
Collaborating for Culturally Specific Cessation and Prevention: Developing and Promoting the Native Quit Line

**Tobacco Reduction Advisory Committee
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Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



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 Share **new promotional materials** and outline the **communications plan to promote** the new service.

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.

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.

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

Initial program enrollment and outcomes as of October 2019

- 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.

Native Quit Line Promotional Campaign

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

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

Planning Workshop – 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
- 1-minute videos
- Unifying seal
- Template for flyers
- Quitline brochure
- Traditional tobacco brochure
- Frequently Asked Questions
- Stickers
- 4 digital/print ads
- Radio ad
- Web button
- Photo and video library

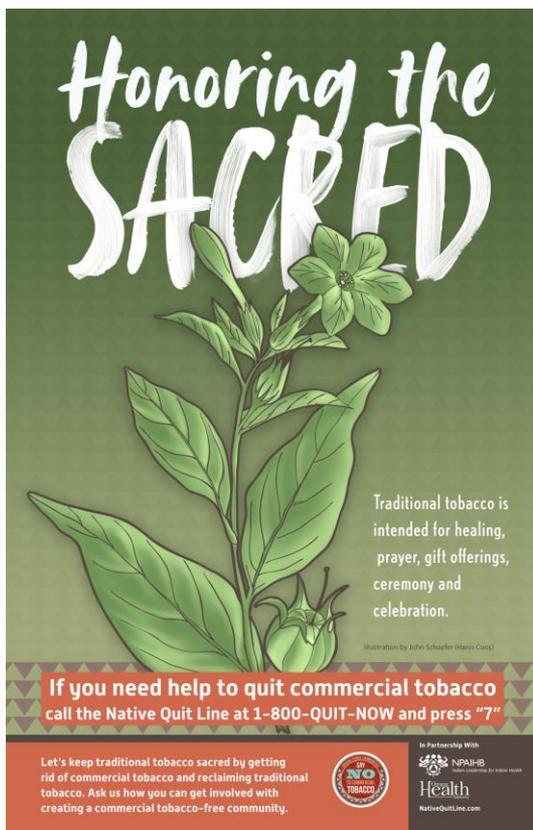
For our approvals process, we are following a set of practices called **media sovereignty**.

