

Tips and Tools for Transforming the Tobacco Conversation

Wednesday, February 24, 2016

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National Behavioral Health Network
For Tobacco & Cancer Control



Welcome!



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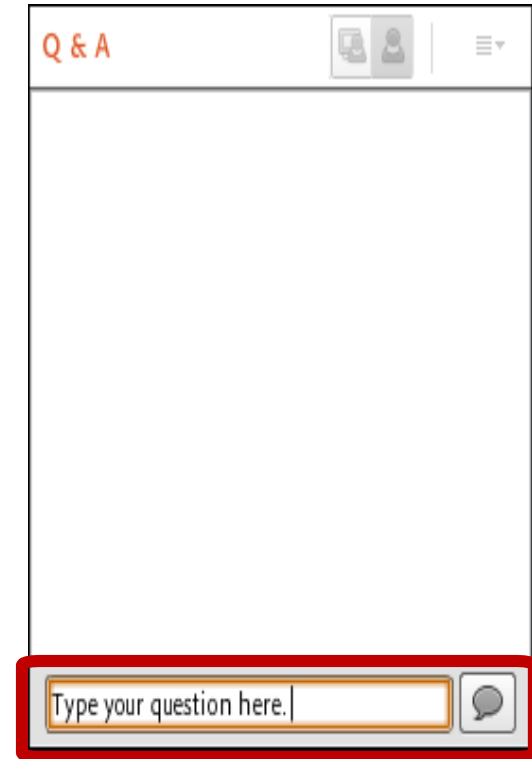
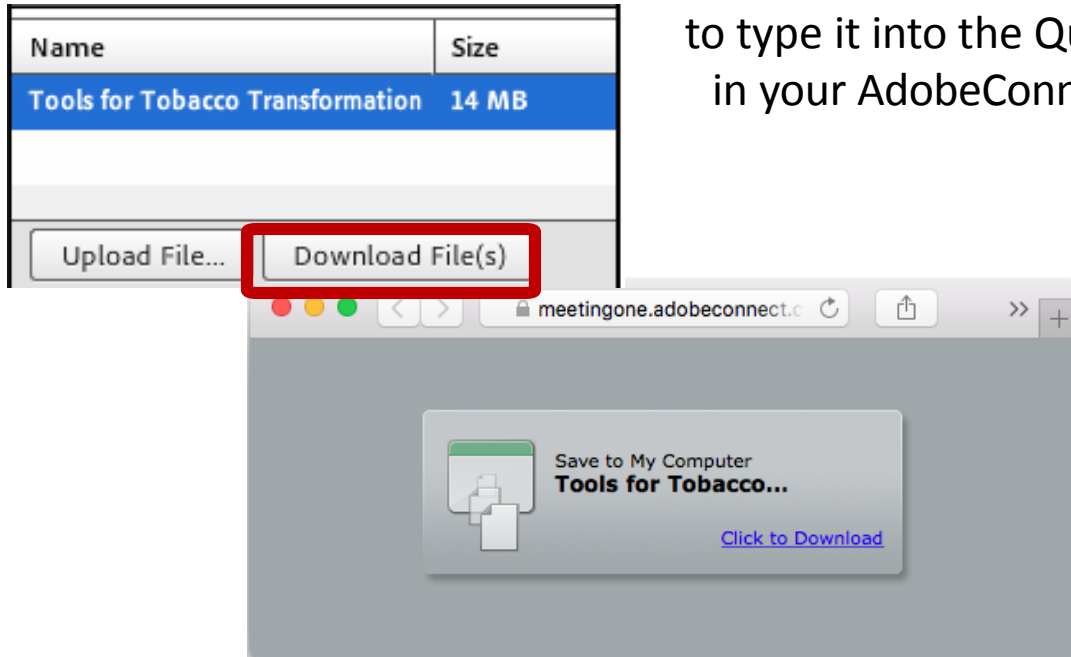


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Housekeeping

The best way to ask a question is to type it into the Questions box in your AdobeConnect window.



To access handouts and a copy of the presentation slides, click on and download them from the Handouts pane.

