



Building Relationships for Health System Change

Engaging CCOs to Prevent Tobacco Use

Welcome

Please chat in:

- Your organization
- Role
- Pronouns
- How long you have been in your tobacco prevention role

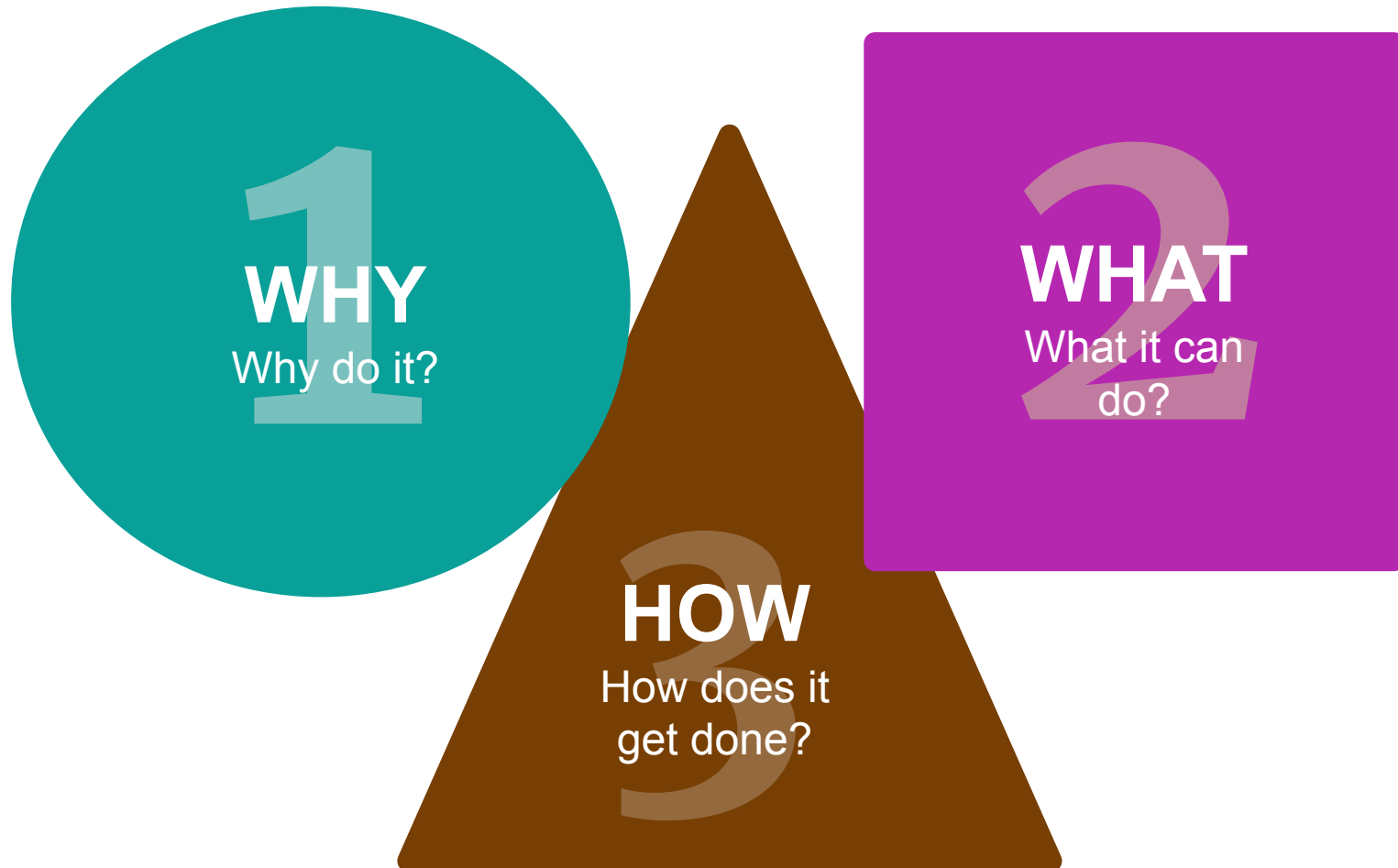


Session goals

By the end of our session today, we will have:

