

# Is There Synergy That Curves Tobacco Use In The Behavioral Health Population?

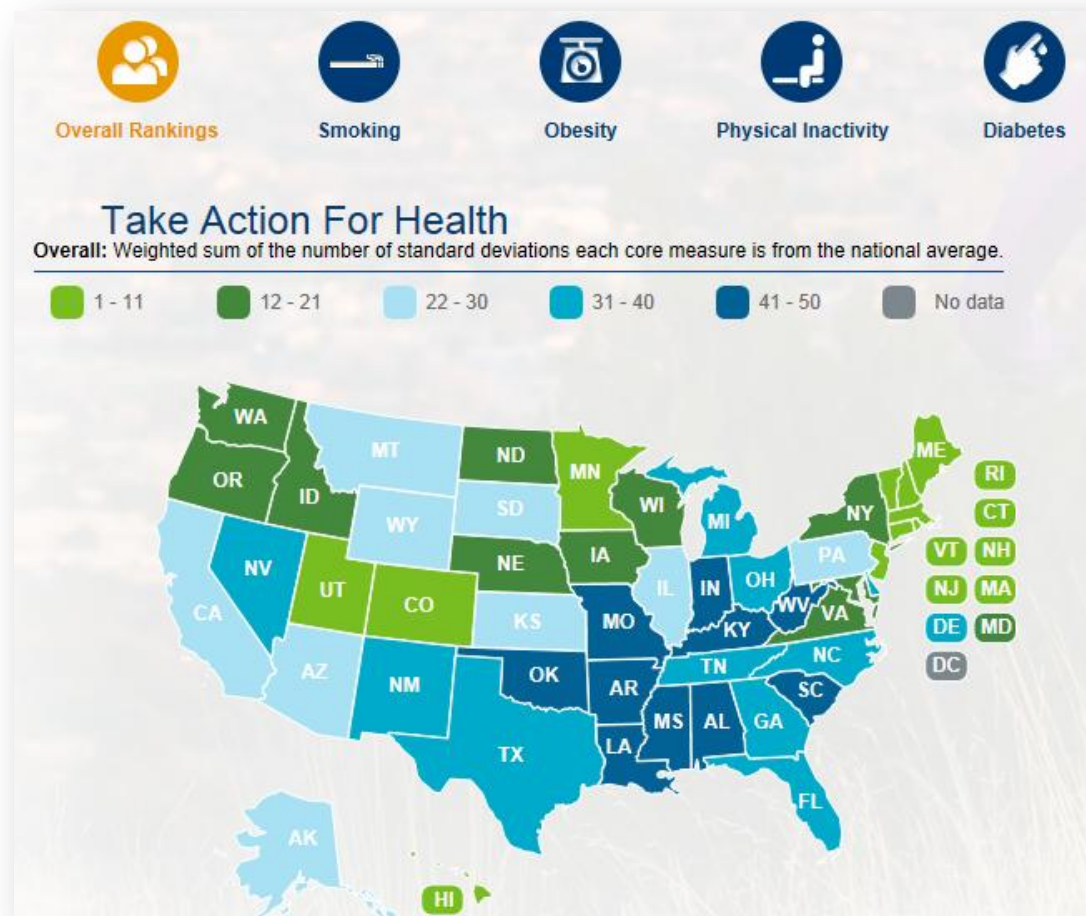
Presentation for the North  
American Quitline Consortium  
Yvon Fils-Aime &  
David Heath Holt



**WellPOWER**

A program of ODMHSAS and  
TSET. Better Lives Through Better Health.

# Where Are We?



# Tobacco Use in Oklahoma

- Approximately 7,500 deaths each year

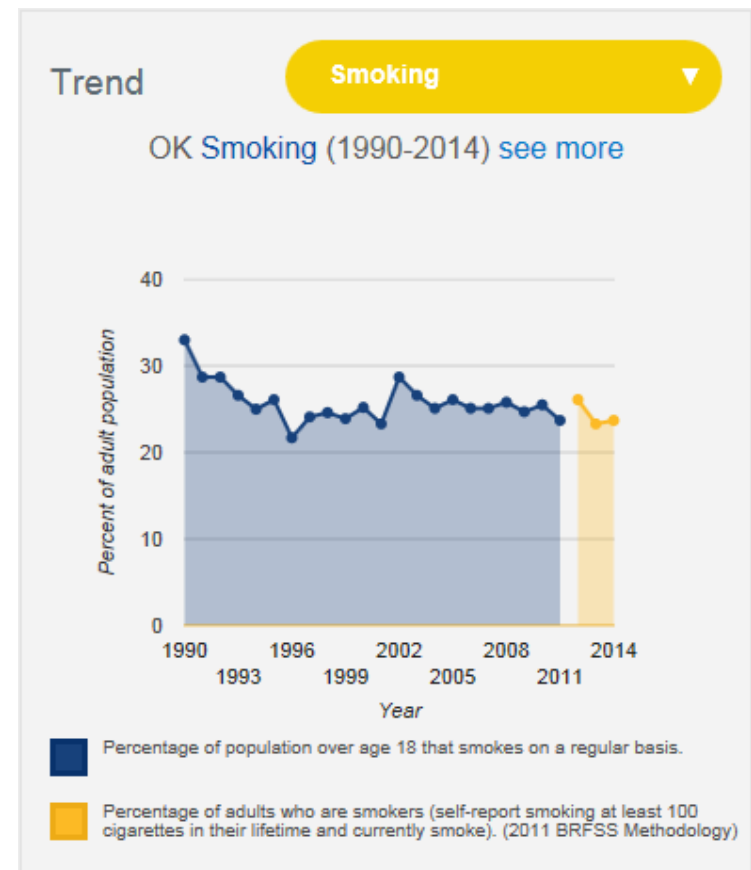
Source: Campaign for Tobacco-Free Kids, 2015