Technical Difficulties? Call 888.523.8445



National Behavioral Health Network

For Tobacco & Cancer Control

- Jointly funded by CDC's *Office on Smoking & Health* & *Division of Cancer Prevention & Control*
- Provides resources and tools to help organizations reduce tobacco use and cancer among people with mental illness and addictions
- 1 of 8 CDC National Networks to eliminate cancer and tobacco disparities in priority populations

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Webinar Agenda

- 2016 *Tips for Former Smokers* National Tobacco Education Campaign
- *Provider's Perspective*: Upper Great Lakes Family Health Center
- Moderated Q & A



Guest Speaker #1



Crystal Bruce, MPH

- Health Communications Specialist, Centers for Disease Control and Prevention
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2016 *Tips From Former Smokers* National Tobacco Education Campaign

Crystal Bruce, MPH
CDC Office on Smoking and Health

Tips From Former Smokers Campaign

A TIP FROM A FORMER SMOKER

DO YOUR HEART A FAVOR. QUIT SMOKING.

Roosevelt, Heart attack at age 45
Virginia

Smoking causes immediate damage to your body. For Roosevelt, it caused his heart attack. Your heart attack risk drops as soon as you quit smoking. For free help, call 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/tips

A TIP FROM A FORMER SMOKER

Some of the reasons to quit smoking are very small.

Amanda, age 30, Wisconsin

Amanda smoked while she was pregnant. Her baby was born 2 months early and weighed only 3 pounds. She was put in an incubator and fed through a tube. Amanda could only hold her twice a day. If you're pregnant or thinking about having a baby and you smoke, please call 1-800-QUIT-NOW.

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CDC.gov/tips
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A TIP FROM A FORMER SMOKER

RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.

Terrie, Age 52
North Carolina

Smoking causes immediate damage to your body. For Terrie, it gave her throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

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Centers for Disease Control and Prevention
www.cdc.gov/tips

A TIP FROM A FORMER SMOKER

Jokes about having gas are funny. Until they find a tumor in your colon.

Julia, age 58, Mississippi

Julia smoked and got colon cancer. Having a colonoscopy saved her life. Doctors found her tumor and removed it the next day. Julia's near-death experience and pain are nothing to laugh about. Julia didn't know smoking causes colorectal cancer. Now you do. You can quit smoking. CALL 1-800-QUIT-NOW.

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Tips Campaign Goals



Tips Campaign Audience and Messages



Primary Audience

- Smokers, ages 18 to 54

Secondary Audiences

- Families
- Health care providers
- Faith-based organizations

Behavioral Health and Tobacco

- People with behavioral & mental health conditions smoke at rates that are **2 to 3 times higher** than the general population¹
- **Smoking-related diseases** are among the most common causes of death among adults with behavioral health conditions²
- Smokers with behavioral health conditions **want** to quit, **can** quit, and **benefit** from proven cessation treatments²
- Targeted efforts are needed to increase quit attempts and cessation rates within this vulnerable population
 - Reach and engage smokers in cessation efforts
 - Connect smokers with quit smoking support
 - Provider outreach and treatment integration

¹Centers for Disease Control and Prevention. [Vital Signs: Current Cigarette Smoking Among Adults Aged ≥ 18 Years with Mental Illness—United States, 2009–2011](#). Morbidity and Mortality Weekly Report 2013;62(05):81–7

²Druss, B., et al. (2011). Understanding Excess Mortality in Persons With Mental Illness: 17-Year Follow Up of a Nationally Representative US Survey. [Medical Care](#) 49(6): 599-604.

Ads tested with smokers who have anxiety or depression (n=1,286)

TV



Roosevelt's Tip



Nathan's Tip: Memorial



Tiffany's Tip

Print



Rose's Tip



Nathan's Choosing Tip



"I Survived Depression"

Formative Results: Reaction to Ads

- All ads performed well
- *Tips* ad with health consequences theme would work well



What we learned

- Challenge the perception that smoking helps with anxiety/depression
- Inform smokers about the mental health benefits associated with quitting
- Provide cessation resources

I'm Ready to QUIT!



