

2010 ACTION State Grantee Project Summary

State: Virginia

Project Title: *Virginia Partnership for Tobacco Use Cessation*

Name of Lead Organization: Prevention Connections

Partnering Organizations: Alliance for the Prevention and Treatment of Nicotine Addiction, American Cancer Society

Audience/System: Insurers, mental health clinicians, healthcare providers, workplace human resources departments, safety net providers, community organizations

Summary: Virginia's cessation summit and strategic planning process is similar to the other states mentioned. But the emphasis here is on the behavioral health/substance abuse population, which has a smoking rate 2-4 times higher than the general population. Mental health systems and professionals will be convened to advance cessation, including homeless health centers, community service boards, rural health facilities, and residential mental health centers. These safety net providers seldom include tobacco cessation in their treatment plans.

Objectives:

- Convene a one-day summit for key representatives from various sectors interested in tobacco use cessation by September 30, 2010;
- Form sub-groups from summit participants and host two follow up meetings to further develop strategic plan components for inclusion in a state plan by January 31, 2011;
- Finalize and disseminate state plan to all summit participants and other interested stakeholders by February, 2011; and
- Prepare a project case study for dissemination to other states by March 30, 2011.