Seal & Sticker

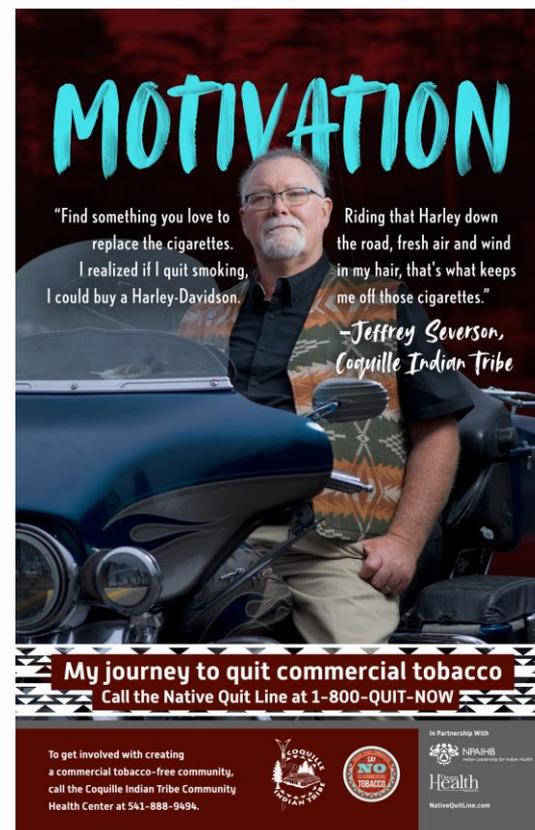


Approved Poster Examples

Traditional Tobacco Poster



Coquille Indian Tribe

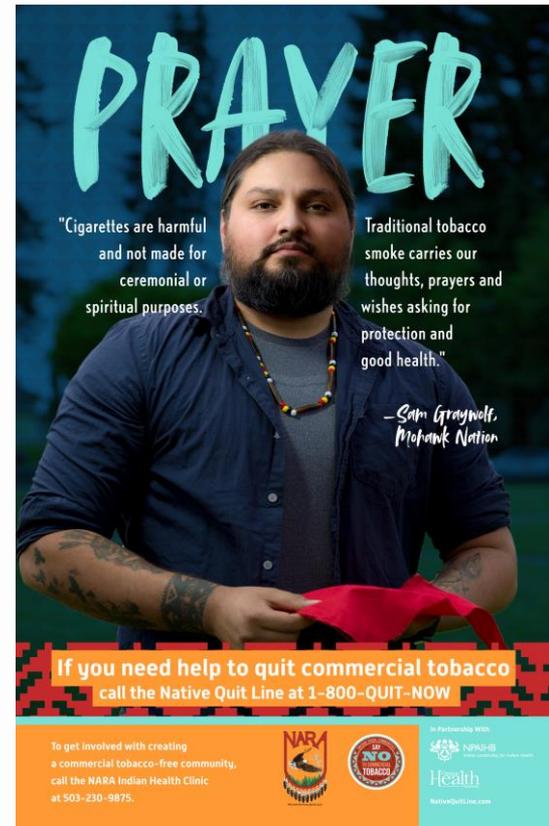


Approved Poster Examples

Native American Youth and Family Center

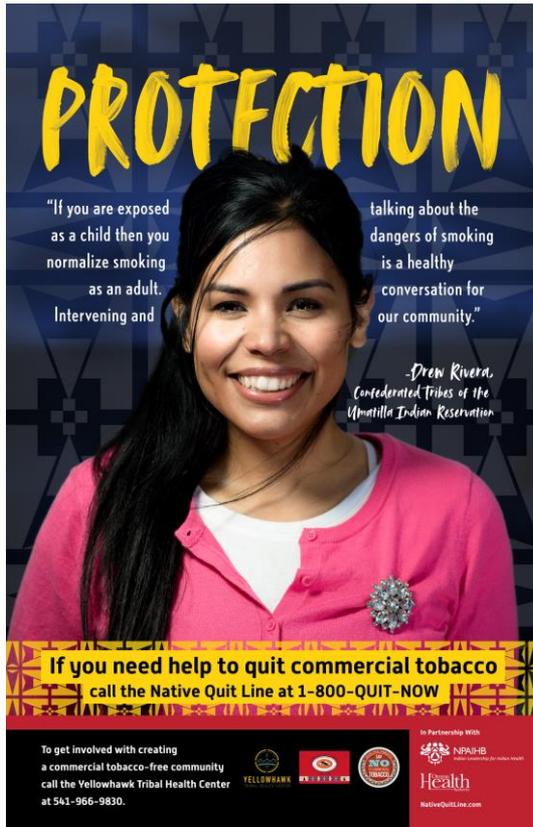


Native American Rehabilitation Association

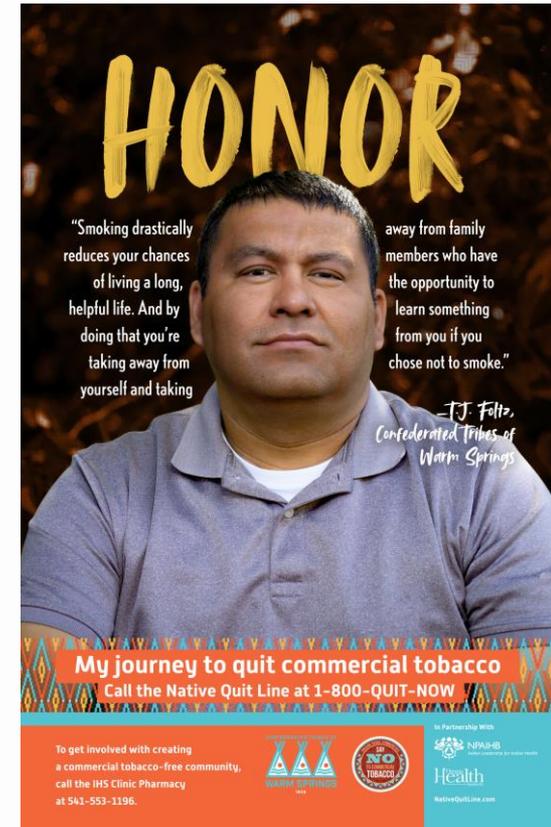


Approved Poster Examples

Confederated Tribes of the Umatilla Indian Reservation



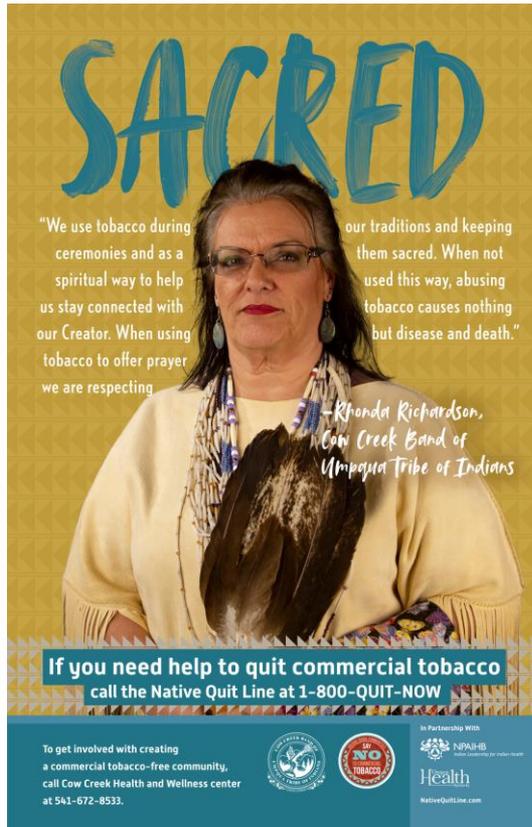
Confederated Tribes of the Warm Springs



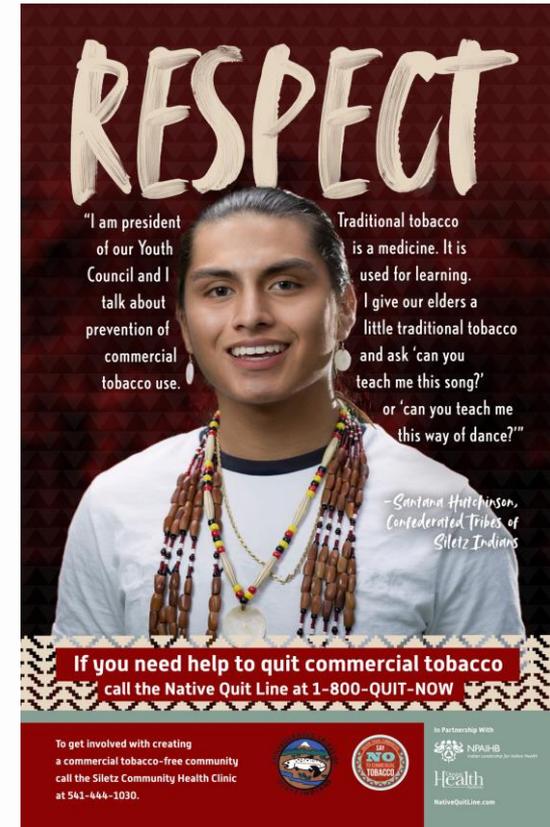
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Approved Poster Examples

Cow Creek Band of Umpqua Tribe of Indians



Confederated Tribes of Siletz Indians of Oregon



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Additional Customized Materials



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Promotional Campaign Next Steps

- **Timeline**

- January: First print run of posters and brochures
 - Technical assistance on rollout plans for tribes.
 - Regional Support Network and other partner sharing by NAYA, NARA, and tribes.
- February: Roll out for tribes that have approved, NARA, and NAYA
 - Includes paid social media from tribes and OHA, supported by media contractor if necessary.
- March: Second print run and rollouts of newly approved materials

Questions

