

Name of Organization:

AIDS Resource Alliance

Grant Year: 2015**Action taken:**

AIDS Resource Alliance implemented the following initiatives to increase case manager knowledge of tobacco addiction, help guide clients through smoking cessation and strengthen networks with local agencies to increase smoking cessation:

- 1) Presented “Smoking as a Chronic Disease” at the “Art of Living Well” social event, an event created for AIDS Resource Alliance clients and family. This event was exclusive to clients living with HIV/AIDS, family/friends of those clients, and various social service agencies that work with AIDS Resource Alliance.

- 2) Worked with Clinical Outcomes Group (COGI) to hold a “Quit and Win” social event for clients interested in quitting tobacco use. Clients were selected by individual case managers to participate if they expressed an interest in quitting smoking.

- 3) A Nicotine Replacement Therapy order was placed with COGI after the “Quit and Win” presentation for clients who participated in the event, but case managers were provided applications for future clients who wish to enroll into the program.

- 4) The AIDS Resource Alliance made the “My Smoking Cessation Workbook” available in all case managers’ offices for ongoing distribution to clients to improve smoking cessation efforts. Workbooks were also distributed to clients during the “Quit and Win” presentation and clients were urged to work with case managers on completing the smoking cessation program.

Numbers reached: AIDS Resource Alliance reports that 80 individuals directly benefitted and as many as 66 individuals indirectly benefitted from the above initiatives.

Name of Organization:

American Lung Association of the Mid-Atlantic

Grant Year: 2015**Action taken:**

American Lung Association of the Mid-Atlantic increased awareness of available cessation services among individuals of the LGBT community; increased number of LGBT individuals enrolling in cessation services (including local cessation programs and PA Free Quitline); improved data collection and reporting of LGBT individuals accessing cessation services in South Central Pennsylvania by implementing the following:

1. Supported Alder Health Services in upgrading their Electronic Health Record System, Outpatient Portal and Website to include a comprehensive tobacco cessation referral system that connects tobacco users wanting to quit with a variety of different tobacco cessation services available.
2. Printing LGBT-specific PA Free Quitline Promotional Materials to be made available at all Alder Health Services clinics and physician's offices to be distributed to patients.
3. The American Lung Association facilitated programs and workshops at the LGBT Center of Central PA for the Common Roads group, a group that provides programming, education and advocacy to empower lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth and young adults in Central Pennsylvania. The American Lung Association partnered with Common Roads to provide education and LGBT-specific PA Free Quitline material resources to help connect the youth and young adults in this community with cessation services.

Numbers reached:

American Lung Association of the Mid-Atlantic reports that 750 LGBT individuals directly benefitted and as many as 1,480 individuals indirectly benefitted from the above initiatives.

Name of Organization: Clinical Outcomes Group (COGI)

Grant Year: 2015

Action taken:

Clinical Outcomes Group (COGI) offered clients participating in the COGI outpatient Drug and Alcohol Clinic, and receiving medication-assisted therapy, the opportunity to also address their tobacco use with tobacco cessation support and counseling and optional Nicotine Replacement Therapy (NRT). COGI health education and treatment professionals provided tobacco cessation support to the clients.

Process:

- 1) COGI Drug and Alcohol Case Coordinators received tobacco cessation counseling training from a COGI Health Educator.
- 2) Clients were recruited from those currently enrolled in medication-assisted therapy.
- 3) Enrolled clients were entered into a database to track progress through the cessation process.
- 4) Clients were scheduled to receive tobacco cessation counseling during same visit for drug and alcohol counseling.

Numbers reached: Clinical Outcomes Group reports 15 clients directly benefitted and multiple Schuylkill County residents may indirectly benefit from the above initiatives.

Name of Organization: Harrisburg Area YMCA-Northern Dauphin County Branch

Grant Year: 2015

Action taken:

The Northern Dauphin County YMCA expanded their Tobacco Control Program Services to both residents and clients of the YMCA in Dauphin, Cumberland and Perry Counties. Tobacco Control Program Services were promoted to worksites, human service agencies, schools, multi-unit housing complexes and at community events. Funds purchased printed materials, brochures, and Tobacco Cessation Program workbooks used for Tobacco Cessation Classes. Funds purchased digital and print advertisements, highlighting The Freedom from Smoking Cessation Program. The Northern Dauphin County YMCA also promotes the PA Free Quitline; Worksite Employee Wellness events; tobacco cessation at community events; and the N.O.T. Teen Cessation Program.

