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Smoking Cessation  
Leadership Center



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University of California  
San Francisco

# Smoke-free Public Housing: Helping Residents Quit Tobacco, hosted by SCLC, ACS, and NAQC

Celine Mutuyemariya, M.Ed.

Izzy Rivera

Katy L. Wynne, Ed.D., MSW

Becky Slemons, MNPO

July 21, 2020

# 100<sup>th</sup> SCLC Live Webinar!

Free 1-800 QUIT NOW cards



Take Control  
**1-800-QUIT-NOW**  
Call. It's free. It works.  
1-800-784-8669  
For details on your state services, go to: <http://map.naquitline.org>



✓ Refer your clients to cessation services

# Moderator

**Catherine Saucedo**

Deputy Director

Smoking Cessation Leadership Center  
University of California, San Francisco

A National Center of Excellence for Tobacco-  
Free Recovery

[Catherine.Saucedo@ucsf.edu](mailto:Catherine.Saucedo@ucsf.edu)



# Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

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**Christine Cheng, Brian Clark, Jennifer Matekuare, Celine Mutuyemariya, M.Ed., Ma Krisanta Pamatmat, MPH, Izzy Rivera, Jessica Safier, MA, Catherine Saucedo, Steven A. Schroeder, MD, Becky G. Slemmons, MA, Katy L. Wynne, Ed.D., MSW, and Aria Yow, MA.**

# Thank you to our funders



# Housekeeping

- We are using the webinar platform, **GlobalMeet**, and therefore your screen and functions will look different.
- All participants will be in **listen only mode** and **the audio will be streaming via your computers**.
- Please **make sure your computer speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please click on the link, '**Listen by Phone**' listed on the left side of your screen, for the dial-in number.
- **This webinar is being recorded** and will be available on SCLC's website, along with a PDF of the slide presentation.
- Use the '**ASK A QUESTION**' box to send questions at any time to the presenter.

# CME/CEU Statements

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- Visit [CABHWI.ucsf.edu](http://CABHWI.ucsf.edu) for more information



## CDC Tips Campaign 2020 and COVID-19

- New wave of media ads and a referral to **1 800 QUIT NOW**
- Smoking doubles the risk of developing respiratory infections
- Smoking doubles the risk of getting sicker from COVID-19
- Tobacco cessation services and resources are more important than ever
- COVID 19 fact sheets for smokers and providers:

<https://smokingcessationleadership.ucsf.edu/resources/factsheets>

Smoke-free Public Housing:



# HELPING SMOKERS QUIT



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# SFPH Work: Louisville, KY

Smoke-free  
Public Housing:

**HELPING  
SMOKERS  
QUIT**



Celine Mutuyemariya, M.Ed.  
Community Health Coordinator  
Shawnee Christian Healthcare Center



# SFPH Work: Lancaster, PA

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SMOKERS  
QUIT**



Izzy Rivera  
Resident Services Coordinator  
Lancaster City Public Housing Authority





Smoke-free  
Public Housing:

**HELPING  
SMOKERS  
QUIT**

# SFPH Work: Florence, SC



Katy Wynne, Ed.D., MSW  
Manager, SC Tobacco Quitline  
South Carolina Department of Health and  
Environmental Control



# SFPH Work: Initiative Director

Smoke-free  
Public Housing:

**HELPING  
SMOKERS  
QUIT**



Becky Slemmons, MNPO  
Director, Tobacco Cessation Initiatives  
American Cancer Society



# Background

- All public housing agencies (PHAs) required to implement a smoke-free policy by July 2018
- Rule prohibits the use of tobacco products in all living units, indoor common areas, administrative offices, and all outdoor areas within 25 feet of public housing and administrative buildings
- Additional smoke-free areas may be established at PHA's discretion
- E-cigarette enforcement is also up to each PHA
- Doesn't give specific guidance for enforcement of violations





Smoke-free  
Public Housing:

**HELPING  
SMOKERS  
QUIT**

# Project Overview

**Goal: Increase the demand for cessation services among PHA residents to reduce tobacco use and improve the overall health, well-being, and equity of PHA communities.**

