American Lung Association

Public Health Roadmap:
Enhancing Partnerships in
Tobacco Treatment Integration

2022 Update
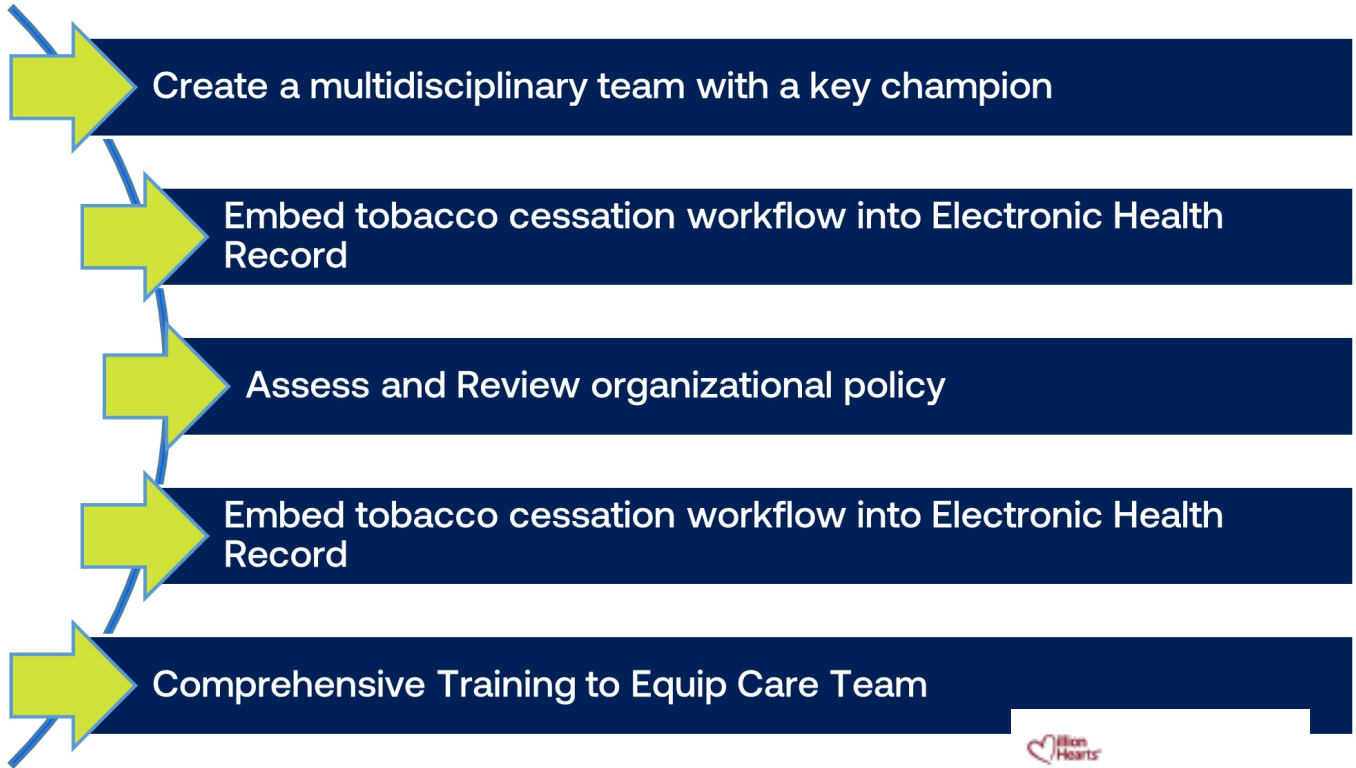
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About This Guide

This quick reference guide provides state and local public health professionals with additional guidance and tools to be informed and active participants in health systems quality improvement efforts that include integrating tobacco cessation treatment services.

The document provides a brief background, additional resource links for deeper-dives, and recommended tools on three topics to help public health professionals approach health systems to integrate cessation:

1. How to make the case for tobacco cessation integration by finding the right health system partner

2. How to support sustainability and gain buy-in for cessation integration through community benefits

3. Special considerations for working with rural care providers, dental care providers and other clinical care extenders

This guide was inspired by American Lung Association's 2022 Cessation Coverage & Health Systems Change Cohort Group. To find out more about participating in future cohorts, contact CessationTA@Lung.org

May 2022

Health Systems Change:
Best Practices & Foundational Resources

American Lung Association

- Create a multidisciplinary team with a key champion
- Embed tobacco cessation workflow into Electronic Health Record
- Assess and Review organizational policy
- Embed tobacco cessation workflow into Electronic Health Record
- Comprehensive Training to Equip Care Team