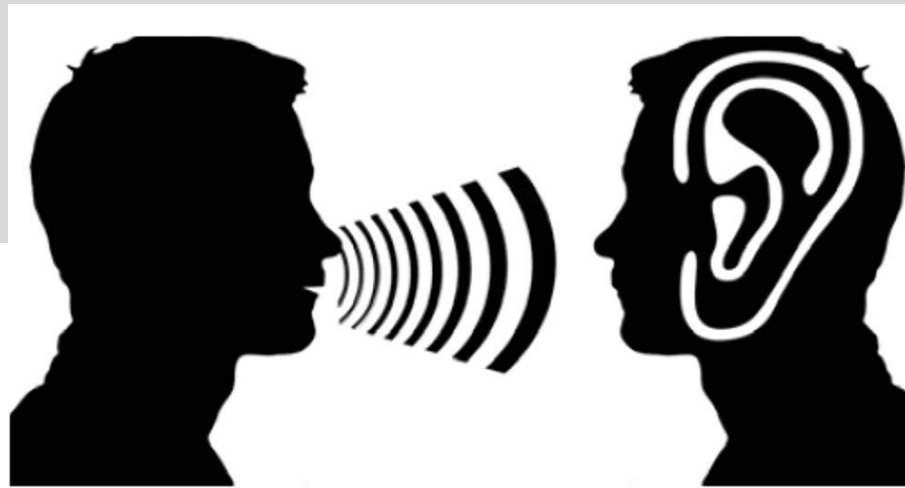
- Heard from both a Local Public Health and a CCO representative about their tobacco prevention work:
 - Why organizations would / should partner
 - What partnerships can look like
 - How to develop such a partnership
- Identified one thing you will do in the next three months to advance your partnership with a CCO

Overview: Better Together



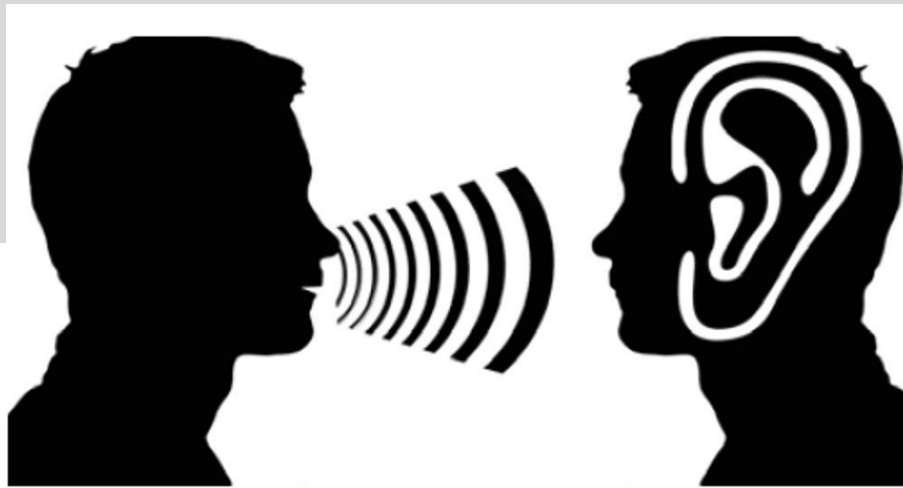
Breakout conversations

- Share your role and how long you've been in your role
 - Person who has been in their role the **BRIEFEST** time is the honorable report-out person
- My current TPEP priority is ...
- I am going to be listening carefully for ...



Share

- What will members of your group be listening for?
 - No need to say who said what...Just what was said...



