

OTIS Deliverable 9
Standardized Responses
Objectives

Priority Area or Asset Area	Indicator or Asset Number	Community Indicator/Asset	Sample Objective	Helpline/Center for Tobacco Cessation Resources
Promote Tobacco Cessation; Cessation Services Indicators	4.1.1	Extent to which evidence-based and culturally and linguistically appropriate behavior modification-based tobacco cessation services are available in the community	By (date), a program of weekly tobacco cessation group counseling sessions with at least 40 sessions per year and with continuously open enrollment will be available to Oceanside County residents, with at least 60% of enrollees attending 2 or more sessions, and at least 40% of these abstaining from tobacco use for 1 week or longer	1. Center for Tobacco Cessation Facilitator Training
			By (date), the annual number of calls to the California Smokers' Helpline from daily smokers of ethnic or linguistic minority backgrounds in Southern County will have increased by 25% over the baseline in FY 2010.	1. Helpline no-smoking signs and stickers, brochures, flyers, fact sheets, posters, and wallet cards, many in multiple languages. 2. Helpline print ads in multiple languages 3. Helpline web banner ads in English and Spanish 4. Helpline <i>Click to Call</i> banner ads
Promote Tobacco Cessation; Cessation Services Indicators	4.1.2	(Retired)		
Promote Tobacco Cessation; Cessation Services Indicators	4.1.3	Extent to which free or low cost pharmacological quitting aids are available to tobacco users who are not eligible for this benefit through a government or employer subsidized health insurance plan	By (date), at least 500 uninsured hospital inpatients will receive free FDA-approved quitting aids to help them abstain from tobacco during their hospital stay and post-discharge.	1. See if MSA funds can be used
			By (date), at least 500 uninsured tobacco users will receive free FDA-approved quitting aids purchased with MSA, First 5, or other county funds.	1. See if MSA funds can be used
Promote Tobacco Cessation; Cessation Services Indicators	4.1.4	Extent to which health care and social service providers refer patients and clients to accessible, evidence-based tobacco cessation programs such as the California Smokers' Helpline	By (date), at least 50% of 100 dental practices in the county will report that they systematically ask all patients if they use tobacco, advise those who do to quit, and refer them to the California Smokers' Helpline or the Tobacco Chewers' Helpline.	1. <i>Help Your Patients Quit Smoking</i> pocket guide 2. Center for Tobacco Cessation fact sheets, webinars and in-person CME courses 3. <i>Ask, Advise, Refer</i> flyer 4. <i>Ask, Advise, Refer</i> newsletter article 5. <i>Ask, Advise, Refer</i> print ads 6. <i>Ask, Advise, Refer</i> banner ads 7. <i>Ask, Advise, Refer</i> postcard artwork 8. See Helpline materials listed in 4.1.1
			By (date), one health clinic and one health agency serving the Hispanic/Latino community in Monterey County will adopt a tobacco-user identification (TUI) system that follows the "Ask, Advise, Refer" model of tobacco intervention described in the U.S. Public Health Services Clinical Practice Guidelines.	1. http://www.surgeongeneral.gov/tobacco/ 2. Center for Tobacco Cessation webinar and in-person CME courses
Promote Tobacco Cessation; Policy Indicators	4.2.1	Extent to which health insurance purchasers make tobacco assessment and coverage of treatment a contractual obligation of health care insurers and/or the clinicians who provide services to them, consistent with the U.S. Public Health Service Clinical Practice Guidelines, <i>Treating Tobacco Use and Dependence</i> (2008 Update)	By (date), at least three municipal or county health care purchasers in Valley County will require all vendors to provide and actively promote tobacco cessation services and pharmacotherapy as part of the health benefits package for employees and their families.	1. ROI Calculator - www.businesscaseroi.com 2. Employer Toolkit - http://www.makeyourbusiness.net/Documents/MIYBWholeDoc.pdf

