

**2013 OHIP Work Group Quarterly Report**  
**3rd Quarter (January - March); SFY Ending June 30, 2013**



**Work Group Name: Tobacco Use Prevention Workgroup**

**Work Group Goal: Increase the percentage of Oklahoma adults and youth who successfully quit tobacco use**

Result Objective	Target Completion Date	Actual Completion Date	Accountability (Lead Person(s) Responsible)	Measure	Progress
<p>1. By January 2015, increase the number of hospitals, health care professionals, and community-based clinics that effectively implement the Public Health Service Clinical Practice Guideline for treating tobacco dependence</p> <p><i>Baseline: under development</i></p> <p>a) Work with hospitals to implement policies and systems that assure routine, systematic identification of and intervention with tobacco users (minimally to include "Ask, Advise, and Refer" protocols).</p> <p>b) Work with health care professional associations to promote routine, systematic identification of and intervention with tobacco users.</p> <p>c) Work with community-based clinics (including IHS and Tribal Health facilities) to implement policies and systems to assure routine, systematic identification of and intervention with tobacco users.</p> <p>d) Include tobacco dependence treatments (both counseling and medication) identified as effective in national guidelines as paid or covered services for all subscribers or members of health insurance packages.</p>	<p>January 2015</p>		<p>Lead:</p> <p>a) Oklahoma Hospital Association</p> <p>b) OSDH, OK State Medical Assoc., OK Osteopathic Assoc.</p> <p>c) OSDH (THD, OCCHD)</p> <p>d)</p> <p>e)</p> <p>f)</p> <p>g)</p> <p><u>h) ODMHSAS</u></p>	<p>Measures:</p> <ul style="list-style-type: none"> <li>• Number of hospitals implementing Guidelines</li> <li>• Number of health care professionals implementing Guidelines</li> <li>• Number of community based clinics implementing Guidelines</li> </ul>	<p>From Jan – Dec 2012, INTEGRIS Health facilities assisted 1,764 inpatients, 134 outpatients &amp; 43 employees in enrolling for cessation assistance with the Oklahoma Tobacco Helpline.</p> <p>Since Oct 2010, INTEGRIS has made 4,765 referrals to the OTH, (thru Jan 2013), with a 40% acceptance rate. This includes 4,064 inpatients, 624 outpatients, 79 employees.</p> <p>A total of <b>22 hospitals</b> have implemented at least one or more components of tobacco cessation protocol/processes since Oct 2010, including the first stand-alone psychiatric hospital.</p> <p><b>Eight</b> other hospital systems -- a total of 18 hospitals, including Mercy Health and 1 other major health system – are in the planning processes for 2013 implementation.</p> <p><i>(Continued on next page)</i></p>

