



# **Providing Technical Assistance for Effective Tobacco Cessation Policies**

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## Background

- 2007: the Lung Association established its Tobacco Cessation Policy Project
- 2008: Helping Smokers Quit report
- 2009: State Tobacco Cessation Coverage Online Database
- 2010 (and beyond): Affordable Care Act implementation
- 2013: cessation coverage data added to CDC STATE System
- 2014: MMWR article on Medicaid cessation coverage

# What is the project?

*Cessation TA is funded by a CDC cooperative agreement to provide technical assistance to states and tobacco control groups regarding cessation.*

Technical Assistance Area	Organization
Tobacco Cessation Coverage	American Lung Association
Health Systems Change	American Lung Association & American Academy of Pediatrics
Quitlines	North American Quitline Consortium

# Project Goals

Increased number of states making positive changes to cessation coverage in traditional Medicaid and Medicaid Expansion plans.

Increased number of states making positive changes to cessation coverage in State Health Insurance Marketplaces.

Increased coverage of evidence-based cessation treatments in private health plans (including through wellness programs).

Increased adoption of measures specific to cessation and quitlines during future stages of Meaningful Use and implementation of electronic health records.

Increased integration of routine screening for tobacco use into health care systems' clinical workflow.

Increased integration of tobacco dependence treatment into health care systems' clinical workflows.



# Project Activities

Needs Assessment  
Website/Resource Library  
Listserves  
Partnerships  
Work groups  
Materials



# What Resources are Needed?

## The BAD News-

- There was a knowledge gap regarding insurance coverage of Cessation Medications.
- There was a lack of awareness regarding the screening of patients for tobacco use.
- Other leading barriers included lack of time and money, problems Cessation TA cannot solve.

## The GOOD News-

- Leading barriers to working on Cessation and Health Systems included lack of training and not knowing where to start, **both problems Cessation TA can solve.**
- There was an interest for information on new elements of ACA.
- There was an interest/ need identified for TA regarding Cessation and Health Systems Change.



**How can you get involved?**



# Check Out the Resource Library

The screenshot displays the American Lung Association website. The header includes the logo, navigation links (Your Lungs, Lung Disease, Finding Cures, Healthy Air, Stop Smoking, Get Involved, Donate), and a search bar. The main content area is titled 'Resource Library' and features a sidebar with 'Stop Smoking' and 'Lung HelpLine' links. The central text describes the Resource Library as an online depository of materials related to cessation policy and health systems change. It lists categories: Marketplace, Medicaid, Private Insurance, Systems Change, Tobacco Surcharges, and General Information. Under 'Factsheets', it lists several documents including 'All Insurance Plans Should Cover Tobacco Cessation Treatment', 'An Action Plan for Cessation', 'Tobacco Cessation and Treatment Programs', 'Tobacco Cessation Treatment: What Is Covered?', 'What Works to Help Smokers Quit', 'Working with Medicaid Toward Public Health Meaningful Use', 'ACA 101: What You Need to Know', 'ACA Implementation FAQs', 'The Affordable Care Act, Meaningful Use, and Treating Tobacco Use', 'Helping Smokers Quit: Tobacco Cessation Coverage', 'Massachusetts Health Plan Interview Guide', and 'Oregon Health Plan - Managed Care Organizations - Tobacco Cessation Services Survey'. On the right, there is a 'State of Tobacco Control 2014' graphic and a 'Top Stories' section with links to 'CVS Ends Tobacco Sales', 'End the Tobacco Epidemic', and 'State of Tobacco Control 2014'.

[www.lung.org/cessationta](http://www.lung.org/cessationta)

\*If you have a recommendation for a material to be included in the Resource Library, please send it to Anne at [Cessationta@lung.org](mailto:Cessationta@lung.org) for review.



## Join a Listserv

Cessation TA is operating 5 topic-based, 2-way Listservs:

Clinical Practices  
Exchange Coverage  
Medicaid Coverage  
Private Insurance Coverage  
Tobacco Surcharges

To Sign up for a listserv, please go to:

<http://www.lung.org/stop-smoking/tobacco-control-advocacy/states-communities/cessationta/>



# Join a Workgroup

Cessation TA is convening 4 topic-based workgroups:

Clinical Practices  
Exchange Coverage  
Medicaid Coverage  
Private Insurance Coverage

If you are interested in joining a work group, contact Jennifer at  
[Jennifer.Singleterry@lung.org](mailto:Jennifer.Singleterry@lung.org)



# Collaboration with National Networks

- Dissemination
- Work group recruitment
- Guest speakers on calls/webinars/trainings
- Collaboration/partnership on materials



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