The Lane County Public Health- CCO Partnership

Jacqueline Moreno
Sr. Community Health Analyst
March 3, 2023



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LCPH-CCO Prevention Portfolio

Key Points

1. Since day 1, Lane County CCOs committed ~\$1.50 PMPM (per member, per month) to Prevention (Px)
2. These Px funds sustain our OHP-focused LCPH Px team, and our portfolio of programs/strategies (managed by our Community Advisory Council)
3. Programs/strategies are identified based on our county's Community Health Improvement Plan and high cost, high prevalence conditions

Priority Topic Areas

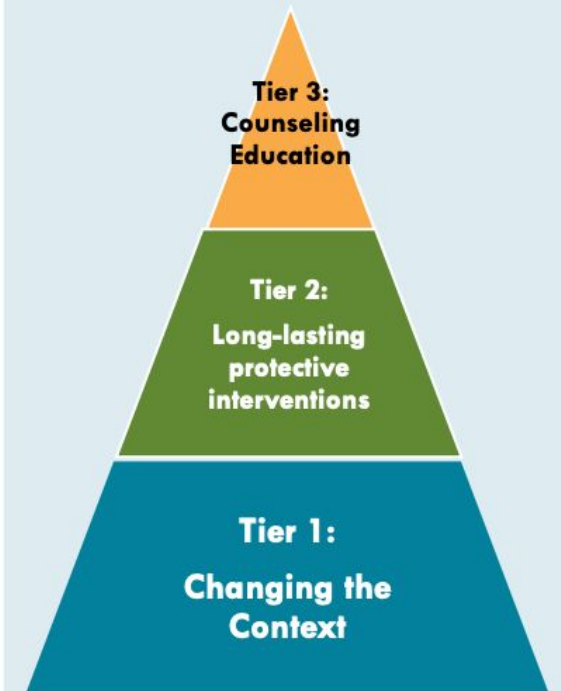
Tobacco Use
Prevention &
Cessation

Empowering
Kids to Be
Healthy

Mental Health
Promotion

STI Prevention
(just added in 2022)

Plan Approach



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Tobacco Prevention: Tier 1

Changing the Context

Tobacco Trainings

+ Case Consultation
for Providers



**MASSACHUSETTS
TOBACCO TREATMENT
SPECIALIST TRAINING**

Lane County Tobacco Treatment Training Series

LIVE, VIRTUAL & INTERACTIVE

Boundary Setting in Tobacco Recovery: Addressing Risky Social Interactions and Dynamics

Monday, March 13, 2023
1:00-4:00pm on Zoom

*Training fee waived for Lane County healthcare, mental health & oral health providers paneled with PacificSource CCO or Trillium Community Health Plan**

2.75 CEUs



About the Training

This half day tobacco and nicotine treatment training explores common social interactions and dynamics that can lead to stress, slips, or relapse during a quit attempt. There will be discussion around addressing these risky interactions and dynamics by identifying and establishing boundaries using helpful concepts and practices. There will be review of boundary setting scripts that can be used by the practitioner with the client, or that the client can take home and use on their own. We will explore involving a support person or family member in treatment, what you might talk about, how it might be helpful, and more. The training will include didactic learning and will invite interactivity through group discussion and a small group breakout. This training is a good fit for behavioral health and health care providers, or other client facing providers, with varying levels of tobacco treatment experience who may work within a variety of roles.

About the Trainer

Lisa Carlson is a licensed marriage and family therapist with a private practice in Eugene, OR. Lisa holds a National Certificate in Tobacco Treatment Practice (NCTTP) and is designated a UMASS Tobacco Treatment Specialist Trainer. She offers clinical consultation within the state of Oregon and is an American Association for Marriage and Family Therapy (AAMFT) Approved Supervisor.

"I would definitely attend more trainings with this presenter."

"This training was excellent!"
- past training participant

Click here to register:
<https://BoundariesLCPH23.eventbrite.com>

*Thanks to our sponsors, providers outside Lane County and/or not paneled with Lane County Coordinated Care Organizations may participate for a subsidized fee of \$33.



