



# **Tobacco Cessation and Prevention: A CCO/Public Health Partnership**

CCO Metrics and Scoring Committee

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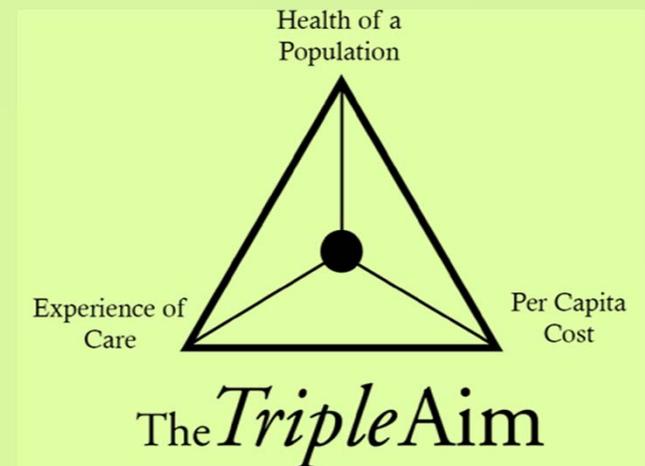
# Agenda

- Public Health-CCO partnership
- Transformation Plan
- Prevention priorities
- Tobacco Prevention programs



# Primary Prevention Priorities

- Reduce Tobacco Use
  - Pregnant women
  - People being treated for behavioral health conditions
- Reduce Childhood Obesity
- Improve Immunization Rates



# Reduce Tobacco Use



- Incentivize pregnant women to quit
- Train BH providers in intensive cessation
- Prevent youth addiction

# Quit Tobacco in Pregnancy (QTiP)

- Incentivize pregnant women to quit smoking
- Graduated incentive – the longer the quit, the bigger the incentive
- Incentivize utilization of cessation services (quit line, counseling, etc.)

# Tobacco Treatment Specialists

QUIT

SMOKING

- Train behavioral health providers to treat tobacco dependence
- Provide comprehensive coverage for tobacco cessation

# Prevent tobacco addiction



- Good Behavior Game
  - “Behavioral vaccine” - classroom management in first grade
  - Reduces substance use, including tobacco at age 21 by 25-50%
- Retailer Reward/Reminder
  - Reduce underage sales of tobacco in rural communities