Click to visit this resource:
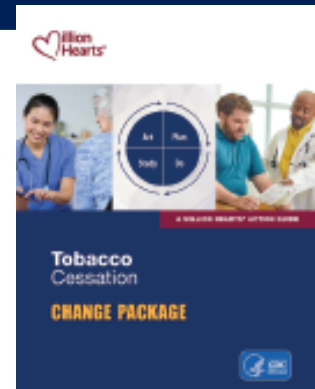
Foundational Resources for Systems Change:

- ✓ Centers for Disease Control and Prevention's **Best Practices User Guides- Cessation in Tobacco Prevention and Control**

- ✓ American Lung Association's **Integrating Tobacco Cessation into Electronic Health Records: Promising Practices**

- ✓ American College of Preventive Medicine's **Strategic Roadmap for the Integration of Tobacco Use and Dependence Interventions into Clinical Care Settings**

- ✓ University of Colorado's **A Patient-Centered Tobacco Cessation Workflow for Healthcare Clinics**

American Lung Association.

Not all health systems have the same organizational structure.

When working to implement tobacco cessation through systems change strategies, it is crucial to understand each unique partner's system...

Click the boxes below to learn more about potential partners in health systems change!

State Hospital Associations	State Primary Care Associations	State Medical Associations	State Pediatric Associations
State Pharmacy Associations	State Quitlines	State Health Department Tobacco Control Teams	State Dental Associations
	Community Health Centers	Indian Health Service Locations	

![American Lung Association logo]

EHR Treatment Integration: Best Practices

Tobacco use screening guidelines

Trigger for the Cessation Consult

Trigger for FDA-Approved Medication

Referral to the State Tobacco Quitline or in-system cessation counseling

Remember:
- ✓ Comprehensive tobacco use screening questions for all commercial tobacco products
- ✓ Notify designated staff to provide the cessation consult
- ✓ Modify EHR to include pharmacotherapy recommendations
- ✓ Use a proactive electronic referral to your state quitline

Electronic Health Record (EHR) modifications are a key strategy for integration and the Information Technology (IT) department is a key partner to connect with for this strategy.

Tip for Partnerships: Understanding the reporting structure of the IT department including who they report to - depending on the systems, this may be the Chief Medical Officer, Chief Financial Officer, Quality Improvement Teams. It is also important align the goals of tobacco cessation/EHR integration with the goals of the department and the decision maker.

Examples courtesy of the Oklahoma Hospital Association:

Tobacco History/Referral	
Tobacco Use History	○ Current Everyday Smoker ○ Current Someday Smoker ○ Former Smoker ○ Never Smoked ○ Smoker current status UNK ○ Smokeless Tobacco ○ Unknown if ever smoked ○ Heavy Tobacco Smoker ○ Light Tobacco Smoker ○ eCigs/Vapor w/Nicotine ○ eCigs/Vapor w/o Nicotine Smoking Status Definitions: Current Every Day Smoker= has smoked at least 100 cigarettes during lifetime and still regularly smokes every day. Current Some Day Smoker= has smoked at least 100 cigarettes during lifetime and still regularly smokes periodically. Former Smoker= has smoked at least 100 cigarettes during lifetime but does not currently smoke. Never Smoked= has NOT smoked 100 or more cigarettes during lifetime. Heavy Tobacco Smoker= smokes more than 10 cigarettes per day, or an equivalent quantity of cigar or pipe smoke. Light Tobacco Smoker= smokes less than 10 cigarettes per day, or an equivalent quantity of cigar or pipe smoke.
Have you used ANY Tobacco Products in the last 12 months?	○ Yes ○ No Comment [_____] A "Yes" response to this query triggers a Tobacco Cessation Nurse notification.
Date Last Used Tobacco Product	[_____]
What type of Tobacco Product	☐ Cigarettes ☐ Smokeless Tobacco ☐ Pipe ☐ Cigar ☐ Hookah
Request OKLA Tobacco Helpline Referral	○ Yes ○ No Comment [_____] I have discussed tobacco cessation with the patient. Patient has given verbal consent to the referral to the Oklahoma Tobacco Quit Line, and agrees to information exchange between the Quit Line and Health plan, including patient contact and outcomes information. **Selecting "Yes" will electronically send a notice to the Oklahoma Tobacco Quit Line (1800QUITNOW)**
Select Time for OKLA Tobacco Helpline to contact patient	☐ 6am to 9am ☐ 9am to 12pm ☐ 12pm to 3pm ☐ 3pm to 6pm ☐ 6pm to 9pm
OKLA Tobacco Helpline may leave message on voice mail	○ Yes ○ No Comment [_____]
Contact Phone number	[_____] Only enter numbers in this field, no free text. (123-456-7899)

