

Smokefree Public Housing Workshop

September 25-26 2017, Atlanta, Georgia



Welcome and Opening Address

Nikki Hayes, Moderator

Branch Chief of CCC, CDC

Cliff Douglas, JD

VP of Tobacco Control, ACS



Welcome and Opening Address

Brian King

Office on Smoking and Health, CDC

Lisa Richardson, MD, MPH

Office on Smoking and Health, CDC



Welcome and Opening Address

Why is the Rule Important from a Public Health Perspective?

Michael German

Georgia Field Officer, HUD



Table Discussions 9:10 – 9:40 AM

- **Introduce Yourself and Your Organization**
- **And What You Might Bring to the Table**



The background features a series of stylized, overlapping houses in various colors (orange, green, yellow, light blue) with simple outlines and some window/door shapes. The houses are arranged in a row, with some partially overlapping others, creating a sense of depth. The colors are soft and pastel-like.

Panel 9:50 – 10:30 AM

Partnerships to Plan and Implement A Smokefree Housing Policy

- **Simon McNabb, Moderator**
- **Nikki Hayes, CDC**
- **Georgi Banna, NAHRO**
- **Cliff Douglas, ACS**
- **Robin Scala, OSH**

Assembling a Team

Partnerships to Plan and Implement a Smokefree Housing Policy

Smokefree Public Housing Workshop
September 25, 2017

Nikki Hayes, MPH
Chief, Comprehensive Cancer Control Branch

Division of Cancer Prevention and Control

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**“Coming together is a beginning.
Keeping together is progress. Working
together is success.” Henry Ford**

Comprehensive Cancer Control



CDC funds 65 Comprehensive Cancer Control Programs (US states, DC, tribes, and territories) to:



SOURCE: CDC Vital Signs, November, 2016

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Assembling and Engaging a Smoke-Free Policy Team: Minnesota's Experience

- Kara Skahen
- Program Director
- Live Smoke Free, Association for Nonsmokers MN



Karla Sneegas, OSH Program Services Branch

CDC's OFFICE ON SMOKING AND HEALTH PARTNERS WITH STATES TO PROTECT KIDS AND HELP SMOKERS QUIT

CDC's OFFICE ON SMOKING AND HEALTH (OSH) is the lead federal agency for comprehensive tobacco prevention and control. OSH saves lives and saves money by preventing and reducing tobacco use – the leading cause of preventable disease and death in the U.S.

Even if you haven't heard of OSH, you've probably seen or felt the impact of our work:

On TV, Radio, and Billboards...

through CDC's **Tips From Former Smokers®** ad campaign that has inspired 500,000 Americans to quit smoking since 2012.

On the Phone...

through **1-800-QUIT-NOW**, which links callers to their state quitline and receives critical support from OSH.

In the News...

which covers **OSH experts' reports and studies** about tobacco use and secondhand smoke exposure.

In Your Family...

If you or someone you know has quit smoking because of OSH's work to support and encourage tobacco cessation.

In Your Community...

If you enjoy **smokefree indoor air protections** in public places that have been expanded because of our scientific research.

80% More than 80% of OSH's budget supports state and local tobacco control efforts.

CDC's **National Tobacco Control Program (NTCP)** is the only nationwide investment that supports all 50 states, the District of Columbia, 8 U.S. territories, and 12 tribal organizations for comprehensive tobacco control efforts and quitlines.

States use OSH funds to prevent kids from using tobacco, reduce secondhand smoke exposure, help smokers quit, and reduce disparities in tobacco use. For every \$1 spent on strong tobacco control programs, states achieve a \$55 return on investment, mostly in averted health care costs to treat smoking-related illness.

CDC's **Tips From Former Smokers®** campaign is the only national media campaign focused on inspiring the 7 in 10 American adults who smoke and want to quit. **Tips®** features real people—not actors—suffering from the health consequences of smoking and secondhand smoke exposure. It connects people who smoke with resources, including a free quitline, 1-800-QUIT-NOW, to help them quit. CDC supports state and territorial quitlines to respond to the immediate and sustained spikes in call volumes they receive when the **Tips** campaign is on air.

Tips saves states money. CDC's ad development, placement, and evaluation allows states to invest in ad placement during times and in areas not reached by CDC's **Tips** campaign. CDC's supplemental quitline support helps states meet the demands for cessation support generated by the campaign.

CDC funds **data collection, evaluation, research and laboratory activities** to monitor tobacco use and its health effects among U.S. youth and adults. OSH supports the state-based Behavioral Risk Factor Surveillance System, the National Health and Nutrition Examination Survey, and with FDA, supports the school-based National Youth Tobacco Survey, the nation's premier survey of youth tobacco use.