Subject Matter Workgroup Recommendations

- Clinicians; scientists; professionals with expertise:
 - Include a positive message
 - Hopefulness at end





Rebecca

Rebecca struggled with depression. She thought smoking would help, but it just made her more depressed. When she quit smoking it changed her life, mentally and physically. Now she runs 5Ks and hopes to live to be one hundred.

You can quit smoking.

For Free Help, call
1-800-QUIT-NOW.

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A TIP FROM A

**FORMER
SMOKER™**

Rough Cut Results

- Believability
- Perceived effectiveness scores:
 - High among all smokers
 - High among smokers with anxiety & depression
 - Motivated to quit
 - Encourage others to quit

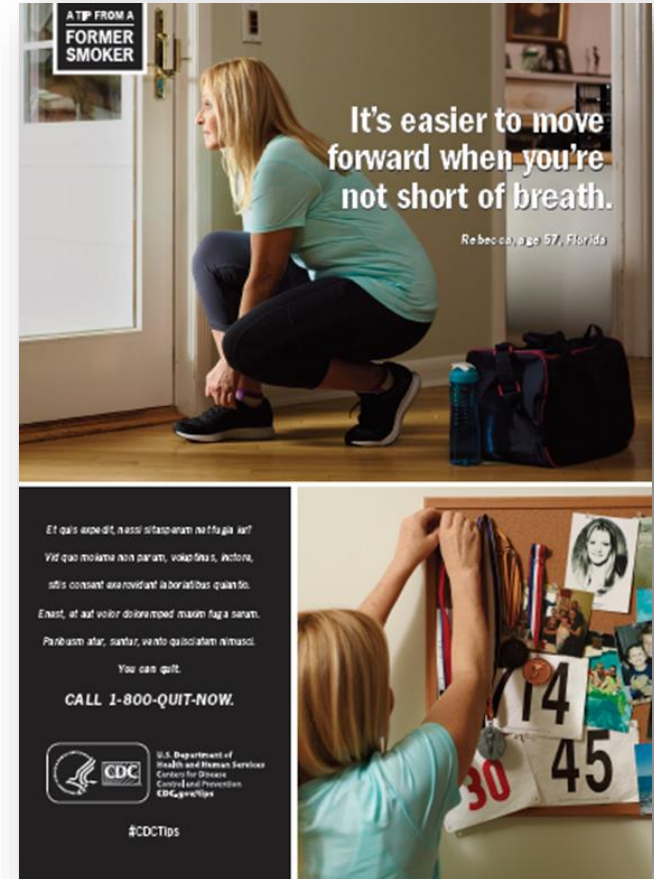


"If she can do it, so can I. gave me hope that I can handle stress without smoking."

"I liked that the message was motivating and positive."

2012 Campaign Results

- An estimated 1.6 million additional smokers made a quit attempt.
- More than 100,000 smokers will remain quit as a result of the 2012 campaign.
- Prevented 17,000 premature deaths
- Cost per life year saved = \$393



What's In Store for *Tips* in 2016

A TIP FROM A FORMER SMOKER

I started using e-cigarettes but kept smoking. Right up until my lung collapsed.

Kristy, age 35, Tennessee

Kristy had smoker's cough and severe shortness of breath. She tried using e-cigarettes to cut down on her smoking. She thought cutting down would make her feel better, but it didn't. She kept smoking cigarettes until her lung collapsed.

Even smoking a few cigarettes a day is dangerous.

You can quit smoking.

CALL 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
CDC.gov/tips

#CDCTips




A TIP FROM A FORMER SMOKER


I quit so I'd be more than a memory to my daughter.

Rico, age 48, California
Gabby, daughter, age 10


After having part of his esophagus and stomach removed, Rico quit smoking. Quitting not only increased his chances of survival, it was the start of a new and happier life for him and his family. In 2013, he witnessed his daughter graduate high school and go off to college.

You can quit smoking.

For free help, call
1-800-QUIT-NOW.

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A TIP FROM A FORMER SMOKER


18 years in the military and my biggest battle was against cigarettes.

