



Multi-State Collaborative Webinar Session 4: How Can We Work Together?

Caroline Cranos, Collaborative
Coordinator

David Willoughby, CEO, ClearWay MN

Topics

- Collaborative Mission
- Collaborative Task Groups: Potential Projects or Actions
- Collaborative Structure
- How to get involved

Introductions

- Who is on the call? (name, organization, tobacco)
- Have you participated in our webinars or conferences?
- Have you looked at website, reports?
- Do you have any questions before we start?

Recap

Mission

What Is Systems Change

How We Work

Work Completed To Date

Mission

- We are a collaborative of tobacco control programs working in states to facilitate sustainable changes in health care systems within our states and nationally in order to reduce tobacco use and prevalence.

What is Health Systems Change to reduce smoking prevalence?

- Broadly defined, “health systems change” includes sustainable, integrated solutions at the health care organization level, as well as the changes in health care policy and financing to promote and support universal, evidence-based interventions with all tobacco users

How can Change be Created?

- State Tobacco Control Programs working as change agents

How We Work

Working as a community of practice we seek to effect change by:

- Documenting emerging and promising practices at the state level to build the evidence base
- Establishing a clearinghouse to disseminate findings
- Collaborating with national organizations to advocate for changes to national policies to promote effective state level change
- Participating in task groups working together to identify issues for collective action

Multi-State Collaborative Work to Date

- 40 individual members from 13 states and their health care partners
- National partners: CDC, NAQC, NTCC
- Three meetings held to date
- Members are serving on:
 - 5 Task Groups
 - 3 Working Groups (Promising Practices Report, Webinar Series, Collaborative Organizational Development)
 - Interim Steering Committee

Multi-State Collaborative Work to Date

- Four-part webinar series
- Reports written:
 - Improving Health Care Systems to Reduce Tobacco Use: Lessons Learned from States
 - Improving Health Care Systems to Reduce Tobacco Use: Promising Practices Case studies
- Funders: CDC, ClearWay Minnesota, State of Massachusetts and State of Vermont
- Staff consultants to the collaborative: Caroline Cranos, UMass Medical School, Nancy LaPelle PhD



Into Action

Task Groups and Potential
Projects

Collaborative Task Groups

1. Influencing Insurers to Offer Comprehensive Cessation Benefits - Deb Montgomery Osborne, CO and Michele Patarino, CO
2. Influencing the Healthy People 2020 Process (Completed) - Linda Bailey, NAQC and Annie Beigel, NY
3. Promoting Systems Change within Organizations and Practices - Elena List, MA and Jo-Ann Kwass, MA
4. Marketing Tobacco Interventions to Clinicians - Donna Warner, MA
5. Educating Clinicians to Consistently Implement the PHS Guideline - Teresa Brown, NH

Status of Task Groups

- Formation Stage
- Understanding and defining the topic parameters
- Beginning to identify potential projects, actions and partners
- Next Steps: Task groups select one project to move forward and seek funding

Influencing Insurers to Offer Comprehensive Cessation Benefits Task Group Members

Members: Robert Adsit, WI; Wendy Bjornson, TCLN;
Sally Carter, OK; Todd Hill, VT; Patrick Hutton, OK;
Peggy Keigley, NY; Randi Lachter, NAQC; Anna
Landau, MA; Deb Montgomery Osborne, CO; Michele
Patarino, CO; Michael Renner, OH; Abby Rosenthal,
CDC; Gillian Schauer, WA; Pamela Studwell, ME;
Ann Wendling, MN, Donna Warner, MA

Influencing Insurers to Offer Comprehensive Cessation Benefits

Potential Collective Actions:

- Influence insurers to offer coverage for evidence-based cessation treatment for nicotine dependence.
- Identify opportunities to increase sustainability for cessation services, including quitlines.
- Develop a mechanism for sharing members' successes with Medicaid reimbursement for quitlines and pharmacotherapy

Insurance Task Group Contact Information

Co-leaders:

Deb Montgomery Osborne

CO Dept of Public Health & Environment/STEPP

debbie.montgomery@state.co.us

Michele Patarino

Colorado Clinical Guidelines Collaborative

mlpatarino@msn.com





Healthy People 2020 Task Group Members and Purpose

Members: Linda Bailey, AZ; Annie Beigel, NY; Wendy Bjornson, OR; Caroline Cranos, MA; Gillian Schauer, WA

Purpose: To have objectives on health systems change included in HP2020

Timeline for Developing HP2020

January 2008: Secretary's Advisory Council established (outside experts)

Spring 2008: Six regional meetings convened and public input gathered

Late 2008/early 2009: Secretary's Council releases the framework for HP2020 (goals, vision)

Spring/Summer 2009: Public input sought for objectives from OSH workgroup and the public

January 2010: HP2020 released (goals, chapters, objectives and action plans)

