**Pregnancy and Tobacco Use Work Group Notes**

**Conference Call, Monday, August 10 2015 2:30 – 3:30**

Present: Janet Jones (Umatilla); Kacey Urrutia (Linn); Kris Williams (Crook); Kris Renfro (Harney); Penny Pritchart (Deschutes); Robin Stalcup (Douglas); Sandra Meucci (Multnomah); Shannon Durkey (Coos); Shellie Campbell (Wasco); Jane Palmer (N.C. Public Health Dist.); Kirstin Aird (HPCDP); Minda Morton (Jefferson); Jennifer Webster (Lane)

GUEST: Senator Elizabeth Steiner-Hayward

Everyone introduced themselves, and roll taken.

We began the meeting with Senator Hayward. She commented that, as a physician and teacher, she was dismayed at the study indicating that physicians spend very little time discussing tobacco use with pregnant patients. She shared several thoughts:

* If physicians addressed each health issue requested of them, their day would be 7 hours longer.
  + Tobacco issues to get more buy-in than some other issues
  + She encouraged finding ways to reach out to many providers at once through professional organizations and/or gatherings (physicians, nurses etc.)
* Mid wives, nurses, PA’s may be better able to provide effective cessation counseling that physicians
  + They can use EHR notes to determine if cessation counseling is needed
  + Generally have more time to spend with patients and at times better relationship (seen as less judgmental around tobacco use)

The Senator then asked for input on what programs those on the call were finding effective

* Sandra Meucci: Multnomah is working on a pilot project to implement the Smoking Cessation and Reduction In Pregnancy Treatment (SCRIPT) program. They have completed planning stages and training of nurses and will be implementing the project first in their North East clinic in September. They will screen all pregnant women with CO2 monitor and if the results show exposure to tobacco, the nurses will initiate SCRIPT intervention. The intervention takes about 25-30 minutes and includes a DVD showing how the smoke moves from mom to baby and the effect on both. They were hoping to have software in place to use EPIC for data collection but that may not happen until January.
  + Senator Steiner Hayward commented that one strength in this is putting a specific person in charge of addressing the tobacco issue
* Penny Pritchert: Deschutes County has a SRCH grant which, among other things, is being used to explore implementation of EHR interface with the Quit Line, to create e-referrals to Quit Line and feedback from Quit Line. Penny is working with Pacific Source in exploring this.
* Shellie Campbell has also been talking with the CCO in Wasco about supporting the Quit Line and EHR interface, and has gotten support.
* E-referrals have proven to be more successful that fax referrals. There are a number of other states that have been successful in this, including Massachusetts and Texas. While the initial expense of creating the interface is high, once it is in place it is very efficient and effective.
* On the issue of OCHIN/EPIC interface with Quit Line, the Senator made a few more observations
  + The Quit Line has better capacity right now than OCHIN/EPIC to establish interface
  + EHR direct referral to Quit Line results in better outcomes than fax referral
  + One saved NICU admission would probably pay the cost of doing the necessary work on OCHIN/EPIC
  + Robin: EPIC is the gold standard and unfortunately, counties who chose to use lower cost EHR programs may never be able to connect directly to Quit Line
* Jane Palmer: North Central Health Public Health Systems received a grant from March of Dimes to address several things, including tobacco use. They used some funds to provide nurses and practitioners Motivational Interviewing training from Ariel Singer, PhD, Program and Training Director for the [Northwest Addiction Technology Transfer Center](http://attcnetwork.org/home/), at OHSU. Specifically around tobacco, this has led to use of the single question, “What role does tobacco play in your life?” which helps remove patients’ feeling of judgment or stigma. She also shared that their department has adopted the Sanctuary model
  + - More about Ariel Singer: [**http://www.pcpci.org/resources/webinars/collaborating-health-motivational-interviewing-in-primary-care**](http://www.pcpci.org/resources/webinars/collaborating-health-motivational-interviewing-in-primary-care)
* Kristen Wills: Klamath County has gotten training for three tobacco treatment specialists. One is based at Klamath Basin Behavioral Health and 2 are at their Federally Qualified Health Care Clinic. While these specialists are providing general cessation services, they are hoping for specialized services for pregnancy moving forward. They are hoping to partner with WIC to provide information on this cessation counseling.
* Kirstin Aird: The Quit Line has specialized best-practices services for pregnant women and new moms. They offer 10 calls, with two reserved for postnatal. The Quit Line is working on best ways to promote services to the CCO’s. The question of how and where providers are currently learning about the quit line was raised. Comments included:
  + Market to intake coordinators and nurses in physicians’ offices, not just docs
  + Focus on informing all providers, not just CCO’s to make sure non-OHP moms are being reached
  + OHA is working on communication with CCO’s to promote the Quit Line, especially since the 2016 metrics will include tobacco prevalence and cessation rates
  + Robin commented that the 2016 metrics do not include use of e-cigs or vaping and that it is critical that they do, given the huge increase in their use and the misperception that they are safe.
  + We should include pharmacists as a resource, since recent legislation allows them to bill for new services
  + More information on working with CCO’s and Providers on this will be coming from state soon.
* Janet Jones suggested the possible development of a “click and learn” video dramatization of a quit line call to help providers and potential clients understand how it works and how to make contact.

**Please let me know if I failed to include important information.**

**Next Call: October 12, 2015**