Electronic Health Records
– examples courtesy of the Oklahoma Hospital Association

Tobacco Education	
Tobacco Education Status	⦿ Tobacco Counseling >3min ◯ Tobacco Counseling>10mins ◯ Refused
Tobacco Education	☐ Tobacco Cessation Handout ☑ Tobacco Educ Complete ☑ NRT Discussed ☑ NRT Orders Requested
Tobacco Education Comments	Pt wants to stop smoking. Has had a difficult time stopping cold turkey while inpatient since yesterday. Ordered Patches. Spoke to nurse about geting patch as soon as it is available. Pt has signed up for Quit now line. The patient will call today to get the ball rolling.

Risk Factors

Tobacco

Tobacco Use:	Required for patients age 13 & older	Previous Values	
	Reviewed No Changes ☐	Tobacco Use:	never (12/14/2014 5:39:25 PM)
⦿ current ◯ quit ◯ never ◯ unknown		Year Started:	
	Year Started: [▼]	Year Quit:	
	Every day? ◯ yes ◯ no	Pack Per Day:	
	Some days? ◯ yes ◯ no	Cigarettes:	never smoker (12/14/2014 5:39:25 P
☐ cigarettes	Amt: [ ] packs/day	Cigars:	
☐ cigars	Amt: [ ] # per week	Pipes:	
☐ pipes	Amt: [ ] bowls per week	Smokeless/Chewing:	
☐ smokeless/chewing	Amt: [ ] pouch / tin per day	Second Hand Smoke Exp:	no (12/16/2013 10:26:29 AM)
Second hand smoke exposure: ◯ yes ◯ no		Smoking advice given:	yes (12/07/2015 11:08:11 AM)

Tobacco Cessation Counseling Form

EMMI - Smoking Cessation - Thinking About Quitting Smoking Ordered

EMMI - Smoking Cessation Medications Ordered

EMMI - Benefits Of Quitting Tobacco Ordered

☐ Tobacco Counseling-Referral Information Added To Clinic Summary.
☑ Patient was referred to the Oklahoma Tobacco Helpline. (800)784-8669
☑ Patient was prescribed the Emmi Module on Tobacco Cessation Counseling.

Tobacco Comments:

Nicotine Reviewed No Changes ☐
◯ Patient currently uses E-Cigarettes
◯ Patient does not currently use E-Cigarettes

Tobacco Use Comments:

Smoking Cessation Protocol screen:

Smoking	
Smoking status	○ Former smoker ○ Smoker current status unknown ○ Never smoker ○ Unknown if ever smoked ◉ Current every day smoker ○ Current some day smoker ○ Light tobacco smoker (Less than 10 cigarettes daily) ○ Heavy tobacco smoker (Greater than 10 cigarettes daily)
Smoking stop date	
How many cigarettes do you smoke per day?	15
How many cigars do you smoke per day?	0
Does patient use an electronic or vapor cigarette	○ Yes ◉ No Comment:
How many vapor cigarettes do you use per day?	
Does patient dip or chew tobacco	○ Yes ◉ No Comment:
How many cans/pouches per week?	
Do you want to quit smoking?	◉ Yes ○ No Comment:
Smoking cessation education given?	◉ Yes ○ No Comment: Smoking Cessation education should be provided to all patients and/or smoking caregivers. Document Education in the Teaching Record.
Is this a cardiac diagnosis?	○ Yes ◉ No Physician order required to initiate smoking protocol for all cardiac diagnoses.
Smoking protocol initiated?	◉ Yes ○ No
Help Line has previously been accessed by patient or CM?	○ Yes ○ No Enter date of access in the date field if not already there.
Helpline called for smoking cessation?	○ Yes ○ No Comment:

Scan or Click the QR Code to learn more about the **Oklahoma Hospital Association's Hospitals Helping Patient Quit initative**.

Support Sustainability and Gain
Buy-In Through Community Benefits

One way to overcome funding challenges is through calculating community benefit for nonprofit hospitals.

This strategy also helps the health system see the **true impact of their efforts.**

Resources

American Lung Association's Hospital Community Benefit Toolkit Provides state and local public health professionals with the tools and guidance they need to be informed and active participants in hospital Community Health Needs Assessments (CHNAs).

Oklahoma Hospital Association's Community Benefit Toolkit & Calculator Learn to support nonprofit hospitals through counting tobacco activities as community benefits. Includes an easy to use excel calculator where hospitals can input their data points and determine the associated dollar amounts.

