

**The Puyallup Tribal Health Authority
Reduced Smoking by 26%
Between 2000 and 2008**

**Using Data and Theory
to Engage Community
and Get Results**



Community Development

Jack Rothman's Change Models

■ Locality Development

Process used to develop group identity and cohesion

■ Social Planning

Task oriented problem solving relying on experts

■ Social Action

Increase community capacity to solve problems and achieve concrete goals

Tobacco Use Prevention and Control

Community level strategies for reducing smoking are well defined and have been rigorously evaluated.

When implemented simultaneously these four strategies get results.

Strategy – 1

Raise smoking to a priority health concern

Group Identity and Cohesion

Community Ownership

Gather your Data

- 2000 - 55% of adult patients smoked
- Upper respiratory infections:
#1 Purpose of visits to the clinic
- Coughs:
2 Purpose of visit to the clinic

Connect Data to Values



Engage the Community



Build a team



Engage the Youth



Spread the Message



Goal – 2

Increase legal and economic factors
that discourage smoking

Problem Solving

Secondhand Smoke Exposure

- Assess the problem
- Engage the community
- Personalize the issue

Hurting Our Children



Change Policies

Smoking Gazebo

- Out Door Smoking Policy Passed by Council – 2002
- Restricts smoking to two designated areas away from buildings, walkways and doors.



