

Mid-Valley & Coast Tobacco Prevention Initiative: CCO-Public Health Partnership to promote community health

Project Team:

InterCommunity Health Network CCO, Linn County Department of Health Services, Benton County Health Department, and Lincoln County Health & Human Services

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Above: Linn, Benton, Lincoln project area

Regional CCO-Public Health Partnership

- IHN-CCO hired 1.0 FTE Regional Project Coordinator
- Funding allocated to Linn, Benton, Lincoln public health departments with IHN-CCO as the fiscal agent
- Convene and facilitate new Regional Healthy Communities Steering Committee (right)
- Leverage new opportunities to partner on emerging projects
- Secure other funding opportunities



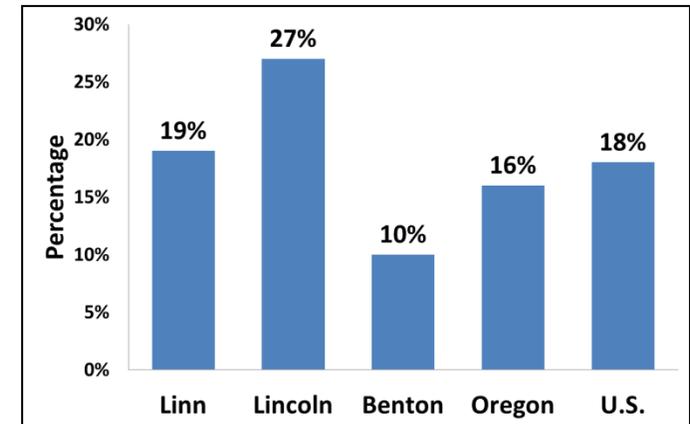
Background

- Tobacco is the No. 1 preventable cause of death and disease in Oregon.¹
- Medicaid patients > 2.5 times more likely to smoke than the general population.¹
- Tobacco costs Oregonians \$2.5 billion a year in medical expenditures and lost productivity due to premature death.¹
- Among adult current smokers in Oregon, 74% would like to quit smoking and 50% have tried to quit in the past year.²
- Tobacco users who receive effective treatment are 2-3 times more likely to quit and remain quit.³

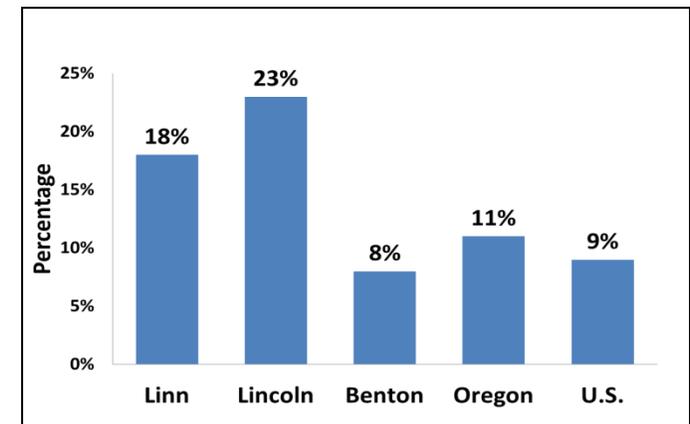
Linn-Benton-Lincoln Region:

- 40% of InterCommunity Health Network CCO members use tobacco compared to 34% of Medicaid members statewide(2013).

Adult Smoking, 2011⁴



Smoking During Pregnancy, 2011⁴



1. Oregon Health Authority. Oregon Tobacco Facts, 2013. <http://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/oregon-tobacco-facts.aspx> . 2. Oregon Behavioral Risk Factor Surveillance System (BRFSS), 2010. 3. U.S. Department of Health and Human Services, Public Health Services. Treating Tobacco Use and Dependence: 2008 Update – Clinical Practice Guidelines. 4. Oregon Healthy Authority. Oregon Tobacco Fact Sheets by County, 2013. <http://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/countyfacts.aspx#data>

Project Intervention Areas

The goal of the Mid-Valley & Coast Tobacco Prevention Initiative, an InterCommunity Health Network-CCO and public health partnership, is to advance tobacco prevention and cessation efforts in Linn, Benton, and Lincoln counties in both clinical and community settings.

Clinical

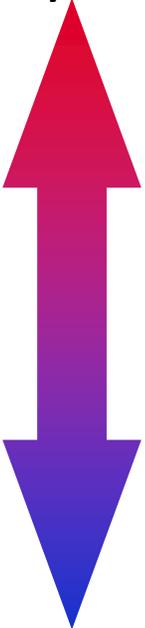
- **Systematic Tobacco Screening and Referral**
 - Establish an inter-agency Tobacco Prevention and Cessation Team.
 - Develop and conduct a comprehensive assessment of the health system's tobacco prevention and cessation efforts and develop an Action Plan that recommends best-practice improvements.