- 88,000 youth now under the age of 18 and living in Oklahoma will ultimately die prematurely from smoking

Source: Campaign for Tobacco-Free Kids, 2015

- Combined healthcare and productivity costs = \$3,720,000,000.00

Source: Campaign for Tobacco-Free Kids, 2015



# Tobacco Settlement Endowment Trust & the Health System Initiative Grantees

- Oklahoma Hospital Association
- Oklahoma Health Care Authority
- Oklahoma Department of Mental Health and Substance Abuse Services

# Behavioral Health & Wellness Systems Council

- Statewide Council created by the SAMHSA Leadership in Wellness and Smoking Cessation Summit of 2011
- Composed of five workgroups:
  - Data Development
  - Quitlines / Social Media
  - Peer Recovery Support Services (PRSS)
  - Staff Quit
  - Provider Education

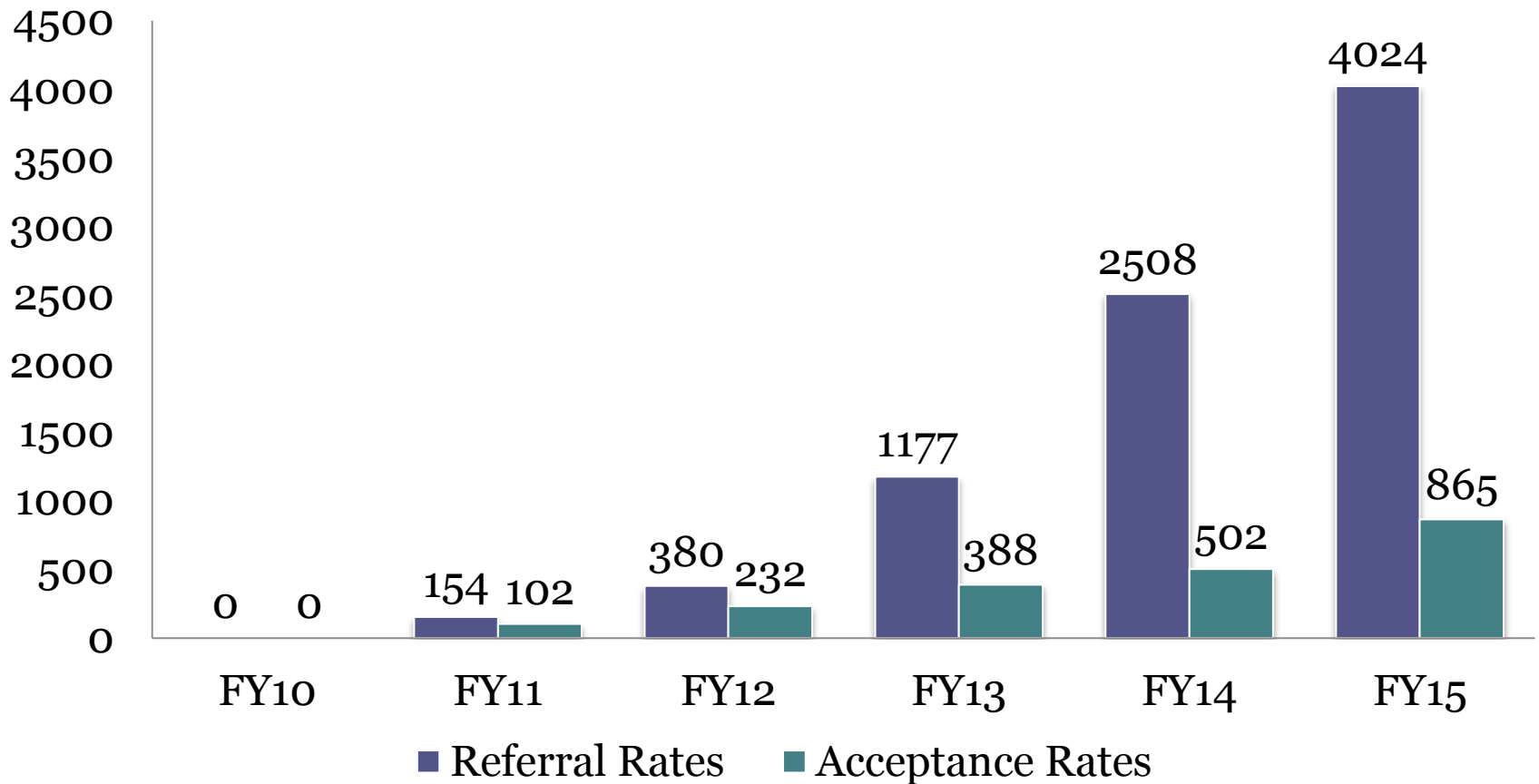
# ODMHSAS Core Strategies

1. Collect data related to tobacco use, fitness and nutrition among consumers and staff members
2. Continuously improve consumer referral rates to the Oklahoma Tobacco Helpline
3. Train Peer Recovery Support Specialists and Wellness Coaches
4. Educate provider network on how to incorporate tobacco cessation, physical activity and nutrition into services
