

THE UNIVERSITY OF TEXAS AT EL PASO

Online Forum 3: Communicating and Maintaining Your Smoke-Free Policy

* Made possible with funding from the Texas Department of State Health Services

08/2018

Texas Smoke-Free Public Housing

- Work with Texas Department of State Health Services (DSHS) and state partners
- Assist Texas public housing authorities (PHAs):
 - Implement smoke-free public housing policies in their housing communities
 - Connect residents to resources to quit tobacco



Agenda

- Introductions
- <u>Communicating</u> the smoke-free rule and cessation resources with public housing authority residents in a positive way.
 - Dr. Michael Mackert, The University of Texas at Austin
- Cessation (tobacco) resources and future technical assistance.
 - · Abdul-Kabir Karim, American Lung Association
- <u>Collaborating</u> future directions to assist public housing authorities for a sustainable effort.
 - Kristen Ortega, University of Texas at El Paso



Poll Questions







EVIDENCE-BASED HEALTH COMMUNICATION





OUR MISSION

Our people have **broad and deep communication expertise** that allows our
Center to lead the creation of **evidence- based health communication** scholarship,
education, and practice.

Our interdisciplinary group of scholars embraces opportunities to use communication to improve the health of people around the globe.





EVIDENCE-BASED HEALTH COMMUNICATION

FRAMING YOUR PROBLEM





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PERSONAS

Target audience:

Members of sororities on the UT-Austin campus who are 18-22 years old who use tanning beds





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SINGLE MOST IMPORTANT THING



RELENTLESS

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A FEW THOUGHTS ON MESSAGING

- Positive messages are generally more effective
- Gain-framed messages (emphasizing the benefits of quitting) outperform loss-framed message (emphasizing the consequences of continuing to smoke) when physicians are counseling smokers
- Recognize that smokers will feel like they're being individually targeted with this kind of policy: emphasize this isn't about any particular smoker



EVIDENCE-BASED HEALTH COMMUNICATION

If the highest aim of a captain were to preserve his ship, he would keep it in port forever. -Thomas Aquinas

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Smoke-free Public Housing Initiative: American Lung Association Smoking Cessation Programs

Abdul-Kabir Karim, MPH Specialist, Health Promotions in the Health Promotion & Education Department American Lung Association – Dallas

August 15th, 2018

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The American Lung Association

First Voluntary Health Organization

- Founded in 1904
- Crusade against tuberculosis

First tobacco control work in 1964

- American Lung Association and partners prompted the first Surgeon General's Report
- Helped over a million smokers guit since 1970s
- Working to improve tobacco cessation coverage
- · Major backer of Smoke-free air laws

Other lung health priorities

- Asthma prevention and control
- Lung Force for lung cancer
- Chronic Obstructive Pulmonary Disorder
- Defend and enforce Clean Air Act



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Freedom From Smoking Program Overview





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Freedom From Smoking Overview

History

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1975	American Lung Association, American Thoracic Society and Congress of Lung Association staff begin developing a smoking cessation program
1981	Freedom From Smoking clinic program launched
1991	2 nd edition of Freedom From Smoking clinic released
2003	Freedom From Smoking Online launched
2007	3 rd edition of Freedom From Smoking clinic released
2009	2 nd edition of Freedom From Smoking Online released
2016	Freedom From Smoking Online retired Freedom From Smoking Plus launched

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Freedom From Smoking Philosophy

ANYONE CAN QUIT, BUT YOU DON'T HAVE TO QUIT ALONE!!!

- · Empowers the individual
- Voluntary
- Interactive
- Supportive
- Positive
- Highly structured throughout the course of the program
- Addiction-based model & behavior change principles

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Freedom From Smoking Group Clinic

- 8 sessions lasting 90-120 minutes held over 7 weeks
- Small group setting, maximum of 16 participants
- Led by a trained facilitator
- · Can be covered by Medicaid
- Sessions 1-3 are about preparing to quit
- Session 4 is Quit Day
- Sessions 5-8 are about relapse prevention and staying quit





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Freedom From Smoking Group Clinic Schedule

January						
1	Session 1	3	4	5	6	7
8	Session 2	10	11	12	13	14
15	Session 3	17	18	19	20	21
22	SESSION 4	24	Session 5	26	27	28
29	Session 6	31				
February						
			1	2	3	4
5	Session 7	7	8	9	10	11
12	Session 8	14	15	16	17	18

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Freedom From Smoking Group Clinic

Quit Rates

- 51% at end of clinic
- 60% at end of clinic when in combination with NRT
- 27% at one year (no tobacco use within the past 12 months)



