


WELCOME

Building Staff Buy-In for Tobacco-Free Policies


Please stay tuned for the start of the webinar

*put your phone on mute by pressing *6*

Reason Reyes
Moderator
 Technical Assistance Manager
 Smoking Cessation Leadership Center
 University of California, San Francisco
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AGENDA

Thursday, Dec. 10, 2009
 2-3:30 pm Eastern Time

*100 Pioneers for Smoking Cessation
 Virtual Leadership Academy*

- I. Welcome
Reason Reyes, Moderator, Smoking Cessation Leadership Center
- II. Building Staff Buy-In for Tobacco-Free Policies
*Bill Panepinto, LMSW, Tobacco Recovery Resource Exchange
 Julie Sears, MS, Phoenix Programs, Inc.*
- III. Questions and Answers
- IV. Closing Remarks

Slides available for download at the
Smoking Cessation Leadership Center Website

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During the Webinar

- Your phone line will be muted.
- Do **NOT** put your phone on **HOLD** during the webinar.
 - Hang up and dial back in to rejoin the call if necessary.
- Webinar is being **recorded**.
- You may send questions to the **HOST** via the chat box during the presentation.
- Questions will be answered after both speakers are done.

THANK YOU!

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Introductions



**Bill Panepinto,
 LMSW**

Senior Education Specialist,
 Tobacco Recovery Resource Exchange
 Professional Development Program
 Rockefeller College, University at Albany, NY

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**Julie Sears
 MS**

Freedom from Smoking Coordinator
 Phoenix Programs, Inc.,
 Columbia, MO

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TOBACCO RECOVERY RESOURCE EXCHANGE

Building Staff Buy-In for Tobacco-Free Policies

A 100 Pioneers for Smoking Cessation Webinar

William J. Panepinto, LMSW
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PROFESSIONAL DEVELOPMENT PROGRAM
ROCKEFELLER COLLEGE UNIVERSITY AT ALBANY, SUNY

Founded in 1976 to provide training and technical assistance to New York State agencies, the Professional Development Program is one of the largest university-based continuing education programs in the nation.

<http://www.pdp.albany.edu>

Building Staff Buy-In

- The New York Context
 - Building the New York Movement for Tobacco-Free Addiction Treatment
 - OASAS Part 856 Tobacco-Free Services
 - Integrating Tobacco Use Interventions into New York Chemical Dependence Services
- Strategies for Building Staff Buy-In



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Building Momentum for Tobacco-Free Addiction Treatment in NYS



New York State

- Estimated Smoking Prevalence of Patients in Addiction Treatment : 92%

SOURCE: New York State Office of Alcoholism and Substance Abuse Services (OASAS), 2009

- Estimated Number of Recipients of Chemical Dependence Services on any given day: 110,000

SOURCE: OASAS, 2009



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New York State

- Number of OASAS-Certified Chemical Dependence Service Programs: 1,400
- Estimated Number of Credentialed Alcoholism and Substance Abuse Counselors (CASAC): 10,000

SOURCE: OASAS, 2009

SOURCE: OASAS, 2009



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Rationale for Addressing Tobacco

- Consistent with mission and purpose of chemical dependence services
- Compatible with existing skills and knowledge of addiction professionals
- Co-occurrence of tobacco dependence with other chemical dependence

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Rationale for Addressing Tobacco (continued)

- Exploitation of addiction by the tobacco industry
- Tobacco use threatens the survival of the addiction treatment and recovery communities
- Safety and effectiveness of integrated tobacco dependence treatment

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Key Advocates



- New York Association of Alcoholism and Substance Abuse Providers ([ASAP](#))
- New York State Office of Alcoholism and Substance Abuse Services ([NYS OASAS](#))
- New York State Department of Health Tobacco Control Program ([NYTCP](#))

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OASAS Regulation: Part 856 Tobacco-Free Services

- Effective July 24, 2008
- Tobacco-Free Service Environment
- Patient Education on Tobacco
- Tobacco Dependence Treatment

<http://www.oasas.state.ny.us/tobacco/providers/reg856.cfm>

THE EXCHANGE
TOBACCO RECOVERY RESOURCE EXCHANGE

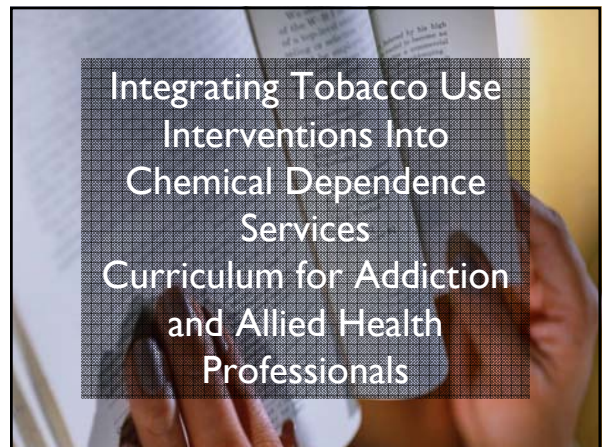
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Implementation Resources from NYTCP