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Tobacco Prevention: Tier 2

Long-Lasting Protective Interventions

Evidence-Based
Classroom Curricula



Our Class Rules

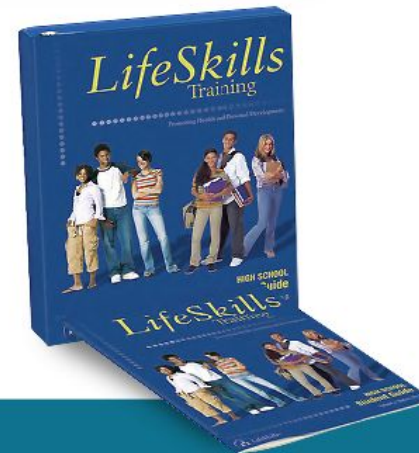
1. We will work quietly.
2. We will be polite to others.
3. We will get out of our seats with permission.
4. We will follow directions.

Good Behavior Game Team Assignment Chart

| Team | Members |
|--------|---|
| Team 1 | John, Josie, Junior, Elizabeth, Madison |
| Team 2 | Ethan, Abby, Maddy, Jake |
| Team 3 | Keri, Stephen, Braden, Natalie |
| Team 4 | Tyren, Kaylee, Natalie, Matthew |
| Team 5 | Tony, Autumn, Dan, Keri |

Word Wall: a, and, be, all, as, but, am, at, by, an, are, Li, Mm, Nn, live, me, my, no, little, my, make, not, now

AIR
Advancing Evidence.
Improving Lives.



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Tobacco Prevention: Tier 3 Counseling & Education



QTIP
(Quit Tobacco in Pregnancy)



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3rd Trimester Smoking Status

The percent of Lane County OHP members who report smoking in the 3rd trimester has dropped from 21% to 13% since the start of QTIP.