National-level surveillance systems provide consistent, reliable, and cost-effective data collection. CDC data are used by states and others to evaluate their work and monitor progress.



Follow
DCPC
Online!



@CDC_Cancer



CDC Breast Cancer

Go to the official source of cancer prevention information: www.cdc.gov/cancer.

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Division of Cancer Prevention and Control

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Cessation Support: Helping Public Housing Residents Quit

Clifford E. Douglas, J.D.
Vice President, Tobacco Control
Director, ACS Center for Tobacco Control

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Why Cessation Support Matters

- The HUD smokefree rule does NOT require public housing residents to quit smoking.
- However, the rule's implementation creates a great opportunity for residents who want to quit.
- It is important that assistance is available to residents who want help quitting.

We Don't Need to Start from Scratch

- A number of cessation treatments and interventions have been shown to be effective.
- A variety of cessation services and resources are available to the public free of charge.

Cessation Assistance Can Be Delivered in Multiple Settings by Multiple Providers

- Cessation assistance can be delivered over the phone, digitally, in health care settings, in the community, and in public housing itself.
- Cessation assistance can be delivered by quitline coaches, doctors and other providers, pharmacists, community health workers, and public housing residents trained as lay health advocates, among others.
- The feasibility of these approaches will vary across states and housing authorities. One size doesn't fit all.

National Cessation Resources



1-800-QUIT-NOW (1-800-784-8669)

1-855-DÉJELO-YA (1-855-335-3569)

Asian quitline

(<http://www.asiansmokersquitline.org/>)

www.smokefree.gov

www.cdc.gov/tips

SmokefreeTXT

ACS's National Cancer Information Center (NCIC)

- Call **800-227-2345**, 24 hours/7 days a week; press “3” for tobacco options
- **Option 1** - Enroll in a coaching program (for callers interested in quitting)
- **Option 2** - General tobacco questions



Examples of Other Cessation Options

WEB Visit <http://www.becomeanex.org/> for a free quit plan (funded by the Truth Initiative)

MOBILE APP Download free American Cancer Society Quit For Life app (available for Android and iOS)

- Set a quit date
- Calculate savings when quit
- Find pre- and post-quit tips
- Receive support for urges

SOCIAL MEDIA Join the American Cancer Society Quit For Life page on Facebook for social support

American Lung Association

Freedom From Smoking®

- Voluntary, interactive, and supportive
- Addiction-based model with behavior change focus
- Supports use of cessation medications
- Multiple options available:
 - Freedom From Smoking in-person group clinic
 - Freedom From Smoking Plus
 - Lung HelpLine *
 - Freedom From Smoking self-help guide *

* Available in Spanish



FreedomFromSmoking.org

The Bottom Line

- It is important that all public housing authorities have a plan for helping residents who want assistance quitting.
- This includes informing residents about available cessation resources and how to access them.



Workshop 4: *Communicating the Policy*

ROBIN SCALA

HEALTH COMMUNICATIONS BRANCH

OFFICE ON SMOKING AND HEALTH

Communications Plan

1. Why do you want to communicate with the community? (*What's your purpose?*)
2. Whom do you want to communicate it to? (*Who's your audience?*)
3. What do you want to communicate? (*What's your message?*)
4. How do you want to communicate it? (*What communication channels will you use?*)
5. Whom should you contact and what should you do in order to use those channels? (*How will you actually distribute your message – activities/materials/partners?*)

Communication Tools & Resources

A few of the workshop materials we plan to share and discuss:

- Message map template
- Communication planning tool template
- Resource list of media/communications materials for smokefree public housing
- Minutes from a CDC/OSH 2016 media/communications webinar focused on smokefree public housing

We hope to see you!

Workshop 4: Communicating the Policy



Contact Information

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For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Team Discussions 10:45 – 11:15 AM

- What was most interesting about the panel discussions?



World Cafe 11:15 AM – 12:15 PM

- Liz Williams, ANR
- Pat McKone, ALA Minnesota
- John Kane, Boston Housing
- Alan Geller, Harvard
- Georgi Banna, NAHRO
- Jose Leon, NAM
- Dawn Randolph, DIR Consulting

Breakout #1 1:30 – 2:45 PM

- **Assembling a Team**
- **Engaging PHAs and Residents**
- **Identifying Resources**
- **Communicating the Policy**

Breakout #2 3:05 – 4:20 PM

- **Assembling a Team**
- **Engaging PHAs and Residents**
- **Identifying Resources**
- **Communicating the Policy**

Team Planning Day 1 – 4:30 – 5:30 PM

- **Action Planning Sessions**

Adjourn Day 1 - 5:30 PM



SEE YOU TOMORROW
8:30 AM