Current Status and Next Steps

- Developed draft objectives for Collaborative review and comment
- Revised draft objectives
- Participated in OSH workgroup on HP2020
- Will finalize three health systems change objectives by mid-July for Steering Committee approval
- Will distribute final objectives to Collaborative members in late July/early August
- Will submit final objectives to HP2020 from the Collaborative this summer
- Will ask Collaborative members to also submit final objectives to HP2020 this summer
- Expect HP2020 to include at least two objectives on health system change when it is published in Jan 2010

Healthy People 2020 Task Group Contact Information

Co-Leaders:

Linda Bailey

North American Quitline Consortium

lbailey@naquitline.org

Annie Beigel

NYS DOH Tobacco Control Program

amb12@health.state.ny.us





Promoting Systems Change within Organizations and Practices Members

Members: Jeri Bosman, NY; Jo-Ann Kwass, MA; Elena List, MA; Ted Marcy, NH; Pamela Studwell, ME; Donna Warner, MA; Julie Zaykoski, NY;

Promoting Systems Change within Organizations and Practices

Potential Collective Actions:

- Promote universal identification of tobacco users in all health care settings.
- Define “operational” standards of care for clinical tobacco use interventions to facilitate adoption of consistent performance standards and measures for health care delivery systems.
- Identify and engage influential partners to insure that evidence-based standards of care for tobacco use interventions are included in the current national health care reform dialogue.

Promoting Systems Change within Organizations and Practices (continued)

Potential Collective Actions:

- Promote adoption of tobacco use intervention standards of care and performance measures by Medicaid, federally-qualified community health centers and other organizations that serve populations at high risk for tobacco use and tobacco-related illnesses *as a strategy to reduce disparities*.
- Disseminate best practice examples of protocols and care models of evidence-based integrated systems to address and reduce tobacco use.
- Develop strategies to ensure that electronic health record (EHR) systems - current and future -- incorporate tobacco use screening, brief interventions and documentation consistent with evidence-based standards of care.

Systems Task Group Contact Information

Co-Leaders:

Jo-Ann Kwass

Massachusetts Tobacco Control Program
Massachusetts Department of Public Health

jo-ann.kwass@state.ma.us

Elena List

University of Massachusetts Medical School

elena.list@umassmed.edu





Marketing Tobacco Interventions to Clinicians Task Group Members

Members: Annie Beigel, MA; John Bry, MA;
Anna Landau, MA; Alison Long, CO; Lisa
Marini, NY; Lezli Redmond, WI; Tracey
Strader, OK; Donna Warner, MA

Marketing Tobacco Interventions to Clinicians

Potential Collective Actions:

- Create a toolkit to guide individual states in developing both a customized message focused on clinicians and resources to help smokers quit
- Plan a national campaign with a unified look and message with a universal “go-to” resource, such as 1-800-QUIT-NOW, and evaluate reach and impact
- Coordinate and support a multi-state replication of New York state media campaigns with a uniform evaluation

Marketing Task Group Contact Information

Leader:

Donna Warner

Massachusetts Tobacco Control Program

Massachusetts Department of Public Health

Donna.Warner@state.ma.us





Educating Clinicians Consistently Implement the PHS Guideline Task Group Members

Members: Mary Aquilino, IA; Diane Bartscherer, NY; Teresa Brown, NH; Denise Jolicoeur, MA; Karyn Madore, NH; Ellen Prior, NH; Julie Zaykoski, NY

Educating Clinicians to Consistently Implement the PHS Guideline

Potential Collective Actions:

- Create clearinghouse of available on-line clinician education programs re: tobacco use interventions
- Support the inclusion of evidence-based intervention education in nursing/medical schools and in professional certification/licensing standards

Education Task Group Contact Information

Co-Leaders:

Caroline Cranos (Interim, for clearinghouse project)

