



Minnesota's Lung Mind Alliance: Addressing Commercial Tobacco Together

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Advocacy and Public Policy

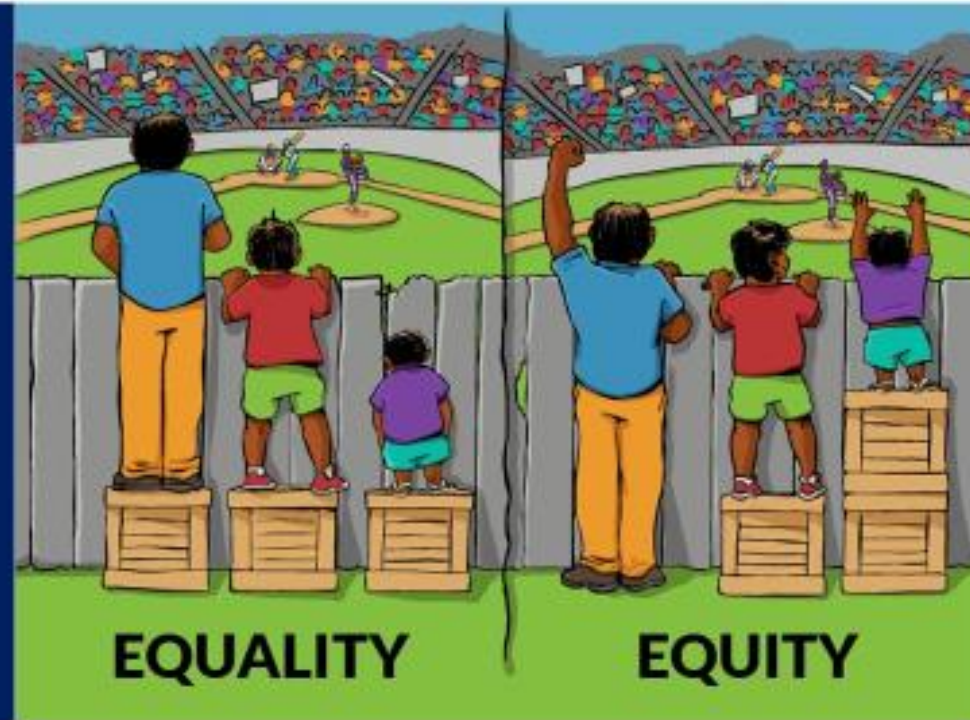
Our Vision

A World Free of Lung Disease

Health Equity

IT IS OUR ETHICAL OBLIGATION TO SUPPORT TOBACCO DEPENDENCE TREATMENT

- ▶ Not the same thing as providing equal access
- ▶ Requires a concerted effort to identify and dismantle barriers
- ▶ Cannot be achieved without understanding the impact of institutionalized forms of oppression
- ▶ Is not a “one and done” task



The challenge

BIG TOBACCO TARGETING SPECIFIC POPULATIONS: MENTAL ILLNESS/SUD

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**



How's your disposition today?

EVER FEEL MEAN AS A MULE? It's only human, when stubborn annoyances bother you. But remember this psychological fact: pleasure helps your disposition. Everyday pleasures, like smoking for instance, are important. So if you're a smoker, smoke for the most pleasure. That means: smoke Camels!



For more pure pleasure — have a Camel



Today more people smoke Camels than any other cigarette because Camels give them more pure pleasure! So — choose *your* cigarette for pleasure. Pleasure helps your disposition. And you need only to *try* Camels to agree: no other cigarette is so rich-tasting, yet so mild as Camel!

No other cigarette is so rich-tasting, yet so mild!

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**

How's your disposition today?

EVER YIP LIKE A TERRIER when the store sends you the wrong package? That's only natural when little annoyances like this occur. But — it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures — like smoking, for instance — mean so much. So if you're a smoker, it's important to smoke the *most pleasure-giving cigarette* — Camel.



The Opportunity

The Lung Mind Alliance is a group of leaders and advocates in public health, mental health, substance abuse, and tobacco control who have joined together around the goal of reducing disparities related to the impact of commercial tobacco on people with mental illness and/or substance use disorders

Lung Mind Alliance
*A commercial tobacco-free future for Minnesotans with
mental illness or substance use disorders*