Source: Oregon Center for Health Statistics, Birth Records 2015-2020

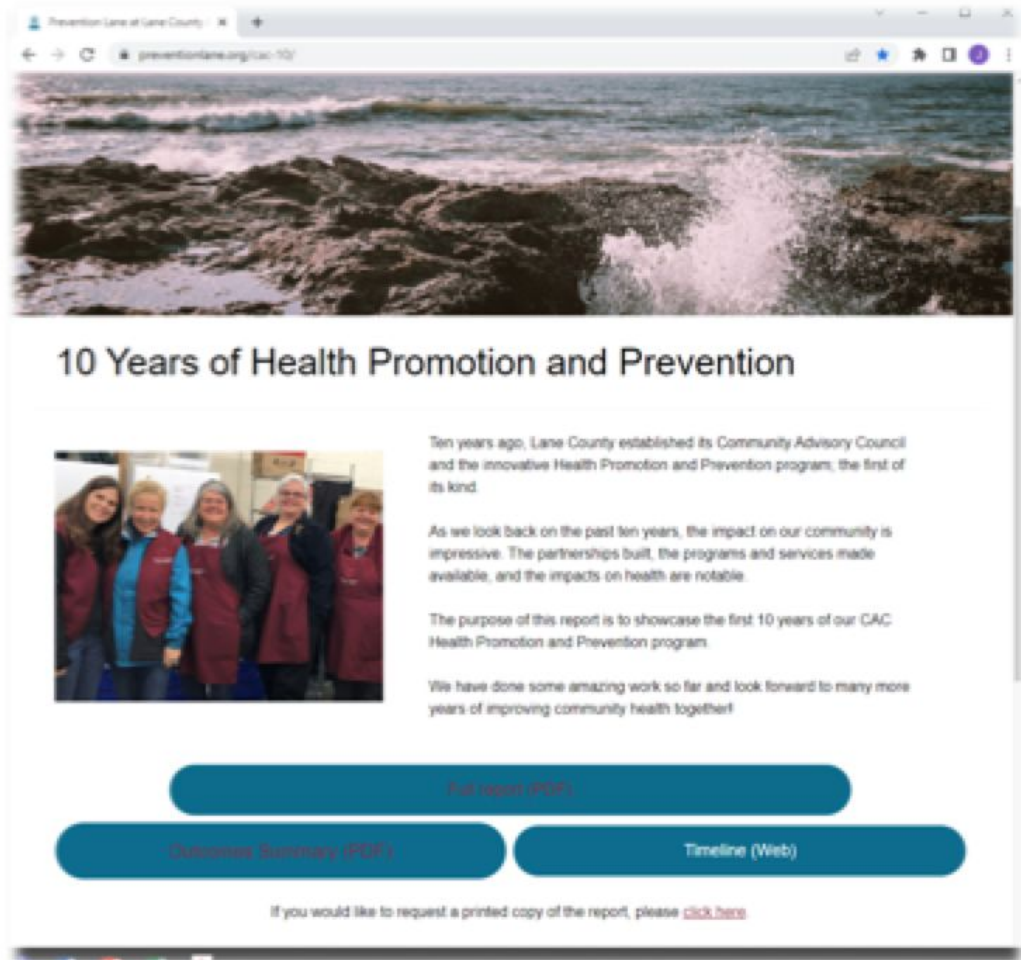


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Celebrating 10 Years of our CCO-Public Health Partnership


preventionlane.org/cac-10



Prevention Lane of Lane County

preventionlane.org/cac-10

10 Years of Health Promotion and Prevention



Ten years ago, Lane County established its Community Advisory Council and the innovative Health Promotion and Prevention program, the first of its kind.

As we look back on the past ten years, the impact on our community is impressive. The partnerships built, the programs and services made available, and the impacts on health are notable.

The purpose of this report is to showcase the first 10 years of our CAC Health Promotion and Prevention program.

We have done some amazing work so far and look forward to many more years of improving community health together!

[Full report \(PDF\)](#)

[Executive Summary \(PDF\)](#)

[Timeline \(Web\)](#)

If you would like to request a printed copy of the report, please [click here](#)



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Thank you!

For more information, contact:

Jacqueline Moreno

jacqueline.moreno@lanecountyor.gov



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Tobacco Prevention and Cessation

Partnerships between CCOs and Public Health Systems
3.1.23

Community Partnerships

TPEP and PH Relationships

- Resident experts in research, training, and community strategies
- Prevention focus
- Partnership connections
- Cultural and community knowledge (Tribal TPEP)

| Guide: | No | Somewhat | Tribal/Native related | | | | | |
|-----------------------------------|--------------------------------------|---------------------------|---|--|--------------------------|--------------------------|--|---|
| Title | Source: | Curriculum For: | Link | Prevention? | Vaping? | Modern/ Relevant? | Aesthetically appealing? | Target Youth? |
| Tobacco Prevention Toolkit | Stanford Medicine | adults, tools for | https://med.stanford.edu/curriculum/2018/01/24/tobacco-prevention-toolkit/ | Yes; tobacco prevention kit | Yes, breakdown of pens | Probably is | Not really, more for information; factsheets could look better | No but content could be used for info, does have a decision maker for students caught (alt to suspension) |
| ASPIRE | MD Anderson | schools | https://www.mdanderson.org/aspire/ | Yes; ASPIRE (A Smoking Prevention Interactive Exp) | Yes, variety of products | Yes | Art and animations of the flyer and videos are nice - smooth UI but 1st text box is slow zzz | Yes; teens & adolescents |
| CATCH my Breath | CATCH | schools | https://catchin.org/ | Yes; prevention campaign | yes, vape, e-cig, Juul | yes | ok website at first glance, nice flyers | yes, specific for grades 5-12 |
| The Tobacco-Free Curriculum Guide | Virgina Foundation for Healthy Youth | schools; collective guide | https://www.vfhy.org/ | Yes | yes | yes, 2020 | pdf guide; does its job | yes, has target audience |

Projects

Joint projects

- Healthy Futures
- CHIP/CHA development
- Community Prevention and Wellness
- Tobacco prevention school study
- Quitline promotion and coordination
- Oral Health Coalition



ASPIRE

- Game-based module
 - ▷ 70% to pass
- **Pro:** nice animation, engaging, fun educational game
- **Con:** can't skip/speed up dialogue, has its own pace
- Approx. 3 hours to complete



MODULE 1: SMOKE CITY

- Overview of tobacco products
- Health and appearance
- Financial effects of tobacco
- Environmental impact of tobacco
- Effect on relationships
- Second- and third-hand smoke



