

Place-Based Initiatives



Dawn Robbins

SCLC Annual Meeting

May 15, 2008

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Public Health & Health Care

- University of Washington Health Promotion Research Center
- Washington Health Foundation
- Smoking Cessation Leadership Center
- American Cancer Society
- American Lung Association of Washington
- Seattle/King County Public Health
- Washington State Tobacco Prevention & Control Program
- Free & Clear
- Group Health Cooperative
- Pfizer
- MultiCare Health System
- Inland Northwest Health Services
- Premera
- Regence Blue Shield of Washington

Business & Labor

- Puget Sound Health Alliance
- Washington State Health Underwriters
- Grays Harbor Chamber of Commerce
- Greater Spokane Inc.
- The Harris Group
- City of Tacoma
- King County
- UFCW Local 21
- Western Carpenters Union
- Washington Mutual

Learning from others



SMOKING CESSATION
LEADERSHIP CENTER

*Health Professions
Helping Smokers Quit*

CHICAGO
SECOND WIND

Chicagoland Smoking Cessation Initiative



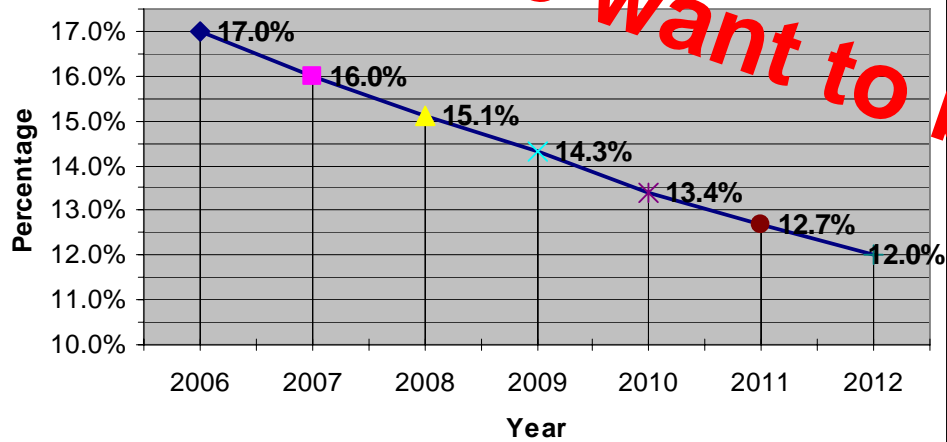
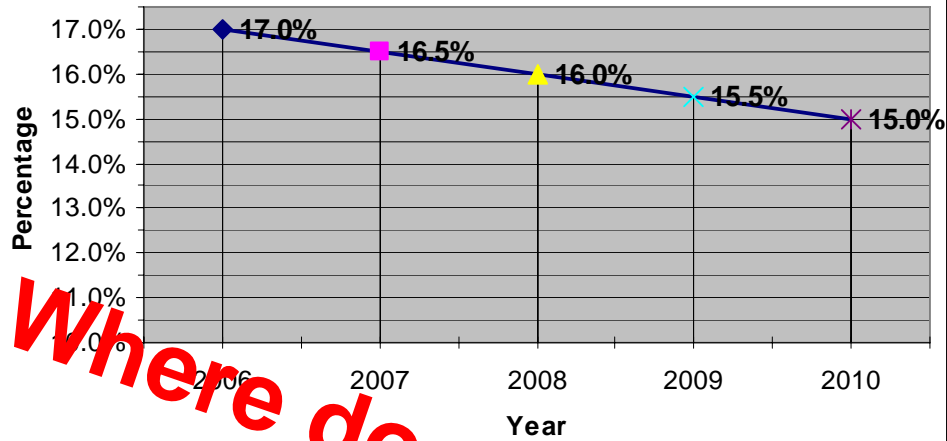
**It's quitting
time L.A.!**
www.LAQuits.com

Four Questions

Where are we now?



Washington Quits



Where do we want to be?



How do we get there?



Policy: Medicaid cessation treatment

Coverage: Resources guide

Awareness: Education for employers, workers and health care providers

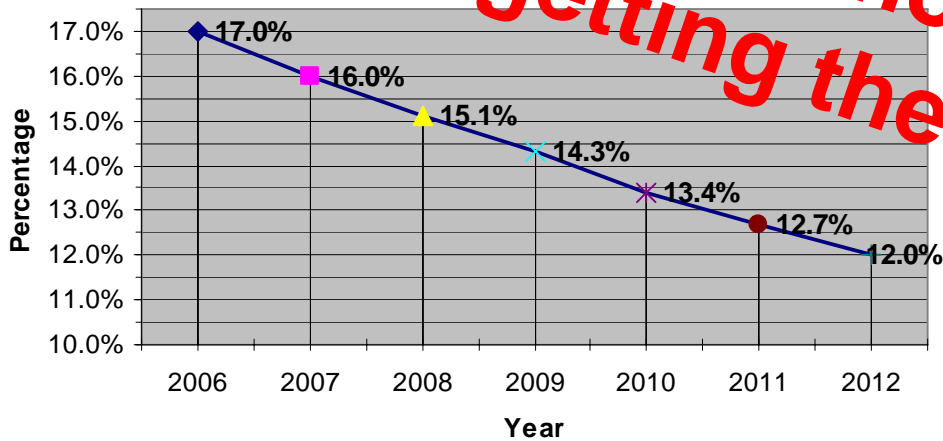
Partnership: Links with labor, business, insurance and health care

Data: Monitoring progress

Washington Quits



How do we know we are getting there?



Lessons Learning

- Focus on the goal
- Credit is cheap
- Embrace multiple strategies
- Seek and add new partners
- Support true partners