- Funded by RWJF
- American Cancer Society, Smoking Cessation Leadership Center at UCSF, and the North American Quitline Consortium collaborated with CHCs, PHAs, state quitlines
- Worked in 7 communities: One each in CA, FL, KY, MO, NY, PA, SC
- Created a virtual learning community for staff from above sectors to share and learn best practices and increase collaboration to help residents of public housing quit smoking for good



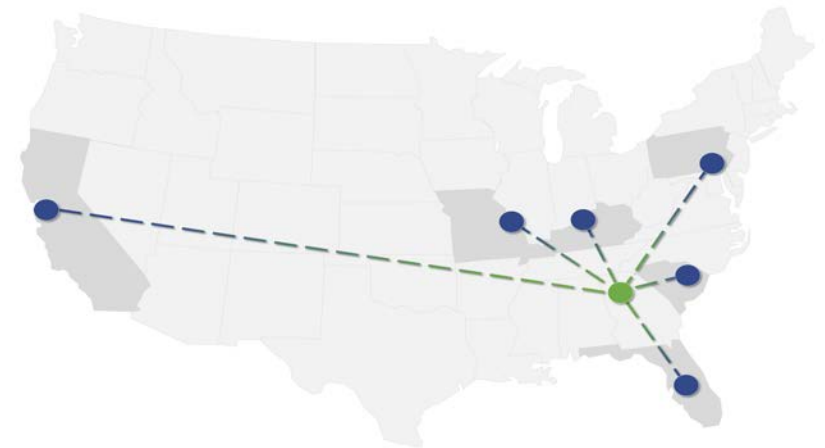
Smoking Cessation Leadership Center



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# Project Activities

- **Local collaboration:** each community determined how to best work together to ensure public housing residents (and all other patients at the health center) know about and can access evidence-based tobacco cessation services
- **Smoke-free Public Housing ECHO sessions:** virtual learning collaboratives: all-teach, all-learn environment with expert faculty teaching relevant curriculum
  - Every 2 weeks, agenda included:
    - Instructive presentation by a subject matter expert
    - Individual or systems case presentation, followed by expert recommendations and all-participant best practice sharing
    - Community collaborative action plan update





Shawnee Christian Healthcare Center  
Celine Mutuyemariya  
Community Health Coordinator





- 1 Primary care and mental health site
- 1 Dental site
- 7 School dental sites
- 3 School-based sites with health and dental



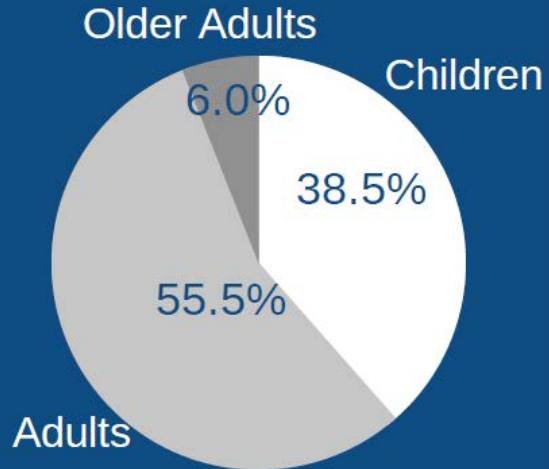
**3,887** patients

in more than

**10,000** visits



## Our Patients



Adults

**94%**

have low incomes

**76%**

are publicly insured

**10%**

are uninsured



**2,196** patients received medical services

**2,031** patients received dental services



**667** patients received mental health and substance use services

**886** patients received supportive services



**947** students received school health services

## PARTNERS

- Louisville Metro Housing Authority
- American Cancer Society – KY
- Kentucky Tobacco Prevention and Cessation Program
- American Lung Association
- Kentucky Cancer Program