MODULE 3: GARDEN OF GROWTH

- Five steps to avoid tobacco
- How to quit tobacco



MODULE 4: CHILL PARK

- Nicotine's effects on the brain and mood
- How to manage stress and anxiety
- Communicating with tobacco users



MODULE 2: TEMPTATION CAVE

- Recognizing triggers
- Peer pressure
- Saying no to tobacco
- Smoking-related diseases, including 13 smoking-related cancers



MODULE 5: OXYGEN CITY

- Tobacco products recap
- The tobacco industry and entertainment
- New and emerging products



The collage consists of four cards:

- Top Left:** A person in a red jacket stands on a rocky cliff overlooking a valley. Text: "ZERO IN ON WHAT MAKES YOU TICK WITH THIS **FIND YOUR PASSION QUIZ.**"
- Top Right:** Green background with a white box containing "****". Text: "WHAT FOUR-LETTER CODE BEST DESCRIBES YOUR PERSONALITY? FIND OUT WITH A FREE 15-MINUTE TEST."
- Middle Right:** Orange background with a white dumbbell icon. Text: "DO YOU KNOW YOUR STRENGTHS AND HOW TO USE THEM? YOU WILL AFTER TAKING THIS SURVEY."
- Bottom Left:** Green background with a white pencil icon. Text: "RESEARCH SUGGESTS JUST IMAGINING YOUR BEST POSSIBLE LIFE CAN GIVE YOU FOCUS AND MOTIVATION FOR THE FUTURE. **GIVE IT A TRY WITH THIS SIMPLE WRITING EXERCISE.**"
- Bottom Right:** Orange background with a group of people huddled together. Text: "COULD HELPING OTHERS BE THE KEY TO UNLOCKING WHO YOU ARE? HANDS ON PORTLAND HAS VOLUNTEER OPTIONS JUST FOR TEENS."

Stay True to You

Activities/exercises for finding your passions or goals

Comparison

| Content | Prevention? | Vaping? | Modern? | Appealing? | Youth Audience? | Native-Specific? | Spanish Available? |
|------------------------|-------------|---------|---------|------------|-----------------|------------------|--------------------|
| ASPIRE | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Vaping: Know the Truth | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Stay True to You | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Keep Tobacco Sacred | ✓ | | ✓ | ✓ | Somewhat | ✓ | |
| The Real Cost | ✓ | ✓ | ✓ | Somewhat | ✓ | | ✓ |
| CDC Infographics | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| SWAT | | ✓ | ✓ | ✓ | ✓ | | |
| Smoke Free Oregon | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Outreach

Mental Health Matters



Health is mental health. It's whether you can get the foods you need and the foods you want. Health is housing and feeling safe. Health is social support. Health is being able to get services when you need them. You should feel confident you can be healthy!

Put your wellness first.

The past few years have been rough for a lot of people. Are you struggling with your mental health? Or drugs or alcohol? We're here. Call us

at **1-855-722-8205** TTY 711 and ask to be connected to a provider. No need for a referral.

You can also go to <https://yamhillcco.org/members/provider-search/>.

If you're thinking of quitting tobacco, Quit for Life has a Quit Team to help you. Get started now.

Visit myquitforlife.com/ycco or call **1-866-QUIT-4-LIFE**, TTY 711.

You can get help in whatever way works best for you, anytime: phone, online, or text, plus gum or patches.

- Community partnerships
 - ▷ THW networks
 - ▷ Housing
 - ▷ Social and food service providers
 - ▷ Provider network

 <https://yamhillcco.org/>

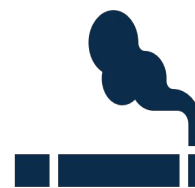
 facebook.com/yamhillcco

Lessons Learned

Prevention vs Cessation

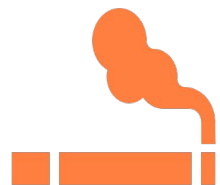
- Lack of local resources, in person resources
- Lack of support for cessation vs prevention
- Limited availability and awareness for youth
- Recruitment!

