
Collaborating for culturally specific cessation and prevention: Developing and promoting the Native Quit Line

Grantees and Contractors
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Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



Oregon
Health
Authority



Objectives

- 1 Describe **shared efforts** among state and tribal partners to implement the Native Quit Line.
- 2 Describe the **collaborative process** to develop promotional materials for commercial tobacco prevention and cessation among American Indian/Alaskan Native communities.
- 3 Learn how Tribal TPEP, Tribal ADPEP, local TPEP, local ADPEP and RHECs can all **work together to promote** the new service in tribal service areas encompassing 21 counties in Oregon.

Need for culturally specific cessation

- Tribes and Urban Indian programs regularly emphasize the importance of **culturally relevant supports**:
 - Sacred tobacco history and traditional knowledge
 - Incorporating Oregon tribal history
- Community Health Workers (CHWs), Community Health Representatives (CHRs), and other tribal health staff deliver some cessation in tribal communities, however **barriers** exist.
 - The Medicaid reimbursement process for in-person cessation is confusing
 - Services are under-utilized
 - Tribal health systems can be complicated to navigate

Activating the Native Quit Line

- 2016: To address the need for culturally specific cessation and understanding the tobacco use prevalence data among the AI/AN population in Oregon, HPCDP reached out to Clearway Minnesota to learn more about the AI/AN commercial tobacco quit line program piloted with Optum.
- OHA learned of positive outcomes from:
 - collaboration between community partners and state government
 - increased calls to the Quit Line from the AI/AN population, and
 - longer engagement of cessation services.
- 2018: Minnesota and Oklahoma both provided the culturally specific program in their states.
- 2018-2019: OHA reached out to NPAIHB and Optum to start discussions and plan for the launch of this culturally specific cessation service in Oregon.

Native Quit Line

- **Dedicated team of Quit Coaches**
 - American Indian/Alaska Native Quit Coaches
 - Quit Coaches trained to support AI/AN populations
- **Seven (7) scheduled coaching calls**
- **Combined enrollment and first coaching session**
- **12 weeks of combination Nicotine Replacement Therapy**
- **AI/AN-tailored materials/coach support**

Culturally Relevant Coaching

- Combined enrollment and coaching session in first call:
 - Specific questions in enrollment:
 - allow for multiple responses for race
 - ask about use of traditional tobacco, specific to the AI/AN population.
- Quit Coaches supporting the AI/AN Commercial Tobacco Quit Line Program are:
 - Trained in cultural competency specific to the AI/AN population
 - Learn about Oregon history of tribes
 - Incorporate story telling into their coaching approach



Ideas for a successful AI/AN Oregon Quitline

- Coaches trained in proper AI/AN etiquette about each tribe
- Real incentives for quitting
- Long-term contact and counseling
- To be mindful and respectful of traditional tobacco
- Discuss secondhand and third-hand smoke impact on family members and pets

Initial program enrollment and outcomes

- Program launched on March 27, 2019
- Current enrollment to date: **35 participants – Average 6 calls/month**
- Enrollment prior to Native Quit Line: **Average 5 calls/month**
- **Evaluation of program:** A process evaluation will be administered by NPAIHB and tribal partners to collect qualitative data from participants of the Native Quit Line program to support the quality improvement for the next phase of the program.

Tribal Co-Creation

- The Northwest Portland Area Indian Health Board (NPAIHB) engaged early on to provide technical expertise for cessation interventions among native populations in Oregon.
- NPAIHB connected to all tribal TPEP coordinators to assess current needs for AI/AN populations specific to commercial tobacco cessation.
- OHA, Optum and NPAIHB held regular planning and strategy meetings, using data collected from needs assessments, conversations with tribal partners, and historical knowledge to plan and launch the Native Quit Line Program in Oregon.

Tribal Co-Creation

- The NPAIHB role in the process:
 - How the NPAIHB collaborated with OHA and Optum to launch the Native Quit Line.
 - NPAIHB's role with supporting tribal partners to develop communications materials for this program, tobacco prevention and cessation within their communities.
 - How the Native Quit Line and the communications materials can support health systems work on tribal tobacco cessation.

Smokefree Oregon – 2019 Cessation Campaign

1 YEAR

after you quit smoking, your risk of heart disease is cut in half.

CALL: 1.800.QUIT.NOW

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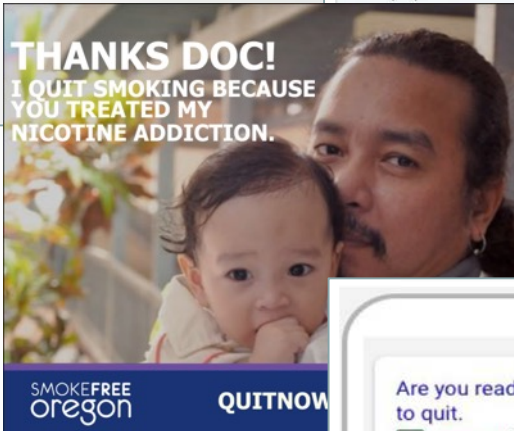
5 AÑOS

después de no fumar, tu riesgo de sufrir un derrame cerebral es el mismo que para una persona que no fuma.

1.855.DEJELO.YA

SMOKEFREE
oregon

THANKS DOC!
I QUIT SMOKING BECAUSE
YOU TREATED MY
NICOTINE ADDICTION.



SMOKEFREE
oregon QUITNOW

Oregon Health Authority
Health 4,540 followers Promoted

Double your patients' chances of quitting tobacco by combining nicotine patch and gum plus counseling. Free resources available for your patients.

A photograph of a doctor in a white coat talking to a patient. The doctor is holding a tablet. The patient is looking at the tablet. The background shows a medical office setting.

SMOKEFREE
oregon

70% of people who smoke want to quit.

Smokefree Oregon
Sponsored

Connect with a coach to get help making your own plan to quit smoking. Call 1-800-QUIT-NOW or go to www.quitnow.net/oregon

A photograph of a woman with red hair looking slightly to the side. She is outdoors, and the background is a blurred green field.

SMOKEFREE
oregon

QUITNOW.NET

g is easier [LEARN MORE](#)

Are you ready to stop smoking? | Free resources to quit.

www.quitnow.net

Three out of four Oregon tobacco users want to quit. We are here to help.

Native Quit Line Promotional Campaign

Designed in collaboration with Oregon's nine federally recognized tribes and three Native-led organizations

- Two-day planning charrette
- Webinars
- Materials review and feedback
- Phone consultations

Planning Charette – May 2019

Collaborative Session

- 8 tribes
- 3 native-serving organizations

Sharing

- Tobacco outreach, engagement, and prevention work

Visioning

- What would a successful campaign look like?

Planning

- What will our process be moving forward?

Materials & Tools Tribes Will Receive

- 2-3 Posters featuring community members telling their story
- 1-minute videos
- Unifying seal
- Template for flyers
- Quit Line brochure
- Traditional tobacco brochure
- Frequently Asked Questions
- Stickers
- 4 digital/print ads
- Radio ad
- Web button and landing page
- Photo and video library

Tribal Co-creation

Tribal TPEP Role:

- Experience co-creating the promotional materials, specifically ensuring tribal media sovereignty over materials.
- Contribution to documenting the Oregon tribal history content for the training of the quit coaches
- Contribution to documenting the history of traditional tobacco in Oregon and how does that connect to cessation efforts



**Tribal Media
Sovereignty**

Questions



Activity

In small groups:

Discuss how communities can collaborate to promote the Native Quit Line, especially those in tribal service areas.

What can be learned from the co-creative process just shared about how tribes and counties can best work together?