The Lung Association's Cessation Technical Assistance Team has compiled resources for public health professionals and tobacco control program staff who are interested in supporting cessation integration in Behavioral Health Settings and Rural Settings - including resources for working with Federally Qualified Health Centers and Community Health Centers.

For this resource, "clinical care extenders" are defined as non-physician professionals working in healthcare settings, that may be able to provide any of the following related to cessation:

- brief tobacco intervention

- referral to treatment services

- cessation counseling services

- and in some cases, prescribe FDA-approved quit medications.

Examples of "clinical care extenders" include, but are not limited to:

- pharmacists
- patient navigators (such as oncology nurse navigators)
- certified tobacco treatment specialists (such as those used to conduct inpatient bedside consults among all patients identified as tobacco users admitted to hospitals),
- community health workers, community health representatives, and promotoras/promotores de salud in clinical settings, such as those working in FQHCs or community care clinics
- dental and oral health providers

Integrating Cessation in Behavioral Health Systems

Behavioral Health care teams have a critical opportunity to concurrently address tobacco use disorder and offer treatment alongside other services that support people in the community, including people receiving substance use disorder (SUD) treatment and treatment for serious mental illness (SMI). There are safe, effective treatments for tobacco use disorder (TUD), including behavioral therapies, such as evidence-based cessation counseling and FDA-approved medications. The seven FDA-approved medications include nicotine replacement therapy in the form of patches, gum, lozenges, inhaler, and nasal spray as well as varenicline and bupropion.

Tobacco treatment can be included in existing behavioral health programs as part of an overall approach to recovery and wellness.

National Behavioral Health Network's
Implementation Toolkit (2021)

American Lung Association's

Integrating Tobacco Use Disorder

Treatment in Behavioral Health Settings

Toolkit (2021)

Integrating Cessation in **Rural, CHC, and FQHC Systems**

Resources, Strategies, and Inspiration

- [Hospitals Helping Patients Quit](#) initiative funded by the Tobacco Settlement Endowment Trust

- [Tobacco Cessation Coverage & Federally Qualified Health Centers](#) Factsheet, American Lung

- [Every Try Counts](#), a Smokefree.gov program that uses innovative texting-based messaging to deliver tobacco cessation support to people living in rural areas.

- **ELEVATE EPIC Tobacco Screening and Cessation Module** This electronic health record (EHR)- enabled point-of-care treatment model for tobacco use assessment and cessation treatment. Learn more about the study [here](#).

- [Rural Health Initiative Tobacco Control and Prevention Toolkit](#) (2017)

- [Advancing Tobacco Cessation in Rural America.](#) (2019) The National Network of Public Health Institutes

- [Tobacco Control Efforts in Rural America: Perspectives from Local Health Departments](#) (2019). The National Association of County and City Health Officials

- [Health Center Resource Clearing House](#)

- [National Association of Community Health Centers](#) has focused resources for CHCs on Clinical Initiatives, Quality Improvement, and Clinical Workforce development

Integrating Cessation with Certified Tobacco Treatment Specialists

A Tobacco Treatment Specialist has completed an intensive training program accredited by the *Association for the Treatment* of *Tobacco Use and Dependence* (ATTUD). Tobacco Treatment specialists have skills, knowledge and training to provide effective, evidence-based interventions for tobacco dependence across a range of intensities. Tobacco Treatment Specialists can support cessation integration in a variety of settings including but not limited to hospitals, community health centers, HMOs, medical and dental practices, educational settings, social service agencies, tobacco treatment centers, telephone Quitline's, substance use disorder treatment programs and mental health centers. Tobacco Treatment Specialists can also serve in public health roles, or as educators to help support systems-level integration strategies in a variety of settings.

Resources, Strategies, and Inspiration

- Improve Access to Tobacco Cessation Treatment in North Dakota's Medicaid Program: Efforts to Recognize Certified Tobacco Treatment Specialists Case Study, American Lung Association
- Incorporating Best Practice Tobacco Treatment into a Large Integrated Health System Case Study, Essentia Health *(Excellent example* of a *CTTS Workflow)*
- Association for the Treatment of Tobacco Use and Dependence (ATTUD)
- The Council for Tobacco Treatment Training Programs
- Info on the National Certificate in Tobacco Treatment Practice (NCTTP) from NAADAC

Integrating Cessation with **Community Health Workers**

Community Health Workers (CHWs) can help link patients to community programs, including the state Health Department's Tobacco Quitline and culturally appropriate treatment services and programs that focus on self-management skills, such as lifestyle modification, goal-setting, creating action plans, and problem-solving techniques.