Youth Electronic Cigarette Use, 2019



16.4%

Of Yamhill County 11th Graders use E-Cigarettes.



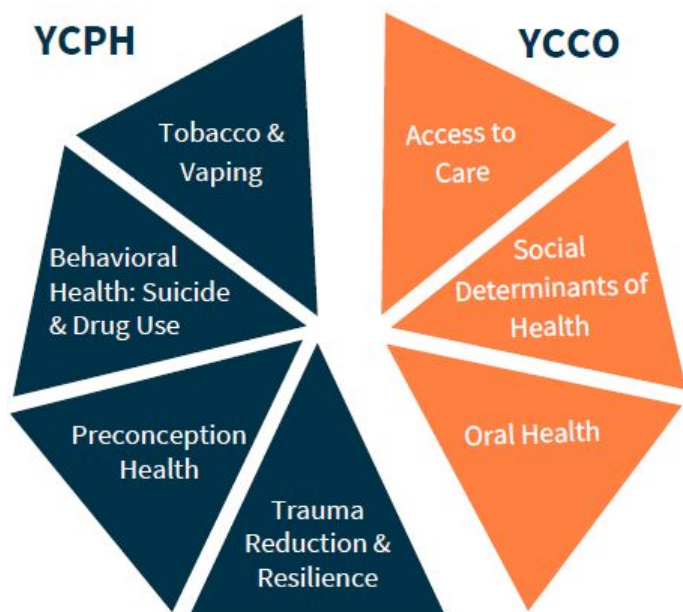
23.4%

Of Oregon 11th Graders use E-Cigarettes.

Building Connections

Connecting Successfully

- Coordinate with prevention mindset
- Shared committees
- Communicate!



Thank you!

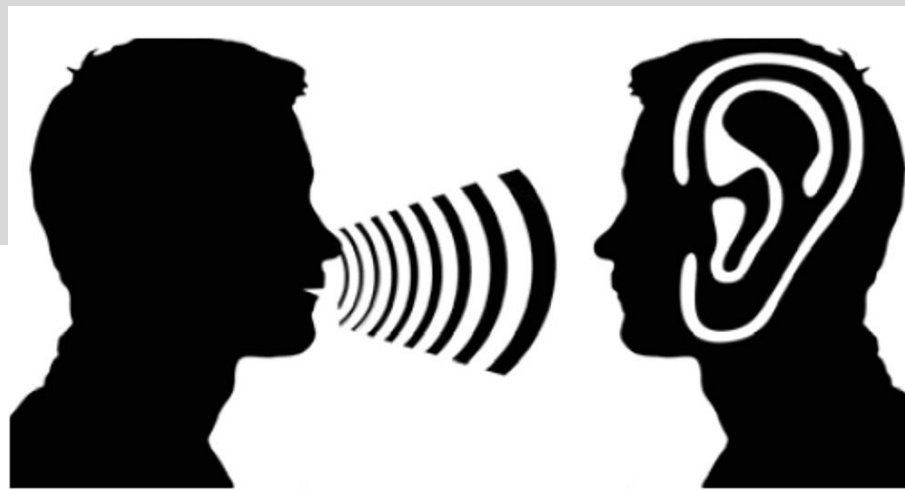
Emily Johnson
ejohnson@yamhillcco.org

Breakout conversations

Person who has been in their role the **LONGEST** time is the honorable report-out person

- What was new and / or surprising to you?
- What's **one** question you have for Jacqueline or Emily based on what you just heard in order to advance tobacco prevention work?