Community

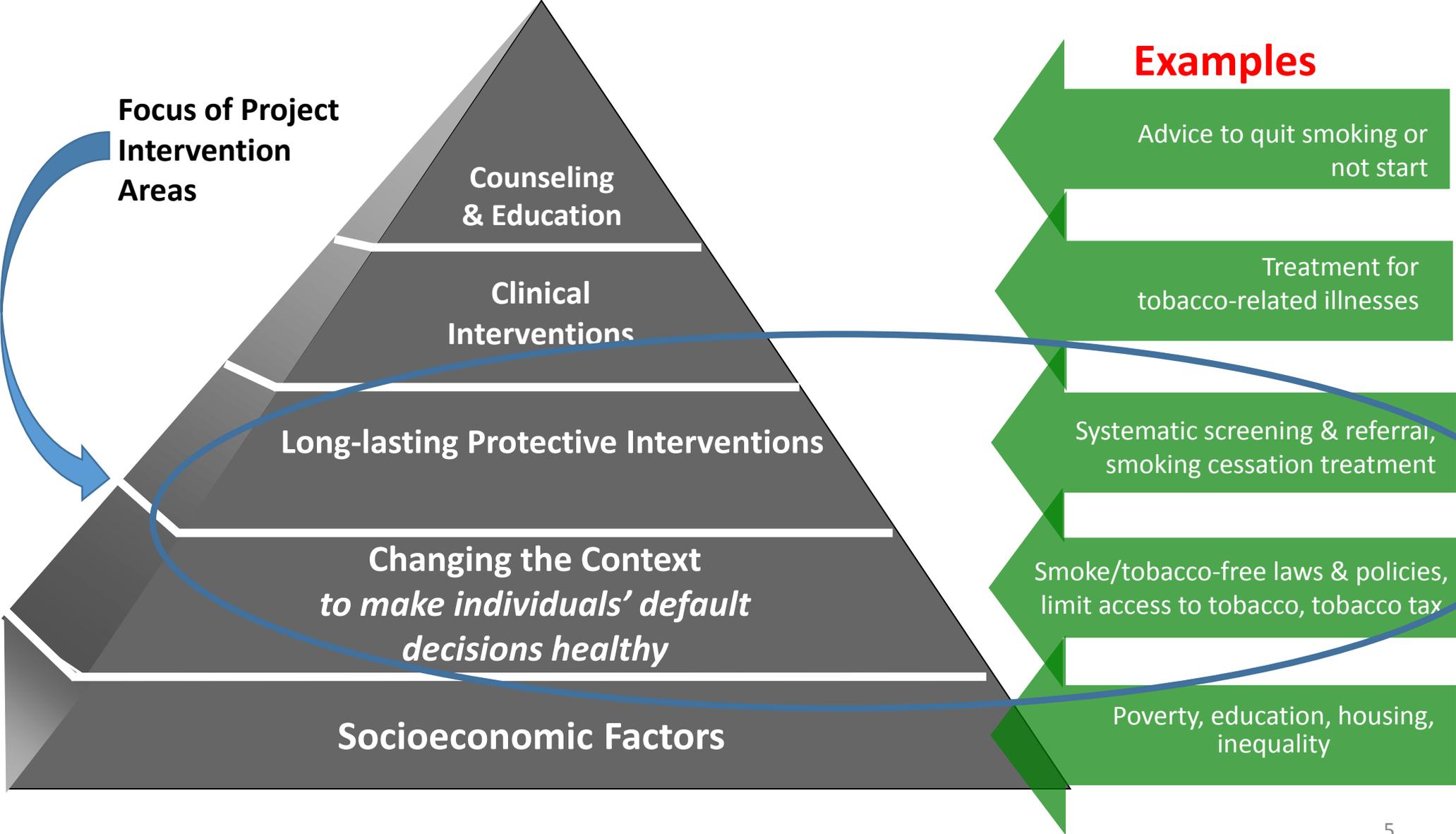
- **Tobacco Retail Establishments**
 - Identify methods to limit youth access to tobacco products through point of sale restrictions, including tobacco retail license requirements and enforcement.
- **Smokefree Workplace**
 - Identify strategies to establish comprehensive smoke-free and tobacco-free policies, including limit use of electronic smoking devices in public places.

Factors that Affect Health

Smallest Impact



Largest Impact



Current Progress & Next Steps

Regional Infrastructure

- Continue to work on tobacco projects regionally.
- Expand CCO-Public Health partnership framework to other intervention areas.
- Continue to identify opportunities to leverage funding and resources.
- Align other transformation efforts and pilot projects to maximize collective impact opportunities.

Community: Smokefree Workplace

- Benton County and City of Corvallis adopted updated Smokefree Workplace ordinances prohibiting use of electronic smoking devices indoors.
- Linn and Lincoln Counties continue to present new tobacco issues to community organizations and decision-makers.

Community: Tobacco Retail Establishments

- Benton County and City of Corvallis adopted an ordinance that prohibits the sale of electronic smoking devices to minors.
- Linn and Lincoln Counties conducted tobacco retail establishment assessments and are in the process of presenting results to decision-makers and community partners.

Clinical: Systematic Tobacco Screening and Referral

- Inter-agency Tobacco Prevention and Cessation Team has convened three times.
- Comprehensive assessment is planned for completion early Spring 2015.
- Develop and present recommendations to the Tobacco Prevention and Cessation Team late Spring 2015.