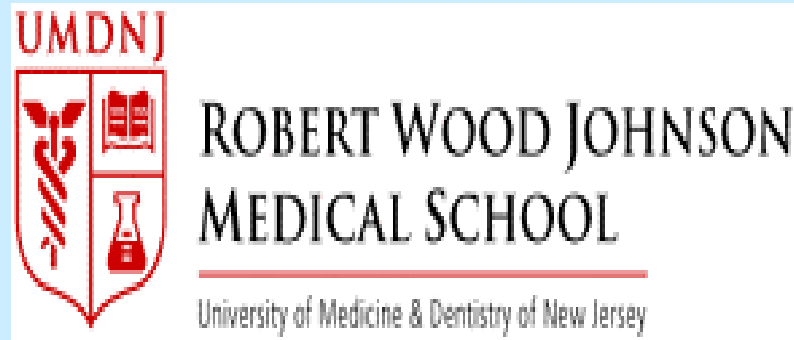




- Consumers Helping Others Improve their Condition by Ending Smoking
- Positive Message: MH Consumers do have CHOICES

# CHOICES is a Partnership



the division of  
Mental Health Services **DMHS**

new jersey  
department of human services

# Accomplished Since Inception (6/05-6/08)

- Met with > 6,700 consumers who smoke
- Made > 200 community visits
- Gave the peer to peer feedback session to > 830 consumers who smoke
- Sent newsletter to > 800 consumers & mental health agencies.
- Presented at 10 professional or consumer conferences

# Using Peer Counselors to Address Tobacco among Mental Health Consumers

- Employs mental health peer counselors to deliver the message to smokers with mental illnesses
- Addressing tobacco is important and that all smokers should seek treatment.

# Training Consumer Tobacco Advocates

- 30 Hours
- Tobacco Education
- Working with Smokers
- Advocacy
- Organizing events with agencies
- Ongoing supervision

# CHOICES Outreaches Consumers

- Mental health centers
- Self -help centers
- Health fairs
- Transitional Housing
- Conferences