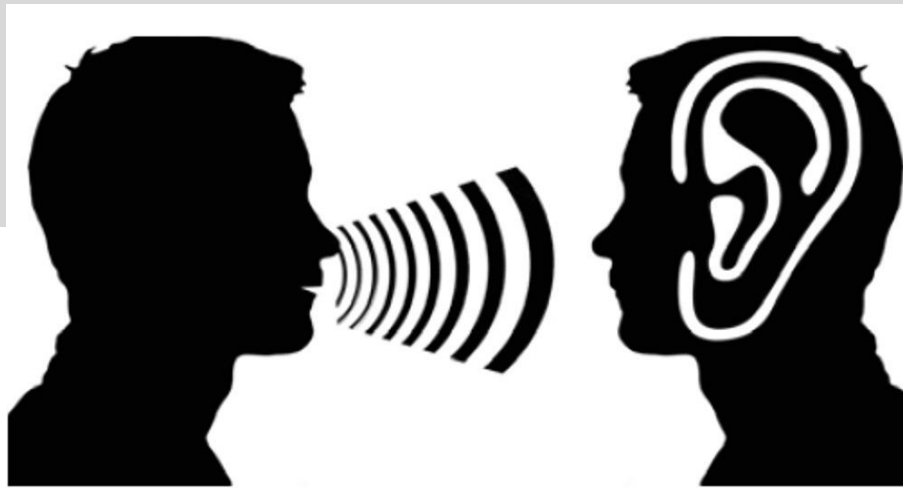
Please be sure that everyone gets a chance to share





Person who has been in their role the **LONGEST** time is the honorable report-out person

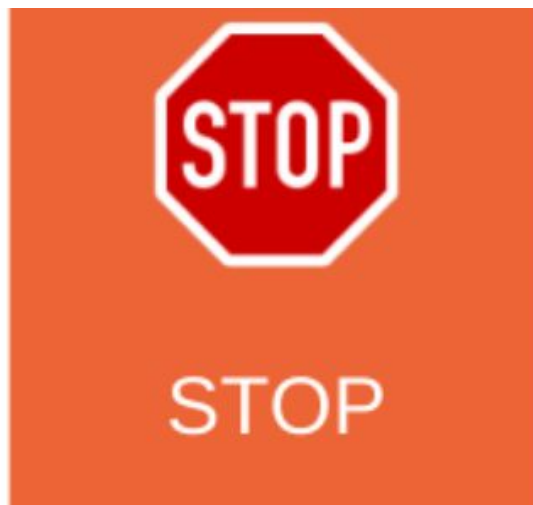
- What was new and / or surprising to you?
- What questions surfaced for Jacqueline or Emily?
 - ***No need to say who said what...Just what was said...***





Wrap up

Based on our time together today, what is one thing you will commit to **start, stop and / or continuing doing** in the next three months?



Partnership Tools

CCO CHA & CHIP Submissions: To support collaboration and alignment, the OHA Transformation Center, in collaboration with the OHA Public Health Division, has created a [matrix of community health priorities](#) for each CCO.

Helping Coordinated Care Organizations Advance Health System Transformation: [This OHA website](#) includes Innovator Agent Assignments who directly engage with CCOs, CCO Community Advisory Councils and CCO Governing Boards to support them in their health system transformation successes and challenges.

Partnership Tools

Building Relationships for Health Systems Change: Value

Proposition. [The video](#) will assist you in preparing to approach CCOs and other potential partners to collaborate on tobacco and other public health work.

Building Relationships for Health Systems Change: Role Clarification.

[The video](#) will assist you in clarifying roles while working collaboratively with CCOs and other partners on tobacco and other public health work.

Engaging Healthcare Partners in Community-Based Interventions: CCO Overview. This is a [video series](#) to advance tobacco prevention partnerships.

- **Video 1** describes the role of health care partners, including CCOs, in community-based tobacco prevention and cessation.
- **Video 2** provides an overview of Oregon's Medicaid system and its relevance to tobacco prevention and cessation.
- **Video 3** describes specific opportunities to support community-based tobacco prevention and cessation work

Want more support?

Coaching / Technical Assistance available: For additional coaching and technical assistance please reach out to Sarah Lechner (sarah@coraggiogroup.com), your OHA TPEP liaison, or Ophelia Vidal (ophelia.s.vidal@dhsosha.state.or.us)

Upcoming Virtual Learning Session: Featuring Innovator Agents and the next phase of CCOs in Oregon
Date TBD. More information coming soon!





FEEDBACK

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