## KEY ELEMENTS

- Planning
- Kick Off
- Process Improvement
- Sustainability





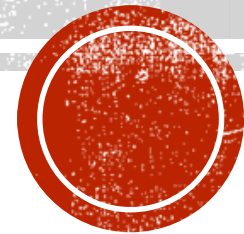
**LANCASTER CITY  
HOUSING AUTHORITY**

**Izzy Rivera**  
**Resident Service Coordinator**



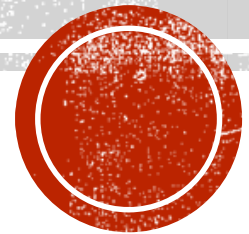
# Growing Pains

- Limited Staff
- Employee Buy-In



# Best Practices

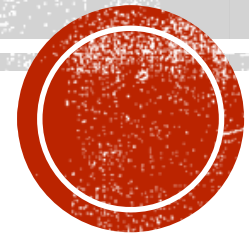
- Gain the residents trust
- Build relationships
- No Lone Ranger





# What has changed?

- Referral system
- Fear of eviction is gone
- Residents now trust the staff





**Thank you for your time.**

**Izzy Rivera**

**Irivera @ Lchapa.com**





South Carolina Department of Health and Environmental Control

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Smoke - Free Public Housing: Helping Smokers Quit

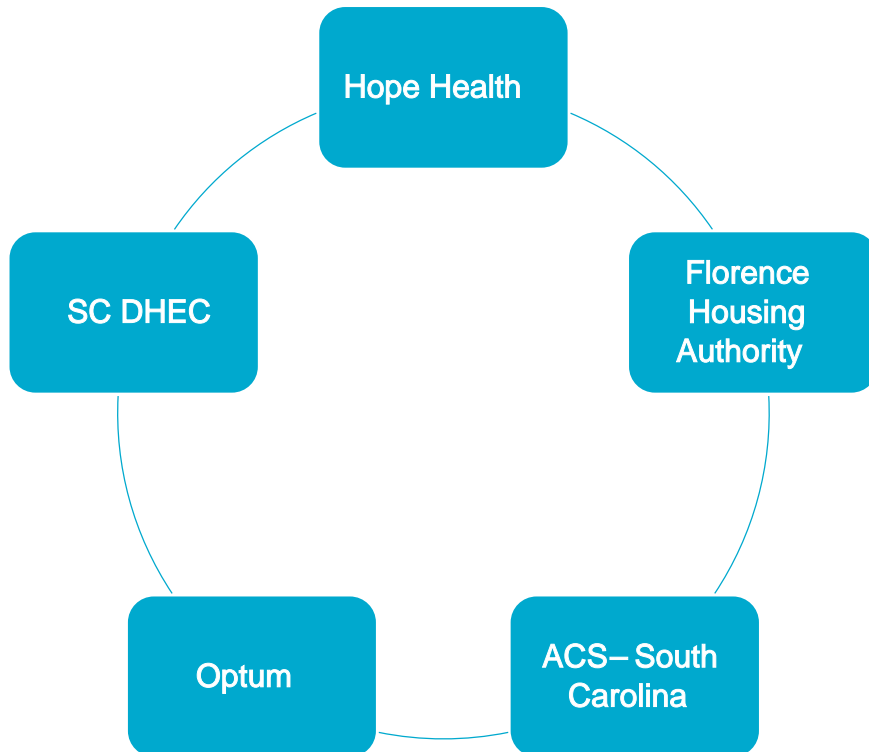
*South Carolina's  
Experience*

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# State & Local Partnerships Forged

## New Partners –New Purpose



## SC Team Dynamics

- *Team bonding*
- *Unique roles of each team member*
- *Regular meetings held*
- *Collaborative Action Plan (CAP) kept us on track*
- *Dedicated time with residents and providers*

# Early challenges

- *Identifying the smokers*
- *Great effort, few engaged*
- *Resident resistance*
- *Provider time constraints*
- *Fighting 'local tobacco'*
- *Dispelling Quitline myths*
- *EHR barriers*



# Best practices that worked

## Having a catalyst...

- *National conveners: RWJ, SCLC, NAQC, ACS, CDC, HUD*

## Having the right people...

- *Local champions: commitment, collaboration, co-location*

## Having the right tools, training, resources...

- *CAPECHO, didactic lessons, case studies, tutorials*

## Motivating with incentives...

- *HUD policy, funding, free NRT, food, gift cards, prizes*

# Sustaining our work

## Moving forward...

- *Expand SFPH efforts to all SC Housing Authorities*
- *Adopt the proven 'co-location' services model*
- *Promote SC Medicaid policy—no copays or prior authorization for all 7 FDA approved cessation meds*
- *Triage and track public housing residents through the SC Tobacco Quitline*
- *Refer to local services using SC Cessation Services Directory*
- *EHR solution: TobaccoeReferral ManagementHub*