Numbers reached:

The Northern Dauphin County YMCA Tobacco Control Program reports 155 individuals directly benefitted and as many as 520 residents indirectly benefitted from the above initiatives.

Name of Organization: Horizon House

Grant Year: 2015

Action taken:

The Horizon House initiated a Tobacco Cessation Resource Project to benefit their clients and staff who use tobacco. Research confirms that individuals with behavioral/mental health disorders have a higher rate of tobacco use.

The Tobacco Cessation Resource Project included:

1. Tobacco recovery information/e-newsletter sent to all agency staff
2. Education and outreach to individuals with a history of homelessness living in supported independent living facilities in the City of Philadelphia
3. Great American Smokeout event that included carbon monoxide screenings and distribution of tobacco cessation promotional and education materials
4. Education and peer support in a tobacco cessation group class and Nicotine Anonymous Group with recovery coins; the coins mark a set of time and progress in a tobacco cessation recovery program
5. The establishment of Horizon House's Ex-Smoker Hall of Fame that is advertised on posters and will be featured in agency publications and social media
6. Carbon monoxide screenings provided during tobacco recovery group and during outreach events
7. Visual aids such as no smoking posters, tobacco tar, and tobacco damaged lungs have been used during group and outreach to gain attention and increase learning

Numbers reached: Horizon House reported that all staff, 215 clients in recovery, 19 visitors/guests, and 25 community members directly benefitted and an unknown number of individuals indirectly benefitted from the above initiatives.

Name of Organization:

Health Promotion Council

Grant Year: 2015**Action taken:**

Health Promotion Council began Phase One of the *Southeastern Pennsylvania Tobacco Cessation in Behavioral Health Settings Project* by doing the following:

(1) Raised awareness about tobacco use and cessation in behavioral health settings by planning and implementing the training, "The Need for Addressing Tobacco in Behavioral Health", presented by Jill Williams, MD, Associate Professor of Psychiatry at the Rutgers Robert Wood Johnson School of Medicine.

(2) Building on this training, Health Promotion Council is currently convening stakeholders to discuss opportunities and barriers for reducing tobacco dependence in individuals with behavioral health issues, and is laying the groundwork for the Academic Detailing process with key opinion leaders in the behavioral healthcare community.

(3) Increased the capacity of five provider organizations in Southeastern PA by training five behavioral health practitioners as Certified Tobacco Treatment Specialists (CTTS).

Numbers reached:

Health Promotion Council reports 46 individuals/providers directly benefitted from numbers 1 and 3 and as many as 1,150 residents of Southeastern Pennsylvania will indirectly benefit from the above initiatives.

Name of Organization: Lebanon Family Health Services

Grant Year: 2015

Action taken:

1. Through this project, Lebanon Family Health Services (LFHS) aimed to increase referrals to the PA Quitline through the *Fax to Quit* program. Efforts included expanded awareness about the PA Quitline and *Fax to Quit* through internal promotion to tobacco using patients/clients in the WIC, prenatal, family planning and parenting programs at LFHS. Staff also provided printed materials and increased tobacco use education to all LFHS patients/clients who use tobacco products.
2. Promotion of the Quitline was also expanded through social media and web-based promotions. A comprehensive community awareness/education program that included radio, mobile ads, and print ads in local free publications also helped to increase awareness about the *Fax to Quit* resource/service provided by LFHS.
3. The *Fax to Quit* referral form was incorporated into the new Electronic Medical Record (EMR) system (Medent) at LFHS. Administrative staff were trained to utilize the EMR referral system and will train all LFHS clinic staff. All LFHS staff were provided refresher training on the *Fax to Quit* referral process.

Numbers reached:

Lebanon Family Health Services reports 545 individuals directly benefitted and as many as 42,750 residents potentially indirectly benefitted from the above initiatives.

Name of Organization:

Mercer County Behavioral Health Commission, Inc.

Grant Year: 2015**Action taken:**

During the grant period, Mercer County Behavioral Health Commission, Inc. provided the following:

1. Increased community cessation opportunities for Mercer and Lawrence Counties by offering free Tobacco Cessation In-Person Support Groups that provided 6 sessions of group counseling and provided participants with free Nicotine Replacement Therapy (NRT), workbooks and quit kits.
2. Promoted the PA Free Quitline using CDC media from Tips Campaign. Billboards were located in high traffic areas in Mercer and Lawrence Counties, potentially increasing the number of persons benefitting from free tobacco cessation counseling and nicotine replacement therapy from the PA Free Quitline.
3. Promoted free tobacco cessation programming to local county residents, businesses, churches, and coalitions by running print advertisements in Lawrence and Mercer Counties' newspapers and internet wallpaper on Mercer County's online version of the newspaper.
4. Provided Fax to Quit training to twenty-two OB-GYN and/or pediatrician offices in Mercer County, potentially increasing referral to the PA Free Quitline.