Goal – 3

**Strengthen Social Norms and Values
Supporting Nonsmoking**

Social Action

Achieve Concrete Goals

Enforce Policies



Smoke Free Pow-Wow



Goal – 4

Improve Community Ability to Change
Smoking Behavior

OR

Help People Quit Smoking

Community Development
Clinical Best practice

Multidisciplinary Team

MD

Nurs
e

QI Coordinator



Treatment
Coordinator

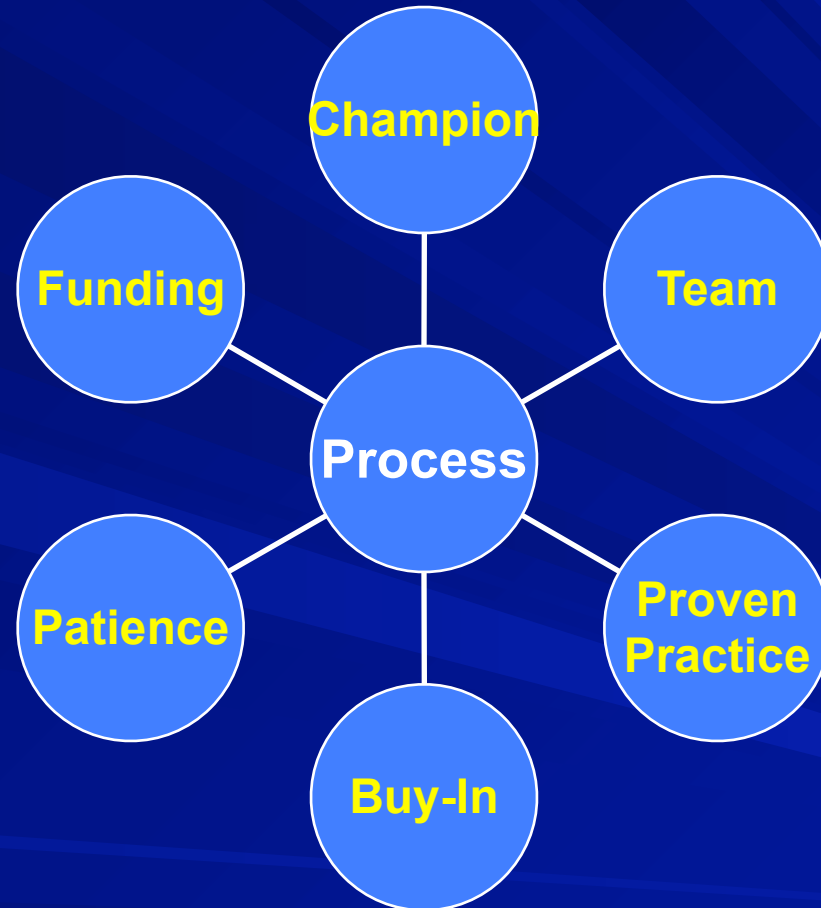
Dentist

Mental
Health
Team
Lead

Tobacco
Program
Director



Pharmacist



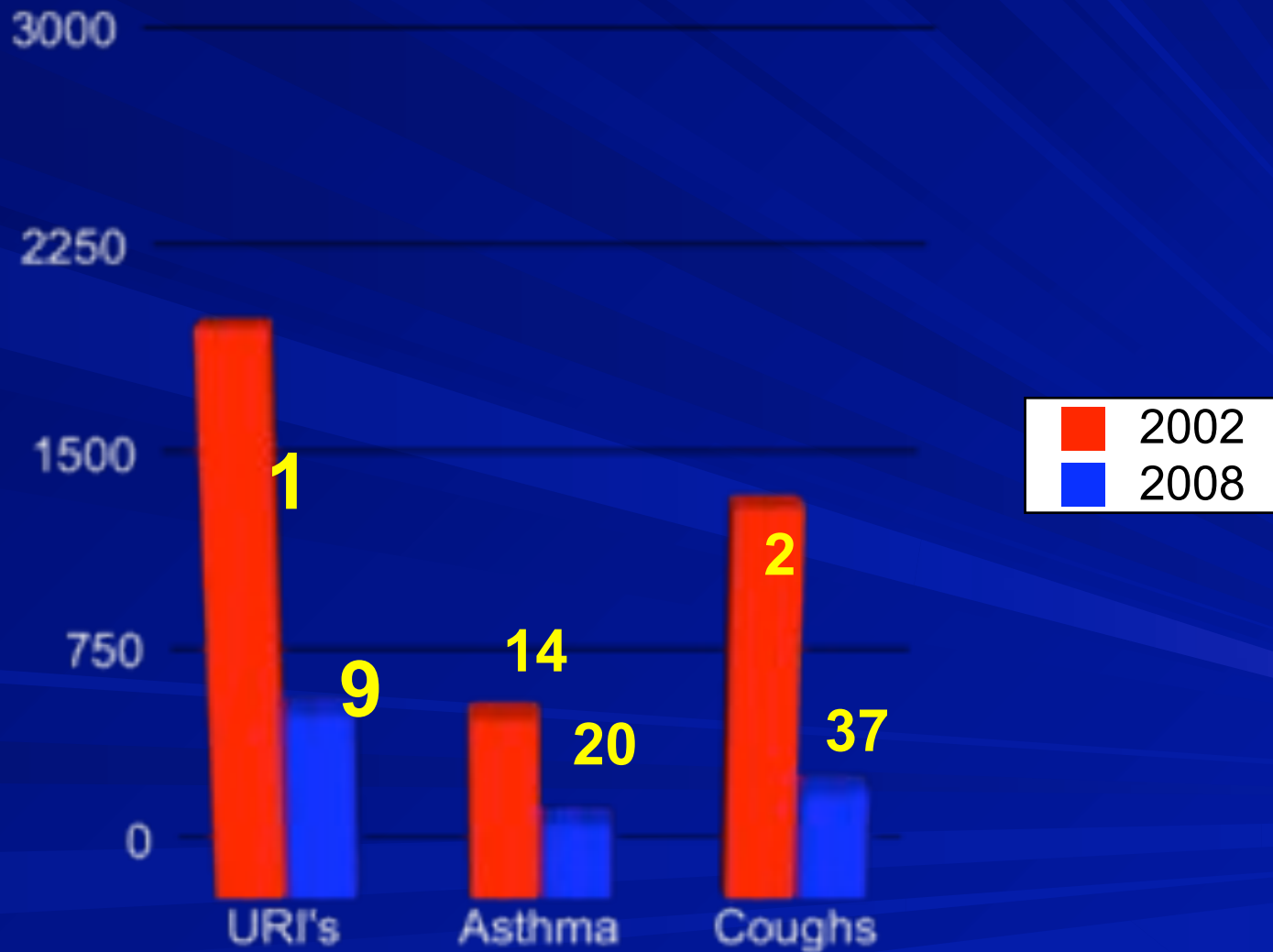
PHS Clinical Guidelines for Treating Tobacco Use

- A clinical best practice
- Research Based
- Get results

Guideline Strategies

- Tobacco user ID system
- Brief Cessation Intervention – 5 A's
- Provider education, resources, feedback
- Designated treatment coordinator
- Covered cessation medications
- Intensive cessation

67% Decrease in Tobacco Related Clinic Visits



Healthy Families



Thank You

For More Information
Contact

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