Brian, age 60
Air Force Veteran
Texas


Brian smoked and got heart disease. He went from saving his country overseas to spending his life in emergency rooms and operating rooms. Finally, he quit smoking and, years later, got a heart transplant that saved his life.

You can quit smoking.

For free help, call
1-800-QUIT-NOW.

 U.S. Department of Health and Human Services
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Campaign Media Buy: January 25 – June 12

National:

- Cable & network broadcast TV
- Magazines
- Online: video, radio, mobile, search



Local:

- Additional media – 28 markets
- Radio, billboards, WIC centers; military bases; convenience stores, gas stations, bus shelters

Targeted Media:

- Asian; Hispanic; LGBT; Native American/Alaska Native

National NRT Promotion

- National radio promotion
- Weeks of June 20th and June 27th
- Tagged – *“For help getting free medication, call 1-800-QUIT-NOW. While supplies last. If available, and medically appropriate.”*



Provider Outreach



- Increase awareness of high smoking rate in those with mental health conditions
- Give providers tobacco cessation tools to use with patients
- Provide factual info about smoking cessation and mental health
- Encourage providers to include tobacco cessation treatment as part of overall mental health treatment

Mental Health Care Provider Outreach Materials

- Print ad
- Editorial content
- Email content
- Digital banner ad
- Web content
- Downloadable poster; quit guide; toolkit



Partnership Focus Areas

Mental Health Care Partners

American Counseling Ass.	National Alliance on Mental Health
American Psychiatric Assn.	National Council on Behavioral Health
American Psychological Assn.	National Institute for Mental Health
Mental Health America	SAMHSA
National Assn. of Social Workers	Smoking Cessation Leadership Center

Website & Resources



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

SEARCH



CDC A-Z INDEX ▾

Tips From Former Smokers



Language: English ▾

CDC'S TIPS FROM FORMER SMOKERS: BEST BUY FOR PUBLIC HEALTH

Problem:

\$170

Response:



Results:



Tips Campaign Impact Results

Snapshot of the infographic titled CDC's *Tips From Former Smokers*: Best Buy For Public Health

CDC'S TIPS FROM FORMER SMOKERS:
BEST BUY FOR PUBLIC HEALTH



I'm Ready to QUIT!



REAL STORIES

Hear the real stories of people living with smoking-related diseases and disabilities.



DISEASES AND CONDITIONS

Learn how smoking affects illnesses and conditions



FOR SPECIFIC GROUPS



ALL VIDEOS

www.cdc.gov/tips

Tips From Former Smokers

About the Campaign +

I'm Ready to Quit! +

Real Stories +

Diseases/Conditions
Featured in the Campaign +

For Specific Groups -

All Groups (General Public)

Adults With Disabilities

African Americans

American Indians / Alaska
Natives

Asian Americans

Hispanics / Latinos

HIV

Lesbian, Gay, Bisexual, and
Transgender (LGBT)

Military Service Members
and Veterans

**People With Mental Health
Conditions**

Pregnant or Planning

Partners +

Campaign Resources +

[CDC](#) > [Tips From Former Smokers](#) > [For Specific Groups](#)

People With Mental Health Conditions



Language:

Know the Facts

Smoking is much more common among adults with mental health conditions than in the general population.

- More than 1 in 3 adults with a mental health condition smokes cigarettes (36%).
- At least 3 out of every 10 cigarettes smoked by adults in the United States are smoked by persons with mental health conditions.
- Smoking-related diseases such as cardiovascular disease, lung disease, and cancer are among the most common causes of death among adults with mental health conditions.

^ [Top of Page](#)

For More Information

[Detailed Statistics](#)

Learn about smoking in specific populations and the current rates of cigarette smoking in the United States.

^ [Top of Page](#)

Real Stories: People Featured in *Tips*



[Meet Rebecca](#). Rebecca, age 57, an avid runner, lives in Florida. She is a single mom and grandparent who was diagnosed with depression at age 33. Rebecca quit smoking at age 52.

Learn more about all *Tips* participants in our [Real Stories](#) section.