- \$4M Free Over-the-Counter Nicotine Replacement Therapy for Patients and Staff
- \$4M Free Provider Training and Technical Assistance

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Curriculum Topics

- History, Rationale, and Policy for Treating Tobacco Dependence in Addiction Settings
- Assessment, Diagnosis, and Pharmacotherapy
- Behavioral Interventions
- Treatment Planning
- Co-occurring Disorders

<http://www.tobaccorecovery.org/Curriculum>

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Technical Assistance Implementation Toolkits

Implementation Toolkit for Administrators

- Building Staff Buy-In for Tobacco-Free Policies
- Developing Tobacco-Free Policies
- Alcohol, Tobacco, and Drug Free Program Signs

<http://www.tobaccorecovery.org/TA>

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Implementation Toolkit for Clinicians

- Implementing Tobacco Assessment, Diagnosis, and Pharmacotherapy Into Your Chemical Dependence Program
- Facilitating a Tobacco Awareness Group
- Facilitating a Tobacco Recovery Group
- Developing Tobacco Treatment Plans

<http://www.tobaccorecovery.org/clinician/>

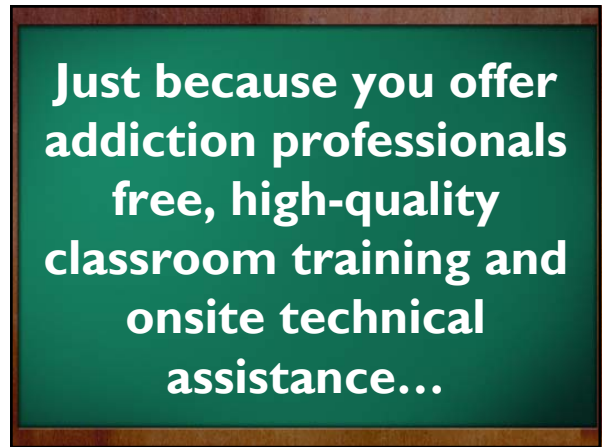
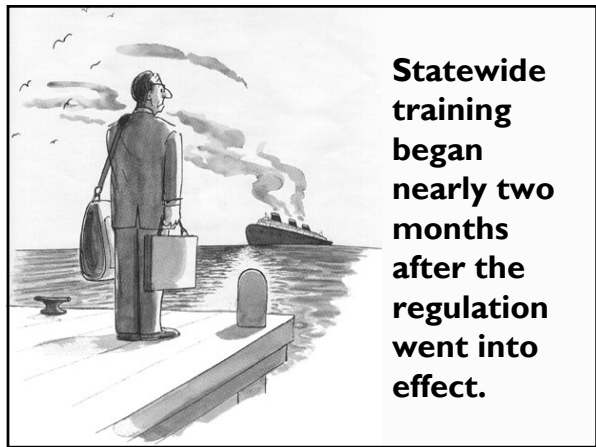
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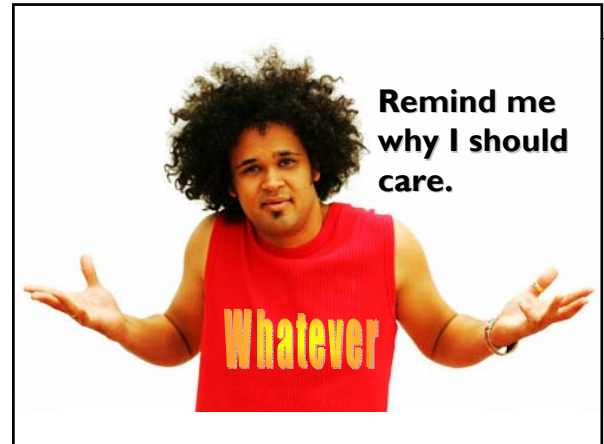
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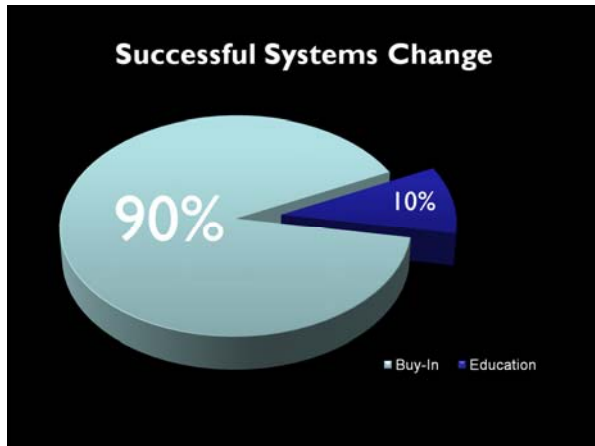
Free Online Training at
www.TobaccoRecovery.org

Did we
get that
slam
dunk?