# Types of Contacts

- ✓ **Group/ Health fair**

General education

Information about CHOICES

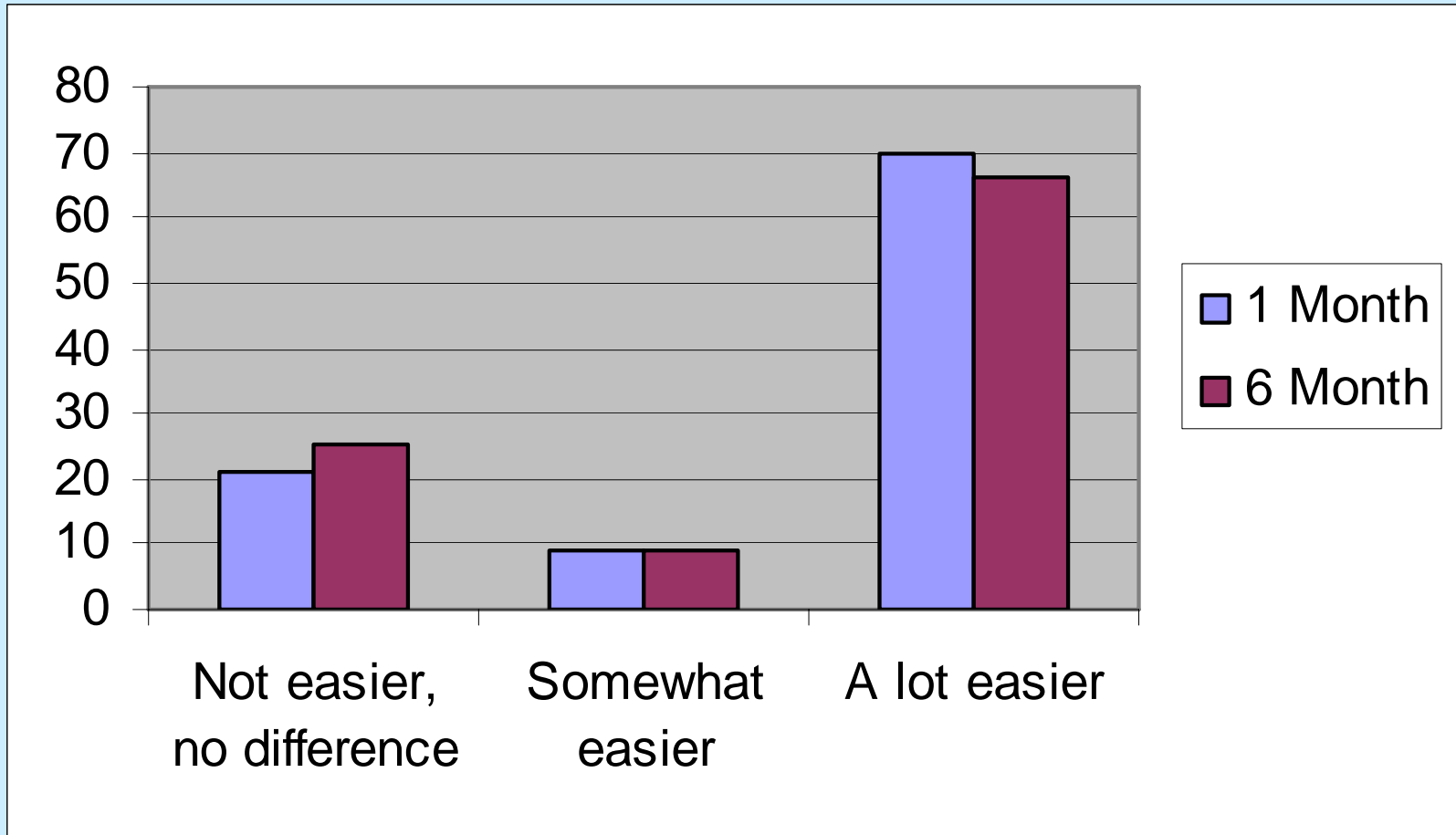
- ✓ **Individual/ Motivational**

CO Monitoring

20 min brief, personalized feedback

**Move client from informal, group discussion to a brief individual session**

# How easy was it to talk with a CTA about your smoking compared to your psychiatrist/ mental health professional?



# CHOICES Resources

- Quarterly Newsletter
- Website ([www.njchoices.org](http://www.njchoices.org))
- Brochures, Handouts
- Tobacco Treatment Resource Directory

# 2007 “Innovation In Programming Award” by Mental Health America



June 2007, Washington, D.C.

# PERSONAL EXPERIENCE WITH TOBACCO ADDICTION

- 1995 DIAGNOSED BIPOLAR 1, ALCOHOLIC AND DRUG ADDICTED
- CULTURE OF SMOKING IN MAXIMUM SECURITY HOSPITALS: VA(4 PTS, CIGARETTES AND THERAPEUTIC DOGS)
- TRIPARTITE IDENTITY CRISIS
- BANALITY OF EVIL TO UNDEFINED SELF: ASTHMA, GUM DISEASE, TOOTH LOSS

# PARADIGM OF SUCCESS INVOLVING TOBACCO ADDICTION

- OVERCOME AMBIVALENCE TO PERSONAL SURVIVAL
- THERAPIST AID IN FULLY FACE WRECKAGE OF PAST
- CLEAN/SOBER 1996, TOBACCO FREE
- FULL ACCEPTANCE OF SELF (WORTH SAVING)
- BELIEF IN ABILITY TO HAVE FULL LIFE WITH FULL DREAMS (B.A. HIGH HONORS, M.L.E.R. TOP CLASS-LEAD RESEARCH UN, DOCTORATE, PARTNER 2 FED CONTRACT COMPANIES AND OWN SPEAKING COMPANY-GMA)
- NRT'S FOR HIGHLY ADDICTED

# FUTURE OPPORTUNITIES AND BARRIERS

- **BARRIER**-CONTINUED SYSTEMATIC STIGMATIZATION OF MENTALLY ILL WITH USE OF CIGARETTES AS PART OF TREATMENT PROGRAM
- **OPPORTUNITY**-GROWTH OF PEER TO PEER PROGRAMS TO OFFER STEREOTYPES OF SUCCESS (CTA=C.H.O.I.C.E.S.)
- **OPPORTUNITY**- OFFER FULL COUNSELING AND SUPPORT FOR TOBACCO ADDICTION TO ADDRESS LOSS OF SELF AND PERSONAL DEGRADATION ASSOCIATED TRADITIONALLY WITH ALCOHOL AND DRUG ADDICTION