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LUNG HELPLINE AND TOBACCO QUITLINE

1-800-LUNG-USA

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Lung HelpLine vs State Quitline

ŸĘŚĠŨĬ	LUNG HELPLINE & TOBACCO QUITLINE		
24 hours	weekdays 7am-9pm CST & weekends 9am-5pm CST		
Free 2 week supply of NRT per enrollment	Does not give free NRT		
5 counseling sessions per enrollment lasting minimum 15 minutes	Unlimited counseling		
Can only ask questions about quitting tobacco	Can ask any question about lung health		
E-learning courses available	Available online support community		

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Freedom From Smoking Self-Help Guide

- Self-directed resource for those more comfortable working on their own
- Available through local American Lung Association offices and from our publishing partner, StayWell
- \$5.99 each



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Quitter's Circle

- Mobile app and online community
- · Personalized quit plan
- · Build your own quit team
- Real-time access to physicians via telemedicine
- Track progress and send out alerts when additional support is needed
- Share successes on Facebook and Twitter



QuittersCircle.com Facebook.com/QuittersCircle

@QuittersCircle

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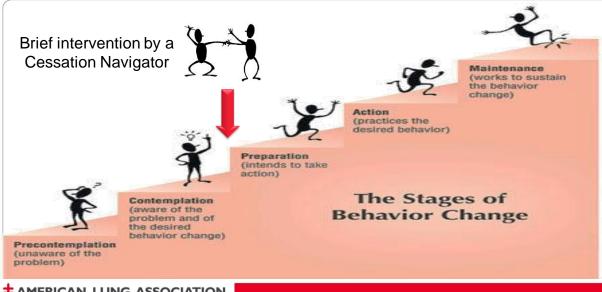


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Cessation Navigators

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What are Cessation Navigators & Why are they Important?



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CESSATION NAVIGATORS

- Conducts brief interventions to encourage quit attempts and connect tobacco users to cessation programs/resources
- To become a Cessation Navigator:
 - Non-tobacco user
 - 5 hour FREE training course
 - Working with local Lung Association and report back to them monthly
 - Do NOT need to be medically trained
 - Ideal Cessation Navigator:
 - PHA staff or Resident
 - Passionate about smoking issues
- Stipends are available

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Websites to Remember

To find our smoking cessation resources:

- Lung.org/ffs
- FreedomFromSmoking.org
- http://www.lung.org/support-and-community/lung-helpline-and-tobacco-quitline/

To find our smokefree multi-unit housing resources:

- Lung.org/smokefreehousing
- Abdul-Kabir Karim
 - kabir.karim@lung.org
 - (214) 630-8092



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Future directions to assist public housing authorities for a sustainable effort.

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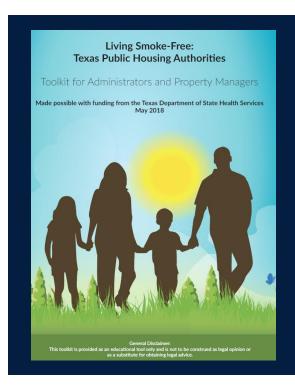
08/15/2018

Texas Smoke-Free Housing Resources

- Living Smoke-Free Toolkit with Texas specific resources
- Resident Education Packets and Push Cards
- Online Database
- Smoke-Free Housing Taskforce Fact Sheets







Living Smoke-Free: Texas Public Housing Authorities Toolkit

Resident Education Packets and Push Cards







Exterior Outdoor Signage

Smoke-Free Housing Taskforce Fact Sheets







Sustaining Compliance^{1,2}

- Continue to collaborate with local community organizations or partners
- Ensure staff are aware of community resources and materials
- Remind staff & residents often of the policy and ways to comply with the policy
- Communicate often and positively about your new smoke-free environment
- This change will take time Don't give up on enforcing your policy!



Communicate with Your Community





Texas Tobacco Quitline

- The Texas Tobacco Quitline (1-800-YES-QUIT) is a confidential, toll-free service available to Texas residents age 13 and older
- Yes Quit form to refer by fax or mobile app
- Texas Department of State Health Services Regional Coordinators





Collaborate & connect with local community organizations or partners

Future Technical Assistance



Smoke-Free Housing and Connecting Residents to Quit Resources:

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Poll Questions



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Thank you for your participation!

www.utep.edu/txsmokefreepublichousing

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- The Cadmus Group. (2014). Change is in the Air: An Action Guide for Establishing Smoke-Free Public Housing and Multifamily Properties. U.S. Department of Housing and Urban Development, Office of Lead Hazard Control and Healthy Homes.