What are we asking them to buy into?

- Development and Enforcement of a Tobacco-Free Environment Policy and Culture
- Assessment, Diagnosis, and Documentation of Tobacco Dependence and Withdrawal
- Tobacco Education/Awareness and Treatment/Recovery Counseling
- Pharmacotherapy

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Rationale for Addressing Tobacco

- Consistent with mission and purpose of chemical dependence services
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Rationale for Addressing Tobacco (continued)

- Exploitation of addiction by the tobacco industry
- Tobacco use threatens the survival of the addiction treatment and recovery communities
- Safety and effectiveness of integrated tobacco dependence treatment

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Activities for Building Staff Buy-In

- Staff Survey and Discussion Exercise
- Inventories: Accommodating Addiction vs Promoting Recovery
- Decisional Balance Exercise
- Staff Engagement Planning Worksheet

<http://www.tobaccorecovery.org/TA/#tool>

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Strategic Questions for Building Buy-In

- What do you need to happen?
- Who is the best person to ask to do it? Why them? (This is your target.)
- What does your target perceive as potential drawbacks for taking the requested action?
- What is in it for your target?



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Messaging for Building Buy-In

- I would like to ask you to...
- If you are concerned about...
- This will benefit you...



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Building Staff Buy-In for Tobacco-Free Policies

Phoenix Programs, Inc. of
SAMHSA's 100 Pioneers for Smoking Cessation
Julie Sears, M.S.
Certified Substance Abuse Prevention Professional
Provisionally Certified Tobacco Treatment Specialist
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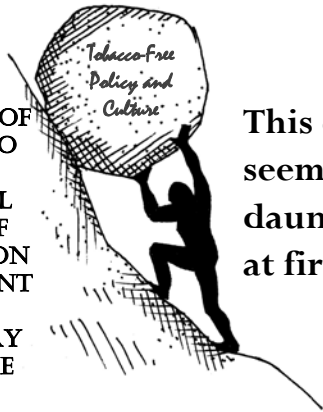
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Tobacco-Free Policy and Culture: Inspirations

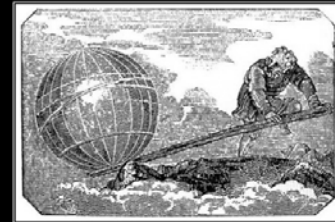
- Fulton State Hospital and Boone Hospital Center in Missouri
- Pathways Community Behavioral Healthcare, Inc.
- Bridgeway Behavioral Health
- New York treatment programs
- Hazelden Addiction Treatment Center

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DECADES OF
TOBACCO
USE AS
NORMAL
PART OF
ADDICTION
TREATMENT
AND
RECOVERY
CULTURE



This can
seem
daunting
at first.



LEVERAGE
"Give me a place to stand, and I will move the Earth." - Archimedes

Development of a Tobacco-Free Environment Policy and Culture: Interventions

- Presented to the leadership team on policy findings and the rationale for addressing tobacco
- Presented this to the counselors at their meetings, emphasized recovery, creating a therapeutic environment free of drugs, modeling healthy behaviors for clients and others



Development of a Tobacco-Free Environment Policy and Culture: Interventions

- Used “Rx for Change TOBACCO FREE FOR RECOVERY Assisting Mental Health Consumers with Tobacco Cessation” training for the Mental Health Advocates
- Ongoing Tobacco treatment education for clients and staff



Re-framing Language

- This reframing of language is intended to:
- De-normalize and de-glamorize tobacco use in the treatment and recovery culture
- Talk about tobacco use as a biopsychosocial disease
- Talk about tobacco as a drug of choice
- Frame tobacco abstinence as part of one-day-at-a-time recovery



Old public health/cessation terminology	Preferred treatment and recovery terminology
smoking	tobacco dose, tobacco use, tobacco dependence
smoker	tobacco user, person who uses tobacco
habit	chronic disease, addiction, dependence
quit	abstinence, recovery
cessation	treatment, recovery



Tobacco Use Schedule for our Residential Facility

- Worked with the clinical director and the lead counselor to introduce the tobacco use schedule 8 weeks prior to the tobacco-free date and cut 2 breaks each week
- During this time some staff members from OP and Residential were participating in FFS Clinics
- Although there were 13 tobacco use breaks to start with this was still a reduction from tobacco use open during any client free time



Staff Education & Training

- Participated in Clinical staff meetings twice a week bringing information and best practices to counselors and other staff
- Had one-on-one mini meetings with the general operations director, clinical director, counselors, lead counselors, assistant residential manager, human resource specialist



Strategic Questions for Building Buy-In

- What do you need to happen?
- Who is the best person to ask to do it? Why them? (This is your target.)
- What does your target perceive as potential drawbacks for taking the requested action?
- What is in it for your target?