5. Develop policies that encourage and support tobacco cessation, physical activity and nutrition for consumers and staff members

# Tobacco Cessation

- **Oklahoma Tobacco Helpline**
  - Expansion of providers and referrals
  - Free Nicotine Replacement Therapy
  - Free Quit Coach Sessions
- **Tobacco Policy, Enforcement Plan, & Service Intervention**
  - Covers staff and consumers
  - Included as part of provider contracts
- **Nicotine Dependence Symposiums**
  - Basic nicotine addiction education and evidenced-based cessation interventions
  - Motivational Interviewing and Pharmacological Therapy
- **Tobacco use benchmarks**
  - State and contracted providers

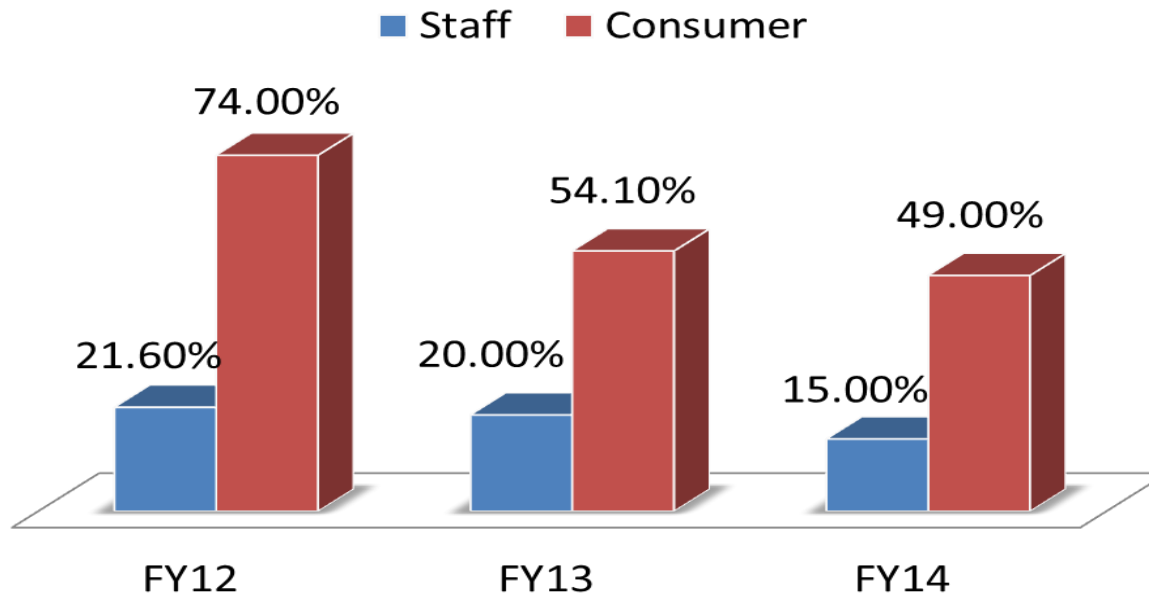
# Oklahoma Tobacco Helpline Fax Referrals and Acceptance Rates





# Data Driven

## System-Wide Tobacco Use Rates



ODMHSAS Employee Behavioral Health and Wellness Survey, 2014

ODMHSAS Mental Health Adult Survey, 2014

# Additional Supports

- Executive Order: Tobacco-Free Workplace state properties
  - February 2012
- Executive Order: Inclusion of e-cigarettes and vapors
  - December 2013
- Oklahoma Health Care Authority removed prior authorization and co-pays for tobacco cessation
  - July 2014