Numbers reached:

Mercer County Behavioral Health Commission Inc., reports 668 individuals directly benefitted and as many as 207,746 residents of Mercer and Lawrence Counties indirectly benefitted from the above 4 initiatives.

Name of Organization: Pennsylvania Area Health Education Center (AHEC), East Central Region

Grant Year: 2015

Action taken:

Pennsylvania Area Health Education Center (AHEC) presented the *Every Smoker, Every Time-Brief Intervention Training (ESET)* 15 times in 10 counties to a total of 182 healthcare professionals who work with populations with a higher prevalence of tobacco use. *Every Smoker, Every Time* is a training designed to teach healthcare/human services workers, at any place, how to address tobacco use with patients/clients who use tobacco and help them quit. Recruitment of participants occurred through mail, email, and phone calls.

Numbers reached: AHEC East Central Region reported that 182 healthcare professionals directly benefitted and an unknown number of individuals will indirectly benefit from the above initiatives.

Name of Organization:

Tobacco Free Allegheny

Grant Year: 2015**Action Taken:**

1) Tobacco Free Allegheny hosted meetings at each of the 5 locations owned and operated by the McKeesport Housing Authority and provided residents with information about cessation resources, including information about the PA Free Quitline and onsite cessation classes.

2) A 4-class cessation course was offered at three of the McKeesport Housing Authority unit locations where residents expressed interest.

3) Placed a total of 80 interior bus ads, advertising the PA Free Quitline as well as Tobacco Free Allegheny, throughout the Port Authority Transit system; these ads encouraged bus riders to call the PA Free Quitline for free tobacco cessation services.

4) Magnets advertising the PA Free Quitline were provided to smokers and those who have quit with a reminder of the services it provides.

Numbers reached:

Tobacco Free Allegheny reports 25 individuals directly benefitted and as many as 53,000 residents indirectly benefitted from the above initiatives.

Name of Organization: Tobacco Free Northeast PA of the Burn Prevention Foundation

Grant Year: 2015

Action taken:

Tobacco Free Northeast provided the following services during the grant period:

1. Collaborated with *Truth Initiative* (formerly Legacy) to provide the *Impact of Tobacco* training to Luzerne County Head Start Family Educators - a full-day session that focused on tobacco prevention; secondhand smoke; asthma prevention; local cessation resources and the statewide PA Free Quitline. The activity was hosted by Tobacco Free Northeast PA (Burn Prevention Foundation) and facilitated by *Truth Initiative* (formerly Legacy) trainer Alex Parks.
2. Provided Motivational Interviewing, taught by Cheryl Yates, MA, CTTS-M, a Master Certified Tobacco Treatment Specialist as a follow-up training to the same Luzerne County Head Start Family Educators. Motivational Interviewing training aimed to increase the capacity of Head Start Family Educators to address tobacco cessation and secondhand smoke with tobacco users in the households on their caseload with the larger goal of reducing children's exposure to second hand smoke. It also addressed systems change through examination of Head Start family intake forms to look for gaps in addressing tobacco cessation and areas to strengthen in the home/family.
3. PA Free Quitline, Northeast regional resources and tobacco cessation educational materials were provided to each workshop participant, as well as childhood asthma materials (in Spanish and English). The print media materials included media purchased by Head Start from Channing Bete Company.

Numbers reached:

Tobacco Free Northeast PA, of the Burn Prevention Foundation reports 74 Head Start and Early Head Start program staff directly benefitted and countless Head Start families will indirectly benefit from the above initiatives.

Name of Organization: The Upper Delaware GLBT Center

Grant Year: 2015

Action taken:

With the assistance of Pennsylvania Department of Health's Division of Tobacco Prevention and Control, The Upper Delaware GLBT Center administered an LGBT wellness needs assessment in Northeast PA, including Wayne, Pike, Susquehanna, Lackawanna, Luzerne, Wyoming and Columbia Counties. This needs assessment provided detailed information on tobacco use among LGBT populations in our region and allowed us to gauge the level of education on this topic among community members. These key data points will help to create tailored tobacco control programming for the LGBT community once the pilot is completed.

Numbers reached: 685 surveys were collected as a result of the initiative. Once the data from surveys is analyzed, the key points will help create tailored tobacco control programming for the LGBTQ communities in Pennsylvania.