



Tobacco Cessation and Behavioral Health

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Topics

- ▶ Quitline Behavioral Health Advisory Forum
- ▶ Case example – California Smokers' Helpline
- ▶ Provider Campaign



Why a Quitline Advisory Forum?

- ▶ Growing evidence that a significant number of quitline callers have addictions and mental health conditions.
- ▶ We know that quitlines are already serving this population.
- ▶ But “How can quitlines most effectively serve these individuals?”



Quitline Behavioral Health Advisory Forum (BHAF)

- ▶ Formed in Summer 2009, following the NAQC & NCTOH conferences
- ▶ Convened to address this salient issue for quitlines
- ▶ Comprised of national members representing quitlines, behavioral health providers, and researchers.



Forum Activities

- ▶ Background Report
 - provides a brief introduction to the research and expert opinion targeting quitline callers with diagnosed and undiagnosed mental health conditions and/or addictions.
- ▶ The Report also offers pragmatic suggestions regarding:
 - Screening
 - Treatment
 - Staff training & supervision
 - Research & evaluation
 - Community referral
 - Policy



For Copies of the Report

“Do Quitlines Have a Role in Serving the Tobacco Cessation Needs of Persons with Mental Illnesses and Substance Abuse Disorders?”

▶ Websites:

– Smoking Cessation Leadership Center

▶ <http://smokingcessationleadership.ucsf.edu>

– Behavioral Health & Wellness Program

▶ <http://www.bhwellness.org>

– North American Quitline Consortium

▶ <http://www.naquitline.org>

Forum Activities (cont.)

- ▶ Screening Questions
 - Proposed quitline screening questions for mental illnesses and addictions. The questions, vetted through the North American Quitline Consortium (NAQC), are now optional questions included in the Minimum Data Set, which standardizes the data that quitlines report annually.

Forum Activities (cont.)

- ▶ Competency and training
 - Outlined recommendations for quitline staff working with individuals with behavioral health conditions. Recommendations suggest ways to promote a “whole person” perspective through competencies, training, continuing education, supervision, and evaluation.



Forum Activities (cont.)

▶ Learning Community

- Convened a meeting of leading national researchers and evaluators to help guide and support research in the community context.
- This meeting focused on:
 - ▶ 1) How quitlines might constructively use data from behavioral health screening questions
 - ▶ 2) How quitlines will know that they are improving services based on the collection and use of screening questions
 - ▶ 3) What future research might best assist quitlines to serve the needs of callers with behavioral health conditions.



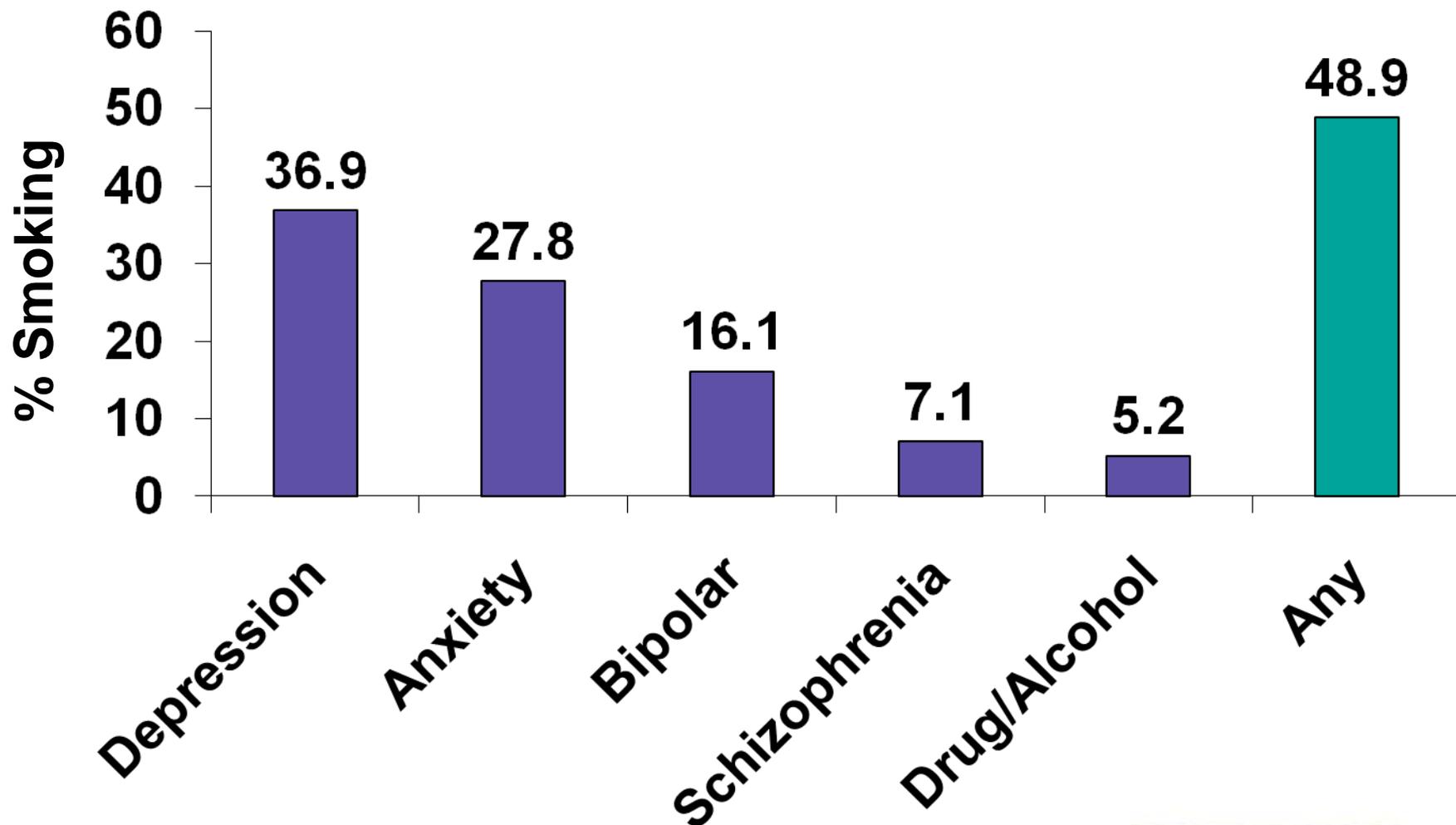
Case Example: The California Smokers' Helpline



Self-Reported Behavioral Health Conditions Among Helpline Callers

- ▶ Do you have any current mental health conditions such as:
 - An anxiety disorder?
 - Depression?
 - Bipolar disorder?
 - Schizophrenia?
 - Drug or alcohol problem?
 - ▶ If yes, have you been actively using/drinking in the last month?

Self-Reported Behavioral Health Conditions Among Helpline Callers



(Zhu, et al, 2009. Unpublished data)



Conclusions from the Helpline

- ▶ Smokers with mental illnesses call in high numbers
 - Across all demographics
- ▶ They appear to be more motivated
 - More likely to get counseling & use NRT
- ▶ The motivation and use of treatment seem to compensate for the vulnerability associated with their mental health condition.
- ▶ As a result, they are equally likely to try to quit & succeed
- ▶ Randomized controlled trials are needed to determine efficacy of telephone counseling for smokers with mental illnesses



Provider Campaign



Provider Campaign

- ▶ Provider in-person trainings and webinars
 - Working with SAY San Diego to help two local behavioral health outpatient units go tobacco-free
- ▶ CTCP behavioral health trainings
- ▶ Online, CME/CEU-approved training
- ▶ Digital and print ad campaign for behavioral health providers



Thank you!

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