# Physical Activity

- **WellPOWER- Well Body Trainings**

- Specialized training for interdisciplinary behavioral health providers adapted from the Well Body Program
- Basic guidelines on physical activity recommendations
- Specific benefits of physical activity
- Short and fun group exercise videos

- **Physical Activity Policies and Practices**

- Onsite exercise equipment at many provider organization
- Established policies at some provider agencies
- Encouraged standing/walking meetings, standing desks, taking breaks, hourly desk stretches, etc.
- Created partnerships with YMCAs and local gym facilities

# Nutrition

- **WellPOWER- Well Body Trainings**

- Specialized training for interdisciplinary behavioral health providers adapted from the Well Body Program
- Basic information on current nutritional guidelines
- Specific benefits of eating nutritious foods
- Provide healthy food for snacks such as fresh fruits and vegetables

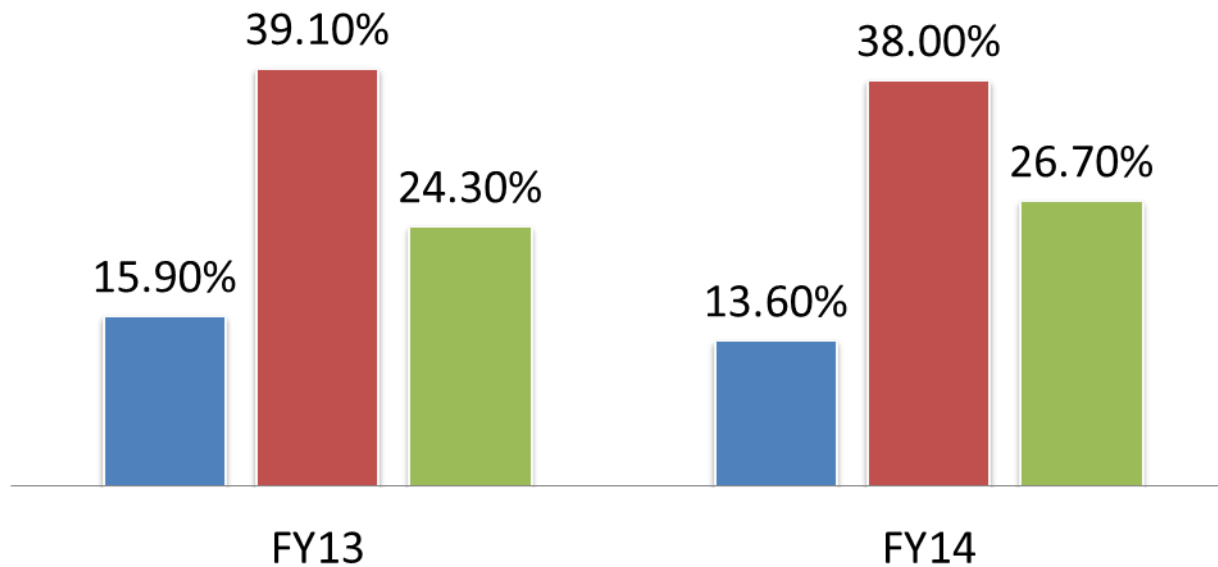
- **Nutrition Policies and Practices**

- Restructured food purchasing and vending relationships
- Established policies at some provider agencies
- Incorporated healthy lunch and learns
- Created community gardens

# Data Driven

## System-Wide Consumer BMI

■ Morbidly Obese ■ Obese ■ Overweight



# Synergy for Energy

- **Wellness Champions**
  - Statewide Interagency Wellness Liaison Group
  - System-wide wellness challenges
- **Wellness Committees**
  - Established at more than 50% of provider organizations
- **The BIG 4 Project**
  - Glucose, Blood Pressure, Cholesterol, and BMI
- **Wellness Coach Program**
  - 3 day training includes 8 dimensions of wellness
- **Embedded Wellness Modules**
  - Certified Peer Recovery Support Specialist Training
  - New Employee Orientation
  - National, State, & Local Conferences



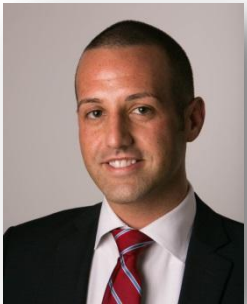
# Take Home Messages

- Now is the time to address tobacco in all mental health and addiction settings
- Staff engagement, training and organizational change is needed
- The use of motivation-based treatment is crucial
  - Both medications and psychosocial treatments
- Program and system changes are critical to the broad-based success of model programs
- Champion & leader buy-in are fundamental to the success of system-change success
- Packaging tobacco cessation as a wellness priority is key

# Questions?



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