Caroline.cranos@umassmed.edu

Teresa Brown

TMBrown@dhhs.state.nh.us

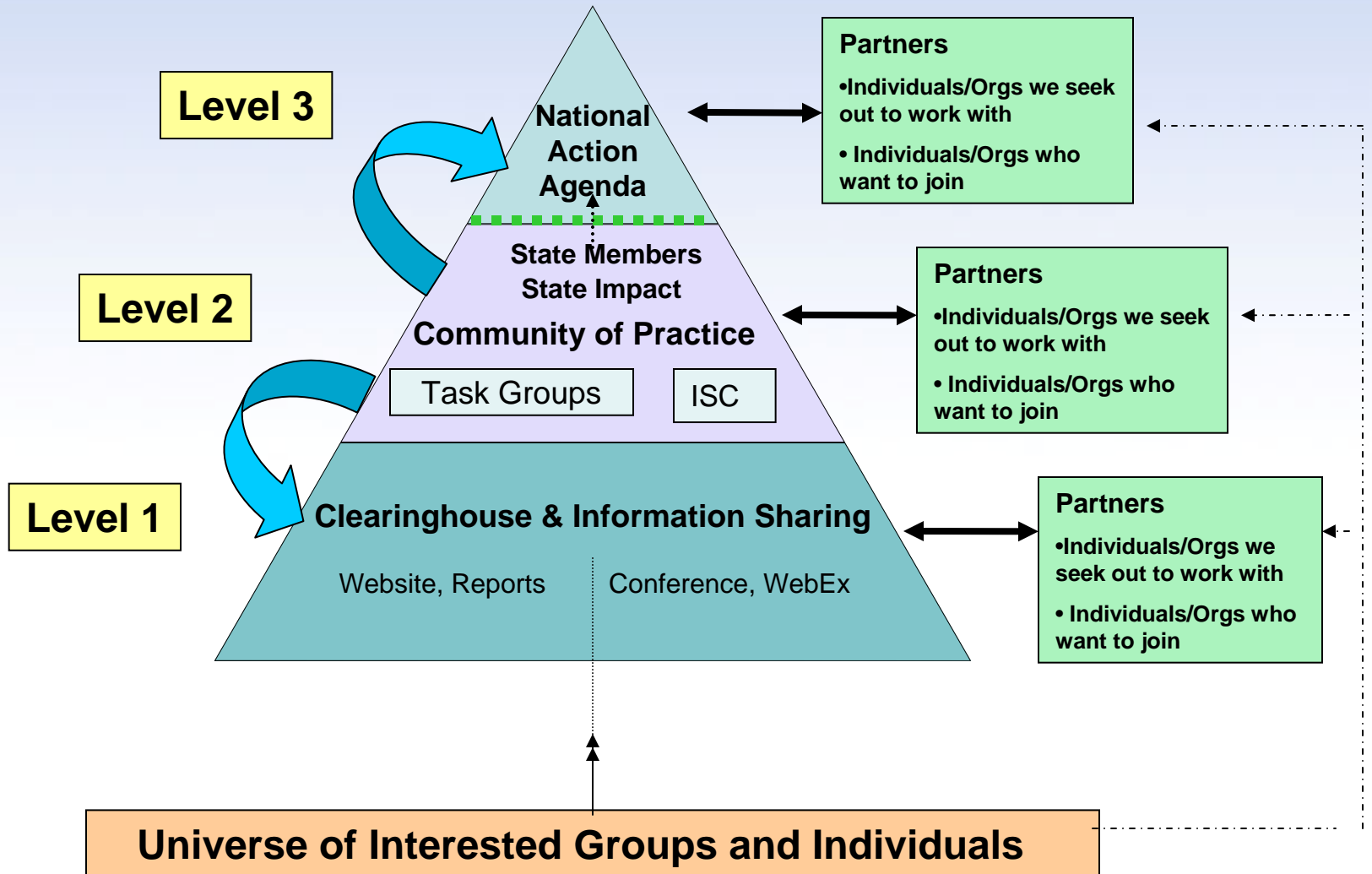




How To Get Involved

HSC Organization

Three Levels of Activity and Participation



How to get involved

Level 1: Information Clearinghouse

- Visit Website - Clearinghouse function.
- Read reports: summary and case studies

Level 2: Join a task group

- Make a commitment to participate
- Contribute to a task group's work

Level 3: Work with national partners

- Work with national partners

Visit our website for a description of levels.

Funding the Collaborative

- Funding All Levels of Activity (1-3)
 - o Unrestricted funds for general Collaborative activities
 - o Fund a specific project and outcomes
 - o Help identify potential funders
 - o Sponsor next Collaborative two-day meeting
 - o Invite Collaborative to participate in grant applications, research
- Membership Structure and Fees: Under discussion



Projects For Which We Seek Funding in FY 2010

Potential Projects For FY2010

- Build out and maintain website clearinghouse capabilities
- Convene a multi-day conference in 2010
- Host a series of strategy formulation webinars with key national partners
- Develop and promote model tobacco use-related standards for electronic medical records

Potential Projects (continued)

- Develop a toolkit to guide individual states in creating, implementing and evaluating promotion campaigns focused on influencing clinician behavior
- Develop simulation model to estimate impact of real-world systems changes on health outcomes and containment of costs; provide TA to adapt for states and healthcare systems.

Open Forum

- Questions from Participants
- Questions for Participants
 - What about the Collaborative, including reports and webinars, do you find helpful?
 - Do you have ideas or issues that you think the Collaborative could address?
 - Are there organizations that you think the Collaborative should reach out to or partner with?
 - If you are thinking about participating, at what level?

Thank you!

For more information about the Collaborative or today's presentation, please email:

caroline.cranos@umassmed.edu