Messaging for Building Buy-In: General Operations Director

- I would like to ask you to...
- If you are concerned about...
- This will benefit you...



Messaging for Building Buy-In: Clinical Director

- I would like to ask you to...
- If you are concerned about...
- This will benefit you...



Messaging for Building Buy-In: Counselors

- I would like to ask you to...
- If you are concerned about...
- This will benefit you...



Staff Education & Training

- Trained mental health advocates on tobacco treatment, education and rationale with a leadership member strategically selected-
- Identifying barriers to the systems change-tobacco free policy with all staff



Rewards as Positive Reinforcement

- To increase staff buy-in, engage staff and clients and increase tobacco recovery behaviors in both clients and staff, we set up a raffle system.
- With each positive tobacco recovery behavior clients and staff could enter their name in a drawing for prizes at a later date. Tobacco recovery forms were used to record the positive behavior.



Community Support Helps Staff Buy-In


<ul style="list-style-type: none"> • Adult Learning Center • Boone County Lumber • Empire Roller Rink • Forum 8 Theater • Hollywood Theater • Landmark Bank • Marathon Office Interiors • Missouri Employers Mutual • Streetside Records • Town & Country Bowling 	<ul style="list-style-type: none"> • PCE • State Farm Insurance Commerce Bank • United Missouri Bank-Boonville (UMB) • Boone County National Bank • Schriefers • The Software Company • The Insurance Group • ERA 1st Choice Realty, Inc. of Boonville
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
Lessons Learned and Reinforced

- Relationships are the foundation to whatever change you want to achieve
- The better the relationships of the change agent the smoother the change will come
- Talking with staff who use tobacco about tobacco recovery is personal and beneficial, show them the alternatives for help- quit lines, health department and obtaining NRT and genuinely show them you care




Lessons Learned and Reinforced

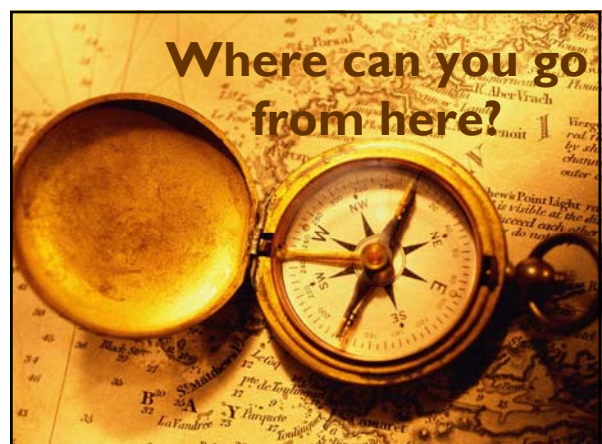
- Ask tobacco-free staff to encourage and support staff who are starting tobacco recovery
- Request that staff do not tease or try to irritate staff who are in tobacco recovery
- Ask leadership staff to encourage and support staff who use tobacco about taking FFS or using other tobacco recovery alternatives
- Supply staff and clients the tools they need for the stage of readiness they are in to move them to and through tobacco recovery



Tools for Daily Tobacco-Free Living

- NRT/ prescription reimbursement (Pharmacotherapy),
- Addiction Education
- Motivational Interviewing
- Cognitive Behavioral
- Relapse Prevention (Mayo Clinic, 2009)
- Tobacco recovery sessions/FFS clinics
- Peer and family support also facilitate successful tobacco recovery
- Quit lines, and local health department resources





Take Home Points

- Involve all key stakeholders early
- Have resources in place **before** regulations go into effect
- Think strategically about regulation
 - Support all needed systems changes
 - Ensure long-term sustainability of training, technical assistance, and surveillance



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Take Home Points

- The health of your relationships is the greatest factor in the success of your change initiative
- Give people opportunities to be heroes
- Seriously consider making a significant investment in social marketing campaigns aimed at the recovery community



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Share our resources



Build on our momentum



TOBACCO RECOVERY RESOURCE EXCHANGE

Contact me before 12/31/2009:

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www.TobaccoRecovery.org





Questions & Answers

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Need Technical Assistance?

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- **Contact today's speakers**
- **Call Toll Free**
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- **SCLC Website**
<http://smokingcessationleadership.ucsf.edu>
- **Tobacco-Free for Recovery Communiqué**

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