Resources, Strategies, and Inspiration

- Centers for Disease Control and Prevention's [Community Health Worker (CHW) Toolkit](#)
- Centers for Disease Control and Prevention's [Addressing Chronic Disease through CHWs - A](#) [Policy and Systems-Level Approach](#)
- Centers for Disease Control and Prevention's [Promoting Policy and Systems Change to](#) [Expand Employment of Community Health Workers (CHWs) E-Learning Training Series](#)
- [Spanish Language Education Resources on Commercial Tobacco Use Prevention and](#) [Control: Prevenci6n y control del tabaquismo](#) (2021) Resources for Community Health Workers/ Promotores de Salud from The National Alliance for Hispanic Health Nuestra Voces & **NM** Community Health Worker Association Nuestra Salud

Integrating Cessation with **Dental & Oral Health Providers**

The U.S. Public Health Service including dental professionals, provide brief interventions with their tobacco using patients. Dentists, Dental Hygienists, Dental Assistants and other oral care providers engaged in cessation efforts can help strengthen the whole-person care approach, increase access to services and referrals and may offer different approaches to motivating people to quit.

Resources, Strategies, and Inspiration

- [Dental Services - Provider Reference Module](#) (2021) Indiana Health Coverage Programs
- [Claim Submission and Processing](#) (2021) Indiana Health Coverage Programs
- [Dental Professional & Providers Survey](#) from UCSF Oral Health Technical Assistance Center
- [Case Study: A Novel Approach to Addressing Tobacco Use within a Safety-Net Dental Practice](#) (2017) Clearway Minnesota
- [Tobacco Cessation in Dental Settings: The 5 A's Approach](#) UCSF's Oral Health Technical Assistance Center
- [Addressing Tobacco in Dental Settings: A Resource for Dental Professionals](#) (2018)
- [Oral Health, Mental Health and Substance Use Treatment: A Framework for Increased Coordination and Integration](#) National Council for Mental Wellbeing; additional resources can be found here.

Integrating Cessation with Pharmacists

Pharmacists are well-positioned to perform interventions with patients who use tobacco, increasing access to evidence-based cessation.

Resources, Strategies, and Inspiration

- [Indiana's Standing Order for Tobacco Cessation](#) Case Study, American Lung Association

- [Pharmacists: Furnishing Nicotine Replacement Therapy for Smoking Cessation](#) (2021) from KickItCA.org

- [Pharmacist Tobacco Cessation Prescribing Map](#) National Alliance of State Pharmacy Associations

- [Smoking Cessation Toolkit: Clinical Training Resources/ Continuing Education](#) (Pennsylvania)

- [Nicotine Cessation Counseling: Home Study Continuing Education](#) (Nebraska)

- [Nicotine Cessation Counseling Toolkit](#) (Nebraska)

- [*Evaluating reach and representativeness* of a *pharmacist-led opt-out smoking* cessation *intervention protocol for hospital settings*](#) (2021) Journal Article from UW-CTRI

Treatment Integration in Action

Organizational assessments can help Tobacco Control Program staff understand an organization, system or clinic's current policies, perceptions, and capacity to integrate tobacco use disorder (TUD) treatment services. The Lung Association has developed an easy-to-access tool that can help to evaluate strengths and identify both barriers and opportunities to promote and sustain the integration of comprehensive tobacco treatment services in various health settings. This can be used as a foundational step with new partners, or it can be used to identify how to sustain and enhance existing partnerships.

Tobacco Treatment Integration Assessment

Take a look at current practices and workflows in organizations that are interested in prioritizing tobacco treatment through systems change efforts with this Assessment Tool:

Learn More - Click or Scan the QR Code to Explore how the assessment works and how you can put this tool to use today with community partners:

Technical Assistance for Tobacco Control Program Staff:

The American Lung Association provides expert technical assistance to states and the tobacco control community on tobacco cessation coverage policy and health systems change to increase tobacco cessation and treatment integration.

In addition to one-on-one technical assistance, the Lung Association has many resources available, on-demand at **Lung.org/CessationTA.**

Technical Assistance includes:
- Comprehensive Cessation Resource Library - including on-demand webcasts, trainings, toolkits and more
- Technical Assistance Listserv
- State Cessation Coverage Database
- Peer Cohort Group Learning Opportunities
- One-on-One tailored technical assistance to help address challenges and identify opportunities

Request Technical Assistance from American Lung Association:

Lung.org/CessationTA

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