

## 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.

Yamhill County was one of six grantees awarded funds to advance tobacco control and prevention in local communities.



### FUNDED PROJECTS:

Six TMSA grantees were funded between 4/1/14—6/30/15 in the following Oregon counties:

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

As a group, these competitive projects were known as Strategies for Policy And enviRonmental Change (SPArC) Tobacco-Free projects.

# SPArC Tobacco-Free Yamhill

## Grantee Summary

Yamhill is a mixed suburban/rural county of about 102,000 residents located in the northwest part of the state. While the prevalence of adult cigarette smoking in Yamhill County is similar to Oregon overall, smokeless tobacco use in adult males is 13% in Yamhill, compared to less than 8% statewide. Fewer than 2 in 3 adults report a healthcare provider asking about tobacco use in the last year.

About 14,000 members are served by Yamhill Coordinated Care Organization (CCO), making the CCO a powerful nexus for reaching tobacco users within the county. Yamhill County Public Health (YCPH) and Yamhill CCO applied for SPArC funding as a consortium to implement tobacco cessation strategies, including tobacco-free environments and screening & referral systems, within their CCO.

## KEY STRATEGIES

LPHAs designed SPArC projects that were responsive to local needs in tobacco prevention and control; each grantee implemented strategies tailored to their unique context.

Yamhill County proposed the following strategies in their SPArC application:

1. Establish policies for smoke- and tobacco-free facilities for Yamhill CCO and their contracted medical, behavioral, and dental providers.
2. Assist Yamhill CCO health providers in establishing referral systems to the Oregon Tobacco Quit Line, chronic disease self-management programs, and other cessation resources.

*“Implementing a tobacco-free policy is just another way that Yamhill CCO can continue to lead health care transformation and promote healthy living in our community...hopefully the community partners and the members we serve can see the importance of that, and can build upon it as they work to become tobacco-free... The tobacco-free policy is another piece of that support people need.”*

**Dr. Jim Rickards, Health Strategy Officer, Yamhill CCO**

# SPArC Tobacco-Free Yamhill

## Project Milestones

- **Created New Tobacco-Free Environments:**  
Project staff supported Yamhill CCO to implement a smoke- and tobacco-free policy at the Yamhill CCO main campus in McMinnville. Health Department staff also presented the policy to Yamhill CCO Clinical Advisory Panel to encourage and offer assistance to contracted providers to voluntarily implement the policy at clinical sites and healthcare campuses.

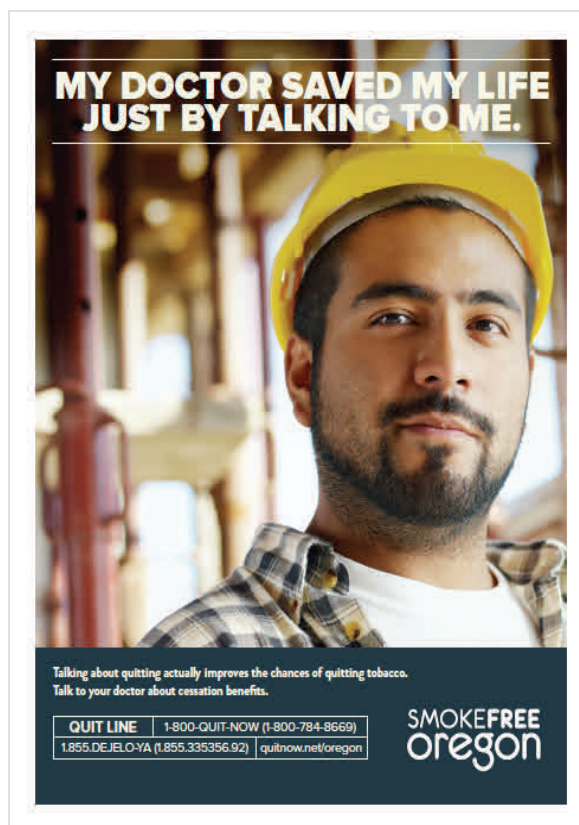
- **Developing a Screening & Referral System to Support Cessation:**  
A new Community Hub Referral form was created for use across the Yamhill CCO system. When medical, dental, and behavioral health providers screen CCO members for tobacco use, they can use the form to refer them to the Oregon Tobacco Quit Line (OTQL), Chronic Disease Self Management (CDSM) programs, or other services. Community Health Workers follow up with the patient. This system, which was piloted in Spring 2015, offer patients a “no wrong door” approach to accessing these services and is both acceptable to and feasible for providers.

- **Built Capacity for Ongoing Cessation Work within the CCO:**

Strong partnerships have been built between public health and YCCO staff members.

Ongoing collaborations include:

- Public health membership and active involvement in multiple CCO committees and boards.
- Working with YCCO Maternal Medical Homes Development Workgroup to implement tobacco screening & referral systems for pregnant women.
- Conducting an assessment to evaluate the feasibility of integrating tobacco into the S-BIRT screening tool.



## CHALLENGES

This project faced some challenges to reaching the initial goals, largely related to beginning a new project at the inception of the new CCO, such as:

- Acquiring population-level tobacco use data
- Retaining priority amongst other Yamhill CCO projects and start-up initiatives

These challenges required the Health Department staff and leadership to develop new strategies midway through the project to meet short-term, system-level milestones.

For example, in order to work towards system-level policies and procedures related to cessation and tobacco-free environments, the focus shifted to encouraging clinics to adopt voluntary policies now, and to building support for more comprehensive tobacco policies, including employee cessation resources, in the future.

## LESSONS LEARNED

- “Timing is everything.” Implementation of system-wide tobacco policies was too lofty a goal in the early years of Yamhill CCO.
- Cessation work within a clinical setting must include medical provider input and buy-in from the beginning to be successful. Consult your Clinical Advisory Team early in the planning phase.
- Demonstrating success through smaller pilot projects, such as focusing on one provider specialty (e.g. prenatal providers) helps create necessary buy-in for system-wide change.



## CONTACT

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Learn more about Smokefree Oregon  
Heroes in Yamhill County:

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