) community organization, around tobacco issues and healthy meeting policy options
- Created media campaign materials
- Tobacco-free Halloween event

Strategy 3: Engage Youth Advisory Council

- Engaged Youth Rising, a peer-led youth leadership group, on tobacco issues and policy options
- Presented information on new tobacco products to high school teachers in Klamath County
- County tobacco staff facilitated breakout session at the first youth-led summit on January 31, 2015
- County collaborated with OHSU to train nursing students to conduct focus groups with youth. Six focus groups were completed with high school students around emerging tobacco products.
- Led 12 hour-long interactive sessions with middle and high school students around emerging tobacco products.
- Designed and implemented positive norms media campaign surrounding youth tobacco use
- Conducted tobacco-focused scavenger hunt with teen girls from Youth Corrections



SPArC Tobacco-Free Klamath

CHALLENGES

1. Establishing and implementing a screening and referral system is difficult. Communication issues and dissemination of accurate information can present additional challenges across systems.
2. LGBT populations do not have a well-established presence in Klamath County, and the community lacks supportive environments and systems. Members of the small local LGBT group were more concerned about other health-related issues than tobacco use.
3. Klamath Union High School did not initiate the youth advisory council for the School Based Health Center during the SPArC project funding cycle. Staff needed to quickly identify a different established group for the youth engagement project activities.

“Tobacco is sort of by the wayside. Some people feel like the culture has changed and tobacco just isn’t that big of a priority anymore.”



LESSONS LEARNED

- Adaptation and flexibility are the keys to successful outcomes, particularly around policy and system-level changes
- Systems work takes time, especially across sectors and partners
- Timing is important when rolling out changes to electronic health records
- Pregnant women who use tobacco are asking for a variety of tobacco cessation treatment options across multiple systems and sectors

FUNDED PROJECTS

The Strategies for Policy And environmental Change (SPArC) Tobacco-Free competitive Request for Grant Applications (RFGA) directed applicants to:

- Complement, build upon, or accelerate, but not duplicate, the current Local Program Plan of the LPHA(s) Tobacco Prevention and Education Program (TPEP);
- Be achievable and produce a sustainable change within the 15 month grant period of April 1, 2014 through June 30, 2015; and
- Be evaluable to demonstrate advancement of policy, systems and environmental changes in tobacco prevention and control.

Six grantees were funded across the State of Oregon in the following counties:

1. Coos & Douglas
2. Klamath
3. Lane
4. Linn, Benton & Lincoln
5. Multnomah
6. Yamhill

Next Steps

Strategy 1: Establish referral system for pregnant women

- Continue to work on referral system development with large healthcare systems and providers

Strategy 3: Engage Youth Advisory Council

- Design and implement Health Impact Assessment focused on the effect of tobacco retail licensing (TRL) on youth tobacco rates



Health Promotion and Chronic Disease Prevention Section,
Oregon Public Health Division

public.health.oregon.gov/PreventionWellness/TobaccoPrevention

SmokeFree Oregon resources

<http://smokefreeoregon.com/oregonians/>

MORE INFO

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