



I-CAAN SUMMIT

Increasing Cessation Access for All Nevadans

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Environmental Scan: Smoking Prevalence in Nevada

Adult tobacco use in NV has declined from 23.2% (2004) to 21.5% (2007) – but it remains higher than the 2007 median for all states (19.7%)

Smoking rates for Nevadans who are uninsured, unemployed, or have less than a high school education is much higher (33.8%, 38.4%, and 29.1% respectively)

Smoking rates for GLBT Nevadans is as high as 46.2%

13.6% of Nevada high school students smoke

Environmental Scan: Cessation Resources in Nevada

Nevada Tobacco Users' Helpline (NTUH)

16 community cessation programs are listed on the NTUH web site

Freedom From Smoking facilitator training by ALAN

Tobacco Prevention & Education Program is working to standardize brief interventions (BI) with tobacco users within healthcare systems by

- 1) working with health authorities to provide BI training to healthcare professionals
- 2) 2) creating NTUH referral materials for providers to give to patients

Environmental Scan: Gaps in Access to Cessation

Insurance Coverage

Nevada received a “C” from the ALA’s 2009 *State of Tobacco Control Report Card* for cessation coverage.

Quitline

Unclear how the NTUH is effectively and thoroughly reaching populations disparately impacted by tobacco use.

Healthcare Systems

Barriers to cessation support need to be identified for all healthcare systems.

Significant Challenge –

The Nevada State Legislature cut MSA funds allocated for tobacco control by 100%!

Nevada's tobacco control program was already receiving far below the CDC recommendations.

I-CAAN Summit

The American Lung Association in Nevada (ALAN) is hosting a statewide ***Increasing Cessation Access for All Nevadans (I-CAAN)*** Summit to bring together diverse stakeholders and develop a State Plan to reduce tobacco prevalence by improving access to tobacco cessation.

ALAN will work closely with the Nevada Tobacco Prevention Coalition (NTPC) (a statewide coalition of more than 45 concerned Nevadans, organizations and public health officials) to **engage representatives from business, employer, healthcare, insurance, employee, and nonprofit groups in a dialogue about expanding cessation coverage for all Nevadans, including those disproportionately impacted by tobacco use.**

Emerging from the day-long Summit will be dedicated workgroups with prescribed outcomes and the beginnings of a State Plan.

Modeled after...

Summit and State Plan will be modeled after Indiana's successful ACTION Summit, as well as Nevada's *Strategic Plan to Identify and Eliminate Tobacco-Related Disparities*.

Diverse input...

A forum for diverse perspectives – representation from the tobacco control community and business interests too.

Broad reach...

Aware of differences that exist among population groups regarding patterns, prevention, and treatment of tobacco use as well as capacity to access resources and committed to engaging organizations that work with Nevada's disparately impacted populations.



Summit workgroups formed around topics such as:

- 1) Insurance coverage for cessation
- 2) Promotion of cessation and available resources to tobacco users (including sub-group for reaching underserved or disparately impacted populations)

Workgroups will develop the action steps proposed at the summit to complete the state plan.

While the development of the state plan is underway, ALAN will begin tackling the one essential component of improving cessation access by increasing healthcare providers' understanding of, and support for, routine tobacco treatment.

1. ALAN will develop an *Increasing Cessation Access for All Nevadans through Healthcare Systems* presentation and forum for dialog at professional conferences.
2. The presentations will be geared not only at educating, but at engaging this key stakeholder group and mobilizing them toward action.

Ready markets: High Sierra Critical Care Conference and Advances in Respiratory Care Conference; Nevada Public Health Assn. and Nevada Nurses Assn.

Measurable Objectives by March 31, 2011

At least 50 individuals representing multiple sectors will attend the *I-CAAN* Summit

75% of participants attending the *I-CAAN* Summit will have increased their understanding of the issue of improving Nevadans' access to tobacco cessation.

75% of participants at the *I-CAAN* Summit will commit to engaging in further action toward increasing Nevada's access to tobacco cessation (i.e., participating in a workgroup, improving cessation practices at their company/hospital, promotion of the State Plan, etc.).

An *I-CAAN* State Plan which integrates specific strategies to improve access for disparately impacted populations will be created.

250+ healthcare providers will attend *I-CAAN in Healthcare Systems* presentation/dialogue.

75% of healthcare providers attending the *I-CAAN in Healthcare Systems* presentation and dialogue will have increased their understanding of the healthcare system changes recommended by the PHS Guideline.

60% of healthcare providers attending the *I-CAAN in Healthcare Systems* presentation and dialogue will commit to engaging in further action toward identifying barriers and improving Nevadans' access to tobacco cessation (i.e., participating in the Summit or subsequent workgroup, improving tobacco treatment practices in their practice, promotion of the State Plan, etc.)

Target Audiences/Systems:

ALAN's goal is to have representation from:

- Nonprofits
- Insurance providers
- Healthcare providers and systems
- Businesses and employers
- Unions and employee advocacy groups
- Policy makers
- Organizations reaching minority, underserved, and disparately affected groups including low-income, unemployed and the GLBT community.

<p><u>Insurance Providers:</u> Anthem Blue Cross/Blue Shield, United Healthcare</p>	<p><u>Large Employers:</u> WMS Gaming, International Game Technology, Gaming Partners International, Wells Fargo, Stratosphere Casino, Smith's Food and Drug Stores</p>	<p><u>Government Agencies:</u> <u>NV State Health Division</u>, <u>Carson City Health & Human Services</u>, <u>Southern Nevada Health District</u>, Washoe County Health District</p>
<p><u>Health-related Nonprofits:</u> <u>American Cancer Society</u>, <u>American Heart Association</u>, <u>March of Dimes</u>, <u>Cancer Centers of Nevada</u>, NV Cancer Institute, <u>NV Public Health Association</u>, <u>High Sierra Area Health Education Center</u></p>	<p><u>Organizations Reaching Disparately Impacted Populations:</u> <u>CA Rural Indian Health Board Tobacco Education & Prevention</u>, <u>Pyramid Lake Tribal Health Services</u>, <u>Reno - Sparks Indian Colony Tribal Health Center</u>; Sierra Nevada Job Corps</p>	<p><u>Hospitals and Clinics:</u> NV Hospital Association, Renown Health, Catholic Healthcare West, Paragon Healthcare, University of NV-Reno Student Health Center, <u>Barbara Greenspun Women's Care Center</u>, High Sierra Cardiology</p>
<p><u>Healthcare Providers and Organizations:</u> <u>NV State Medical Association</u>, Clark County Medical Society Alliance, NV Academy of Family Physicians</p>	<p><u>State and Community Coalitions:</u> <u>Smoke-Free Gaming of NV</u>, NV Health Care Coalition, <u>NV State Cancer Council</u>, Southern NV Immunization Coalition, <u>Churchill Community Coalition</u>, <u>BEST Coalition for a Safe and Drug Free NV</u>, <u>Healthy Communities Coalition</u>, Washoe County Chronic Disease Coalition</p>	

ALAN's Vision for Year Two:

- 1) Implement action steps in I-CAAN State Plan
- 2) Utilize workgroups to prioritize plan activities and keep partners connected
- 3) Collaborate with TPEP (Tobacco Prevention and Education Program) to ensure mechanisms to measure impact of Plan activities are in place
- 4) Educate policy makers about the *I-CAAN* Summit and Plan, and
- 5) Link *I-CAAN* partners (esp. non-tobacco control) into advocacy networks to mobilize in support of policy change.



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