*Thank you!*

**Please contact me if I can help.**

**Katy L. Wynne, Ed.D., MSW**

**SC DHEC Division of Tobacco Prevention & Control**

**[wynnekl@dhec.sc.gov](mailto:wynnekl@dhec.sc.gov) / 803-898-2285**

*The SC Tobacco Quitline / 1-800-QUIT-NOW*

***Open for business!***

*Helping tobacco and vape users at a critical time  
for lung and immune health!*





Smoke-free  
Public Housing:

**HELPING  
SMOKERS  
QUIT**

# Panel Discussion with Becky Slemmons





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# Audience Q & A with Catherine Saucedo and Brian Clark





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Public Housing:

## HELPING SMOKERS QUIT

# Resources



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## Smoke-free public housing help

- **smokefreePHA.org** – SFPH pilot program site, printable resources, clips to ECHO didactics and case presentations, links to helpful sites, and more
- **BuildingSuccessSmokefree.org** – early implementation lessons learned; help with implementation
- **Mnsmokefreehousing.org** – tools, resources, printable materials, staff training, technical assistance for housing managers
- **NCHPH.org** – guides, webinars, and resources for health centers to help with implementation
- **Lung.org** – American Lung Association, has factsheets, videos of success stories, and more
- **NHLP.org** – National Housing Law Project for legal questions or assistance

# Cessation resources for the general public

- [Local community health center](#) can offer care, support, connection to local resources, NRT, regardless of ability to pay
- **1-800-QUIT-NOW** connects callers with their state quitline, a FREE tobacco cessation service
  - Cessation counselor, a personalized quit plan and self-help materials, social support and coping strategies to help deal with cravings, and the latest information about cessation medications; callers may get free NRT, and many quitlines offer texting programs
- [Cdc.gov/tips](#) - CDC Tips campaign site with posters, videos, flyers, and more to encourage quit attempts
- [State or county health department](#) for local resources, services, materials
- **Smokefree.gov - National Cancer Institute**
  - [Text program](#) including customized programs for veterans, Spanish speakers, women, teens, and older people who smoke
  - [Mobile phone apps](#)
  - [Support through social media](#)

# Cessation resources for healthcare professionals

- [CDC Tips campaign site](#) with posters, videos, flyers, and more to encourage quit attempts
- [CDC's Million Hearts Toolkit](#) – QI for cessation treatment in healthcare settings
- [American Lung Association](#) – for materials, Freedom From Smoking program, etc.
- **Smoking Cessation Leadership Center** – [Toolkits for providers](#) and [Fact Sheets and resources for providers](#)
- [USPSTF Final Recommendation Statement on Cessation for Adults](#)
- [North American Quitline Consortium map](#): State quitline program details for every state in the country, including how to refer patients
- American College of Cardiology [tobacco cessation guide and workflow process](#)
- [NAQC Resource Directories for 5 quitlines for this SFPH initiative and a template to create your own resource directory](#)



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Public Housing:

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SMOKERS  
QUIT**

# Thank you!

For more information,  
visit [smokefreePHA.org](http://smokefreePHA.org) or  
email [becky.slemons@cancer.org](mailto:becky.slemons@cancer.org)



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# Post Webinar Information

- You will receive the following in our post webinar email:
  - Webinar recording
  - PDF of the presentation slides
  - Instructions on how to claim FREE CME/CEUs
  - Information on certificates of attendance
  - Other resources as needed
- All of this information will be posted to our website!

# Save the Date!

SCLC's next live webinar on “*Systemizing Cessation*”, with Brenna van Frank, CDC

- **Wednesday, September 16, 2020, 2 – 3 pm EDT**
- More details and registration coming in August!



# Contact us for technical assistance

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- Call us toll-free at **877-509-3786**
- Please complete the post-webinar survey to win a \$25 Visa gift card!

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Leadership Center

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