^ [Top of Page](#)

On This Page

- [Know the Facts](#)
- [For More Information](#)
- [Real Stories: People Featured in *Tips*](#)
- [Quitting Help](#)




[Rebecca](#), age 57, struggled with depression and had a few wake-up calls as a smoker. She felt depressed and smoked cigarettes to help her cope with her feelings. The more Rebecca smoked, the harder it seemed to quit. Rebecca finally quit smoking after getting care for her depression and realizing that she had to

Tips Resources (cont'd)

Download Center

Tips From Former Smokers Download Center

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Basket (0)

Overview PSAs Print Radio Digital Low Res Video OOH Healthcare Presentations

TIPS FROM FORMER SMOKERS

CDC's National Tobacco Education Campaign Resource Page

The *Tips From Former Smokers* campaign features real people suffering as a result of smoking and exposure to secondhand smoke. Their compelling stories send a powerful message:

Quit smoking now. Or better yet — don't start.

If you are a media representative or you would like access to High-Res versions of the TV spots, contact [Tom Demeaux](#) or [Wendy Moritz](#) with any inquiries or requests.

www.plowsharegroup.com/cdctips

Media Campaign Resource Center

Smoking & Tobacco Use

Home [Home](#) [Multimedia & Tools](#)

About This Office + Media Campaign Resource Center (MCRC)

Quit Smoking + 

Basic Information +

Tobacco-Related Disparities +

Data and Statistics +

State and Community Resources +

Global Tobacco Control +

Multimedia & Tools -

Media Campaign Resource Center

Shareable Media

Printable Media

Subscription Services

Publication Catalog



MCRC provides access to many CDC-licensed advertisements developed by more than 25 state health departments, nonprofit health organizations, and federal agencies. MCRC provides tobacco-control organizations with tools for finding, learning about, and ordering CDC-licensed tobacco counter-advertisements.

BROWSE MCRC ADS
View ad collections, including earned media and collateral materials.

EXPLORE CAMPAIGNS
Search campaigns by title, theme, production source, and other details.

<http://nccd.cdc.gov/MCRC>

Contact

Crystal Bruce
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CBruce2@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





Guest Speaker #2



Garrett Green, LPC CAADC

- Behavioral Health Coach II
- Upper Great Lakes Family Health Center
- Garrett.Green@uglhealth.org



UGLFHC is a Federally Qualified Health Center (FQHC) providing community based primary care through an integrated model of care. Patients healthcare is based on an ongoing, personal relationship between a patient, doctor and the patient's care team to address medical needs – primary or secondary, preventive care, acute care, chronic care, behavioral health, or end-of-life care.

Integrated Services Provided

- Medical Services
- Medication Management
- Dental Services
- Behavioral Health & Addiction Treatment
- Case Management

Tobacco Cessation Services

- Educational Resources
 - Data
 - Pod Casts
 - Testimonials
 - Community Resources
- Nicotine Replacements (gum, patches, etc)
- Medications
- Behavioral Health Services
 - Craving Management and Relapse Prevention Planning
 - Stress Management and Emotional Regulation skills
 - HypnoTherapy

TIPS with patients using tobacco

Patients thinking about quitting tobacco use...

Educate: [Overview of diseases/conditions](#)

Explore: [Reasons to Quit?](#)

Patients willing to try to quit smoking...

Normalize: [Why Quitting is Hard](#)

Coping Skills: [Identify Triggers & Handle Cravings](#)

Community: [Getting Support as You Quit](#)

