Nineteen Years of Helping Minnesotans Quit

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ClearWay Minnesota Webinar Series
July 29, 2020
HAPPINESS IS

...working with great people.
Plan for Today

1. Priorities and evolution
2. Deeper dive into cessation priority areas
3. Impact
<table>
<thead>
<tr>
<th>Event</th>
<th>Year(s)</th>
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<tbody>
<tr>
<td>Minnesota Tobacco Quitline launched</td>
<td>2001</td>
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<tr>
<td>Expanded cessation program suite</td>
<td>2003-2008</td>
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<tr>
<td>Shifted to population-based services</td>
<td>2010</td>
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<tr>
<td>Began cessation policy and systems change work</td>
<td>2010</td>
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<td>Redesigned QUITPLAN® Services launched</td>
<td>2014</td>
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<tr>
<td>Cessation linkage work began</td>
<td>2014</td>
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<tr>
<td>Concluded community linkage and systems change work</td>
<td>2019-2020</td>
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<td>Transitioned cessation services to the Minnesota Department of Health</td>
<td>2019-2020</td>
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2001 – 2020 Investment in Cessation

Approximately $67.8 million*

*2020 data are budgeted expenses
QUITPLAN Services 2001 - 2013

- Telephone Counseling
- Nicotine Replacement Therapy
- quitplan.com
- In-person programs
QUITPLAN® Services Volume

Calls

Web Registrants

FY08 FY09 FY10 FY11 FY12 FY13
• Meet smokers where they are

• Reduce barriers to quitting

• Variety of service offerings

• Help overcome ambivalence to change
Promoting QUITPLAN Services

Join the ClearWay Minnesota Webinar on Sept. 23 at Noon presented by Mike Sheldon, Director of Marketing
Impact: Cessation Services
Cumulative Number of Commercial Tobacco Users Who Enrolled in ClearWay Minnesota Cessation Programs By Calendar Year (2001 – 2020)
Helping People Quit: QUITPLAN Services

Survey participants enrolled between December 2016 and March 2017

Overall (n=890)

Helpline (n=444)

Individual Services (n=446)
Population Impact
Estimated Number Quit

<table>
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<tr>
<th>Before expanding services</th>
<th>After expanding services</th>
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<td>727</td>
<td>3896</td>
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Primary Goal: link low-SES smokers to existing cessation services

Secondary Goal: create organizational capacity to continue the work beyond the grant period
Ambassador Grants (2017-2019)

Increase knowledge of and trust in QUITPLAN Services for African American and American Indian commercial tobacco users

Promote and make referrals to QUITPLAN Services within these communities
Communities Served

American Indian
- American Indian Cancer Foundation
- Dakota Wicohan
- Native American Community Clinic
- Division of Indian Work

People Living with Mental Illnesses
- Mental Health Resources, Inc.
- Avivo (formerly RESOURCE, Inc.)
- NAMI MN
- Touchstone Mental Health

Low-income
- American Lung Association (partnered with public housing, WIC and a county jail)
- Lake Superior Community Health Center
- Portico Healthnet
- Minnesota Head Start Association

Immigrant Communities
- Sub-Saharan African Youth and Family Services
- Vietnamese Social Services on behalf of the Southeast Asian Health Equity Coalition

Latinx
- Comunidades Latinas Unidas En Servicio

African American
- Stairstep Foundation
CLEARING THE AIR FOR CHILDREN
Despejando el aire para los niños

Minnesota Head Start Association, Inc. with support from ClearWay Minnesota
Minnesota Head Start Association, Inc. con el apoyo de ClearWay Minnesota
Impact: Community Linkages
Process Evaluation Results

1. Capacity Building in Partner Organizations
2. Internal Capacity Building
3. Employing Community Health Workers
4. Community Outreach
5. Incentives
Systems Change Goals

Advance health systems change to ensure that tobacco dependence treatment is fully integrated into the continuum of health care delivery.

Build capacity among health care provider organizations in Minnesota who serve populations with higher smoking prevalence.
Health Systems Change Grants

Creating Systemic Changes to Support Tobacco Treatment
- Hennepin County Medical Center

A Multifaceted Approach to Tobacco Health Systems Change
- CENTRACARE Health

Integrating Commercial Tobacco Cessation and Clinical Services: ininaamokamigaa Aki

A Novel Approach to Addressing Tobacco Use Within a Safety-Net Dental Practice

Incorporating Best Practice Tobacco Treatment into a Large Integrated Health System

http://clearwaymn.org/policy/tobacco-health-systems-change/
Summary of Capacity Building Activities

- Interest Group
- Trainings (Statewide and Regional)
- Webinars
- Practice Facilitation Coaching
- Tools and Resources
- Starter Toolkit
- Dissemination/sharing
Health Systems Change Impact
Improving Health Insurance Coverage

Medical Assistance and MinnesotaCare
  ✓ Legislation passed to remove copayments on all counseling and medications

State and Public Employees
  ✓ Internal policy changed to include free, best practice treatment in employee insurance benefits

Market-wide
  ✓ Ensured the State uses ACA requirements when reviewing insurance products
Expanding Access and Awareness

Medical Assistance and MinnesotaCare

- Expanded providers able to be reimbursed for counseling
- Increased promotion

State and Public Employees

- Employee-facing materials improved to highlight available support

Market-wide

- Expanded pharmacists’ authority to prescribe and dispense NRT
Overall Impact
HELPING MINNESOTANS QUIT

SYSTEMS CHANGE

1,000 PARTICIPANTS engaged in systems change capacity building activities

42 HEALTH SYSTEMS participated in systems change initiatives

COMMUNITY ENGAGEMENT

18,500 CONVERSATIONS with commercial tobacco users in one year

8,300 REFERRALS to cessation services (including QUITPLAN Services) in one year

4,600 SECONDHAND SMOKE BOOKLETS distributed by Head Start programs

QUITPLAN
(MARCH 2014 - APRIL 2020)

94,000 tobacco users served

49,800 enrolled online

32,500 enrolled by phone

65,000 nicotine replacement therapy Starter Kits provided

44,700 Quit Guides mailed

MEDICAL ASSISTANCE AND MINNESOTACARE

1 MILLION Minnesota Health Care Programs enrollees have improved cessation benefits

July 2020
Smoking Prevalence in Minnesota: 1999-2018

37.5% reduction in prevalence in 20 years
Relative Impact of Policies 1993 – 2018

- Price: 53%
- Clean Indoor Air: 18%
- Cessation Treatment: 12%
- Youth Access: 9%
- Tobacco Control Funding: 8%
Policy Change and Quitting

The year after the 2013 tobacco tax increase

- 60 percent of smokers made a quit attempt
- 15.6 percent successfully quit
Summary

Expect the environment to change (flexibility)

Expand focus beyond service delivery

Amplify impact through collaboration
References

Minnesota Adult Tobacco Survey 2018: Tobacco Use in Minnesota

Community engagement grant case studies
http://clearwaymn.org/diversity/community-engagement-case-studies/

Health systems change case studies
http://clearwaymn.org/policy/tobacco-health-systems-change/


LAAMPP Institute: Advocacy Leadership Beyond the Fellowship

Presented by CoCo Villaluz, Associate Director of Health Equity Programs, with Ani Ryan Koch, Vayong Moua and Sandy Johnson

August 19 at Noon CDT
To register:
http://clearwaymn.org/news/