<p>(Continued from previous page)</p> <p>1. By January 2015, increase the number of hospitals, health care professionals, and community-based clinics that effectively implement the Public Health Service Clinical Practice Guideline for treating tobacco dependence</p> <p><i>Baseline: under development</i></p> <p>e) Work with hospitals to implement policies and systems that assure routine, systematic identification of and intervention with tobacco users (minimally to include “Ask, Advise, and Refer” protocols).</p> <p>f) Work with health care professional associations to promote routine, systematic identification of and intervention with tobacco users.</p> <p>g) Work with community-based clinics (including IHS and Tribal Health facilities) to implement policies and systems to assure routine, systematic identification of and intervention with tobacco users.</p> <p>h) <u>Add behavioral health aspect</u> Include tobacco dependence treatments (both counseling and medication) identified as effective in national guidelines as paid or covered services for all subscribers or members of health insurance packages.</p>					<p>From Oct. 2012 – Jan. 2013, all hospital systems have made <b>5,299 fax referrals to the OTH</b> with a 40% service acceptance rate.</p> <p>About <b>ten INTEGRIS clinics</b> are referring to the OHT. Several others are currently in the process of implementation. Implementations are in process for residential and outpatient behavioral health.</p> <p>St. Johns Medical Center, Tulsa, has referred 416 patients to the OTH from July 2012 – Jan 2013.</p>
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<p>2. By January 2015, increase tobacco-free properties at all workplaces including private businesses (50%), state agencies (100%), tribal governments (50%), local governments (75%), hospitals (100%), school districts (100%), universities and colleges (100%), career tech centers (100%) and faith-based organizations (50%).</p> <p><u>Baseline Updated (May 2012):</u></p> <ul style="list-style-type: none"> <li>• Private Businesses – 1% (estimated)</li> <li>• State Agencies – 100% (effective Aug 2012 – Veterans homes given extension)</li> <li>• Tribal governments – 5% (2/39)</li> <li>• Hospitals – 38% (50/133)</li> <li>• School Districts – 49% (264/537)</li> <li>• Universities and Colleges – 29% (19/64) * 100% effective Aug 2012</li> <li>• Career Tech Centers – 12% (7/57)</li> <li>• Faith-based organizations – 1% (estimated)</li> </ul> <p>a) Develop a database to establish baseline and track tobacco-free properties.</p> <p>b) Involve state and local partners in promoting awareness and utilization of the Oklahoma “Certified Healthy Business” program which requires all companies /workplaces seeking to achieve the highest level of certification (Certificate of Excellence) must have in effect a 100% tobacco-free workplace policy that applies to the entire property under their control, both indoors and outdoors.</p> <p>c) Involve state and local partners in promoting full implementation of the policies and practices outlined in the “Make It Your Business for a Strong and Healthy Oklahoma” toolkit.</p>	<p>January 2015</p>		<p>Lead:</p> <p>a) OSDH b) Turning Point c) OSHD (THD, OCCHD)</p>	<p>Measures:</p> <ul style="list-style-type: none"> <li>• Number of businesses with tobacco free policies</li> <li>• Number of state agencies with tobacco free policies</li> <li>• Number of tribes with tobacco free policies</li> <li>• Number of local governments with tobacco free policies</li> <li>• Number of hospitals with tobacco free policies</li> <li>• Number of school districts with tobacco free policies</li> <li>• Number of colleges/universities with tobacco free policies</li> <li>• Number of career techs with tobacco free policies</li> <li>• Number of faith based organizations with tobacco free policies</li> </ul>	<p>There were numerous applications through the Certified Healthy Oklahoma Programs this year. The number receiving certification include: 349 businesses, 28 campuses, 314 schools, 52 communities, and 12 restaurants.</p> <p>Work is continuing to be done to increase the number of tobacco free businesses, schools, faith based organizations, etc. through local coalitions across the state.</p>
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<p>3. Increase utilization of the Oklahoma Tobacco Helpline to 70,000 registered callers in FY14</p> <p><i>Baseline: ~35,000 registered callers in FY09.</i></p> <ul style="list-style-type: none"> <li>a) Promote direct support of Helpline services by insurers for their clients.</li> <li>b) Explore and pursue options to allow youth to self-consent to Helpline counseling services.</li> <li>c) Raise awareness of Helpline services among youth (as applicable) and young adults.</li> <li>d) Place point of sale advertisements for Helpline in retail establishments.</li> <li>e) Further increase collaborative efforts with tribal health partners and representatives of other disparate populations.</li> </ul>	<p>FY 2014</p>		<p>Lead:</p> <ul style="list-style-type: none"> <li>a) OK Insurance Department</li> <li>b) TSET</li> <li>c) TSET and partners/coalitions</li> <li>d) TSET and partners/coalitions</li> <li>e) Native American Tobacco Education Network</li> </ul>	<p>Measures:</p> <ul style="list-style-type: none"> <li>• Number of registered callers to the Oklahoma Tobacco Helpline</li> </ul>	<p>Work is underway with the Oklahoma Health Care Authority to develop a campaign encouraging support of the Oklahoma Tobacco Helpline (OTH) that would target Medicaid health care providers but would reach all health care providers in the state (doctors, nurses, etc.).</p> <p>Based on <u>UNAUDITED</u> data: More than 8,000 people contacted the OTH in the first quarter of 2013. Of those individuals, more than 1,800 made contact through the OTH's corresponding website <a href="http://okhelpline.com">okhelpline.com</a>.</p>
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