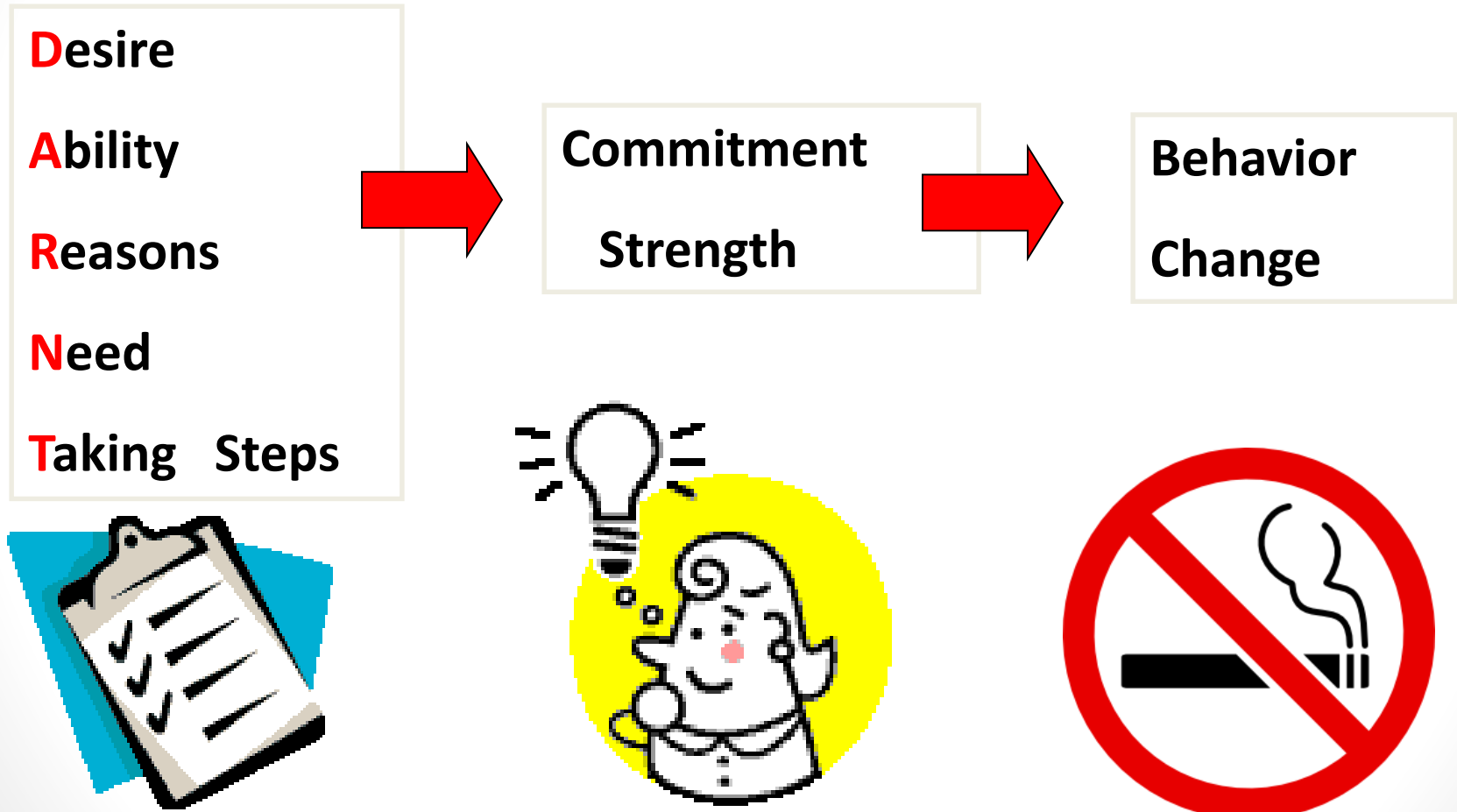
Educate: [Quitting Resources](#)

Patients that have quit but need support preventing relapse...

Encourage: [Rewards of Quitting](#)

Conversation Skill

- Evoking Change -



References

Miller, W., Rollnick, S. (2013) *Motivational Interviewing*. New York, NY: The Guilford Press

Naar-King, S., Suarez, M. (2011) *Motivational Interviewing with Adolescents and Young Adults*. New York, NY: The Guilford Press

Bannink, F. (2006) *1001 Solution-Focused Questions*. New York, NY: W. W. Norton & Company Inc.



Comments & Questions?

The image shows a screenshot of a web-based Q&A interface. At the top left of the interface is the text "Q & A" in orange. To its right are icons for a document, a user profile, and a dropdown menu. The main area is a large, empty white rectangle. At the bottom, there is a text input field with the placeholder text "Type your question here." and a speech bubble icon to its right. This entire bottom section is enclosed in a red rectangular border.



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Thank you for joining us for the
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Webinar!**