

NEBRASKA
2015

SUCCESS STORY

TOBACCO AND MENTAL HEALTH: BRIDGING PREVENTION AND TREATMENT FOR COLLABORATIVE SUCCESS

What if you could help reduce the smoking rate among consumers who had used mental health and substance abuse service facilities? Three behavioral health facilities in Lincoln, NE, are working to do just that through collaborative community efforts aimed at treating the whole person.

Tobacco use is the leading preventable cause of death in the United States.¹ More than 480,000 people die in the United States each year due to cigarette smoking and exposure to tobacco smoke (CDC, 2014).

In Nebraska, approximately 2,500 adults die each year from their own smoking. Smoking-related health care costs total \$795 million annually in Nebraska (including \$162.3 million in Medicaid expenditures). The annual cost of smoking-related lost productivity in Nebraska is \$605.5 million.²

According to the Centers for Disease Control & Prevention (CDC), nearly one in five adults nationally (or 45.7 million adults) have some form of mental illness, and 36% of these people smoke cigarettes. In comparison, 21% of adults without mental illness smoke cigarettes.³ Additionally, based on a 2012 Nebraska Division of Behavioral Health Consumer Survey, almost half of consumers (48%) who had used mental health service facilities in Nebraska reported smoking. Similarly, 64% of consumers who had used substance abuse facilities reported smoking.⁴

Evidence has shown that cigarette smoking is a serious problem among those with a mental illness. More needs to be done to help adults with mental illness quit smoking and make mental health facilities tobacco-free.

*"Clients in treatment often really do want to stop smoking. But, frankly, they're just not able to do so in an unstructured environment."
- Phil Tegeler, Executive Director, The Bridge Behavioral Health*



for a great state of health

Tobacco Free Nebraska (TFN) is the state's comprehensive tobacco prevention program that works to; help people quit, eliminate exposure to secondhand smoke, keep youth from starting, and reach underserved populations.

TFN includes many partners across the state. One of these partners is the Lincoln-Lancaster County Health Department (LLCHD). The Health Department's Tobacco Prevention & Education program is funded through TFN's Communities of Excellence in Tobacco Control dollars. LLCHD works within its community to reduce tobacco use and exposure to tobacco smoke and reduce tobacco related disparities.

LLCHD initiated conversations in 2010 with the three behavioral health facilities in Lincoln to begin a collaborative effort to adopt a tobacco-free campus policy. Once upper management support was received, the education process and planning got underway. Each facility phased-in their policy by first providing opportunities for its employees to quit smoking.

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Collaboration was key as all three facilities planned to go tobacco-free at the same time. This would prevent clients from transferring between facilities and provide an opportunity to offer additional support to help clients achieve cessation goals. Tobacco-free policies were implemented at:

- ⇒ St. Monica's on December 1, 2013
- ⇒ CenterPointe on January 1, 2014
- ⇒ The Bridge Behavioral Health on January 6, 2014



NEBRASKA TOBACCO QUITLINE

A key resource for the three agencies was the Nebraska Tobacco Quitline. Quit Kits were assembled and the Quitline was promoted to all employees, providers and clients at the treatment centers. The Quitline served as a valuable resource across all levels at the three centers.

*“We also did our research to see what resources were available to us... There is the Nebraska Quitline.”
– Mary Barry-Magsamen,
Executive Director,
St. Monica’s*

Based off of Nebraska Tobacco Quitline reports, there has been an increase in registered callers self-identifying as currently having a mental health condition.⁵

⇒ 1,400 callers from 7/1/12-6/30/13 (baseline)

⇒ 1,690 callers from 7/1/13-6/30/14

⇒ 2,051 callers from 7/1/14-4/30/15

We are pleased that efforts to reach the clients at the three behavioral health facilities have been successful and education and promotion of the Quitline is ongoing.

Nebraska Tobacco Quitline

- Free
- Confidential
- 24/7

1-800-784-8669
(1-800-QUIT-NOW)
QuitNow.ne.gov

TOBACCO FREE NEBRASKA
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Nebraska Department of Health & Human Services
Division of Public Health

These three behavioral health centers have been leaders in the community. Within the past year of implementing their policies, upper management has been a champion for sharing the message of lessons learned, the positive effects on both the employees and clients and ultimately being able to treat the whole person.

The key to success was collaboration, a commitment to health and wellness and utilization of local partners and resources. The centers have continued to work well beyond the implementation date. A video was produced to help share the information about becoming a tobacco-free campus for behavioral health settings. The video can be viewed at:

https://www.youtube.com/watch?v=E9TC_LBjiTVg&feature=youtu.be

*“This is where the field of behavioral health is moving. I would say 10 years down the road you’re not going to see very many treatment providers, treatment centers that aren’t tobacco-free... The field is moving towards treating the entire person.” – Michelle Nelson,
Clinical Director, CenterPointe*

At the spring 2015 Lincoln-Lancaster County Board of Health Annual Awards Luncheon, CenterPointe, St. Monica’s and The Bridge Behavioral Health were all recognized with the Community Public Health Award for becoming Tobacco-Free Campuses in Behavioral Health Settings. To view the award ceremony and remarks please view: <https://www.youtube.com/watch?v=fhonnJpQV-I&feature=youtu.be>



The three behavioral health facilities continued to spread the word about the benefits of becoming a tobacco-free campus by presenting at the April 2015 Tobacco Free Nebraska Conference and the May 2015 Nebraska Behavioral Health Conference. Each presentation shares the value of having the Nebraska Tobacco Quitline as a resource.

Although it is still early to see the full impact from these tobacco-free policies, based on the 2014 Nebraska Division of Behavioral Health Consumer Survey, positive impact is being made. As the survey indicated, there was a 4.7 percentage point reduction in the smoking rate (48% in 2012, compared to 43.3% in 2014) of consumers who had used mental health service facilities in Nebraska. Similarly, a 1.7% percentage point reduction was found in the rate of consumers who had used substance abuse facilities (64% in 2012 compared to 62.3% in 2014).⁴

References:

- 1 Centers for Disease Control and Prevention (CDC), 2014
- 2 Campaign for Tobacco-Free Kids, 2015
- 3 Centers for Disease Control and Prevention, Vital Signs, February 2013
- 4 Nebraska Division of Behavioral Health Consumer Survey, 2012 & 2014
- 5 Nebraska Quitline Data, 2012-2015

For more information contact:

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Suzanne Forkner at 402-471-0101 or suzanne.forkner@nebraska.gov regarding the Nebraska Tobacco Quitline.