OTIS Deliverable 9
Standardized Responses
Objectives

Priority Area or Asset Area	Indicator or Asset Number	Community Indicator/Asset	Sample Objective	Helpline/Center for Tobacco Cessation Resources
Promote Tobacco Cessation; Policy Indicators	4.2.2	Extent to which health care administrators and insurers provide clinicians with assistance to ensure that institutional changes promoting tobacco dependence treatment are implemented universally and systematically, consistent with the U.S. Public Health Service Clinical Practice Guidelines, Treating Tobacco Use and Dependence (2008 Update)	By (date), at least 75% of 500 medical charts audited from one managed care provider group in Mountain County will recognize addiction to tobacco products as a chronic disease risk factor as demonstrated by consistently implementing a "Vital Signs" approach to treating tobacco addiction.	1. http://www.surgeongeneral.gov/tobacco/ 2. Center for Tobacco Cessation webinar and in-person CME courses
			By (date), at least 3 of the 5 Medi-Cal Managed Care plans in Los Angeles County will adopt the U.S. Public Health Service Clinical Practice Guidelines for Treating Tobacco Use and Dependence.	1. http://www.surgeongeneral.gov/tobacco/ 2. Center for Tobacco Cessation webinar and in-person CME courses
			By (date), the San Francisco Department of Public Health (SFDPH) will adopt a policy that 100% of its primary care clinics will routinely assess patients for tobacco use and offer referrals to culturally and linguistically appropriate cessation services such as the California Smokers' Helpline.	1. http://www.surgeongeneral.gov/tobacco/ 2. Toolkit - http://smokingcessationleadership.ucsf.edu/HospitalSF.htm
			By (date), at least one public hospital in ___ County will implement all of the recommendations for hospitalized smokers in the U.S. Public Health Service Clinical Practice Guidelines, including assessing tobacco use on admission, listing tobacco use on the admission problem list and as a discharge diagnosis, providing counseling and medications to help patients abstain from tobacco use during and after hospitalization, and providing supportive follow-up for at least a month after discharge.	1. http://www.surgeongeneral.gov/tobacco/ 2. Toolkit - http://smokingcessationleadership.ucsf.edu/HospitalSF.htm 3. Joint Commission - http://www.qualitycheck.org
			By (date), at least 100 health care providers in ___ County will have participated in a CME-approved training on treating tobacco use and dependence.	1. Center for Tobacco Cessation webinar and in-person CME courses
Promote Tobacco Cessation; Policy Indicators	4.2.3	Number of policies that restrict or prohibit use of alternative tobacco products (e.g., smokeless tobacco) at the worksite	By April 30, 2010, UPS offices in the Big City will adopt a company policy prohibiting smoking and smokeless tobacco use in company vehicles. (Combination 4.2.3 and 2.1.1)	1. ROI Calculator - www.businesscaseroi.com 2. Employer Toolkit - http://www.makeyourbusiness.net/Documents/MIYBWholeDoc.pdf

OTIS Deliverable 9
Standardized Responses
Objectives

<i>Priority Area or Asset Area</i>	<i>Indicator or Asset Number</i>	<i>Community Indicator/Asset</i>	<i>Sample Objective</i>	<i>Helpline/Center for Tobacco Cessation Resources</i>
Promote Tobacco Cessation; Policy Indicators	4.2.4	Number of alcohol and drug treatment programs, mental health treatment programs, migrant clinics, and other health or social service agencies that have implemented evidence-based tobacco cessation treatment, consistent with the U.S. Public Health Service Clinical Practice Guidelines, Treating Tobacco Use and Dependence (2008 Update)	By (date), all mental health treatment centers in Anytown County will routinely assess patients for tobacco use and offer tobacco cessation counseling and pharmacotherapy as part of their treatment plan.	1.Substance Use Disorder Toolkit - http://smokingcessationleadership.ucsf.edu/Downloads/Stepsudtoolkit.pdf 2.Mental Health Toolkit - http://smokingcessationleadership.ucsf.edu/Downloads/catoledge/MHtoolkitJan_2009.pdf
			By (date), at least 3 Sonoma County alcohol, drug, or mental health treatment programs serving low-SES clients will implement a policy to include tobacco use assessment questions in their client intake procedures and provide cessation services to those who use tobacco.	1.Substance Use Disorder Toolkit - http://smokingcessationleadership.ucsf.edu/Downloads/Stepsudtoolkit.pdf 2.Mental Health Toolkit - http://smokingcessationleadership.ucsf.edu/Downloads/catoledge/MHtoolkitJan_2009.pdf
			By (date), three social service programs serving American Indians in __ County will adopt a policy to systematically implement the "Ask, Advise, Refer" intervention to identify clients who use tobacco, advise them to quit, and refer them to an evidence-based tobacco cessation program.	1. http://www.surgeongeneral.gov/tobacco/ 2. Center for Tobacco Cessation webinar and in-person CME courses
Promote Tobacco Cessation; Policy Indicators	4.2.5	Number of employers that have adopted a comprehensive plan to promote tobacco cessation among their employees, including covering multiple evidence-based treatments, promoting awareness of these benefits and of the importance of quitting, and providing financial incentives for employees' use of cessation services	By (date), at least one employer in ___ County will develop and implement a comprehensive plan to promote tobacco cessation among their employees, including covering at least half of the FDA-approved quitting aids, instructing employees how to access the covered treatments, communicating the importance of quitting, referring to an evidence-based behavior modification program such as the California Smokers' Helpline, and offering financial incentives for the use of any of the above cessation services.	1. See Helpline materials listed in 4.1.1