LMA ACTION TEAMS

PROFESSIONAL EDUCATION & LEARNING

POLICY

REIMBURSEMENT

COACHES & MEMBERS

LMA GOALS

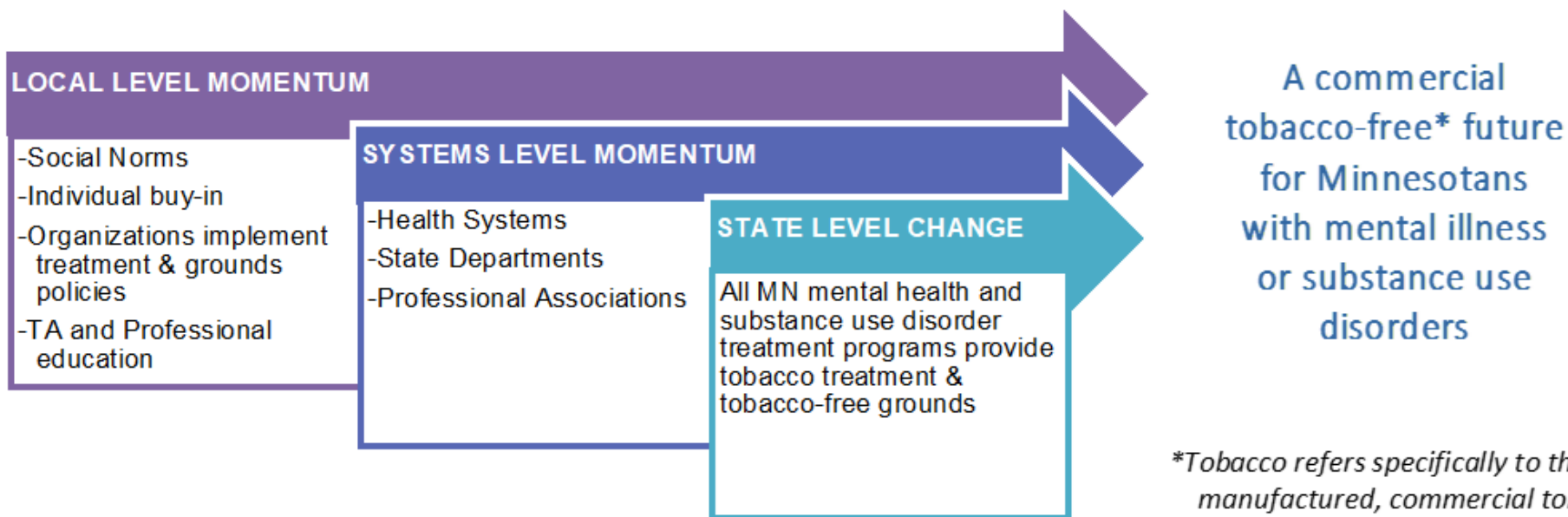
- Increase the number of commercial tobacco-free organizations as reported in CDC/SAMSHA annual survey of Behavioral Health organizations and the MDH/DHS survey
- Increase the number of programs offering tobacco treatment

LMA IMPACT

REDUCE DISPARITIES OF THE IMPACT OF COMMERCIAL TOBACCO* ON PEOPLE WITH MENTAL ILLNESS AND/OR SUBSTANCE USE DISORDERS

LMA TRAJECTORY OF CHANGE

All of the Lung Mind Alliance's work is grounded in the following path to change, contributing to the overarching goal.



**Tobacco refers specifically to the use of manufactured, commercial tobacco products, and not to the sacred, medicinal and traditional use of tobacco by American Indians and other groups.*

STATEWIDE POLICY STRATEGY DESIGN TEAM

Goal: Develop a plan for advancing legislative and regulatory policies that increase access to tobacco dependence treatment and tobacco-free environments for Minnesotans with mental illness or substance use disorders.

The Challenge and the Opportunity

Bringing together tobacco control with behavior health (those living with mental illness and/or substance use disorders).

Siloed systems – different languages

Limited funding

Competing priorities

Data

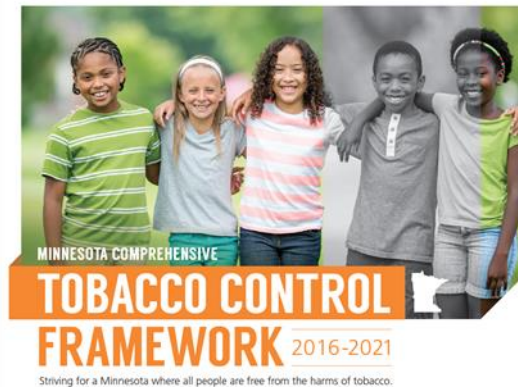
Best Practices (?)

COVID-19

Priority Population

Behavioral health as a priority population and integrated into tobacco plans

- MN Experience
 - Partners at the table in the dialogue
 - Recommendations integrated into the Tobacco Control Framework



The Opportunity

Helping individuals break free from tobacco addiction requires multiple levels of intervention.

- **CREATE NEW STRATEGIES** to integrate treatment and ensure comprehensive benefits across government-funded health care programs, insurance plans and health care systems to improve access to cessation services, with a focus on those most disparately impacted by tobacco's harms.
- **EXPAND THE TYPE OF HEALTH WORKERS WHO PROVIDE TOBACCO DEPENDENCE TREATMENT.** Enhance the training of these providers to enable them to offer effective, culturally responsive cessation and prevention support.
- **UPDATE THE REIMBURSEMENT SYSTEM** by expanding the types of health workers who can receive reimbursement for delivering tobacco dependence treatment, increasing the amount of reimbursement itself, and ensuring all best-practices services (counseling and medications) are covered as health insurance benefits.
- **DEVELOP AND IMPLEMENT STRATEGIES** to integrate tobacco dependence treatment within mental illness and substance use disorder treatment.



STRATEGIC STEPS

Opportunity

Changing Social Norms

For mental health and substance use disorder professionals



Tobacco Treatment Help Your Clients Get Healthy

Myths and facts about offering commercial tobacco treatment as part of your mental health and substance use disorder program.

Myth	Facts
Commercially available tobacco treatment is addictive, and people with mental health conditions are more likely to become addicted to nicotine than people without mental health conditions.	<ul style="list-style-type: none"> Commercially available tobacco treatment is not addictive. People who receive tobacco treatment with support of a substance use treatment team (20% greater likelihood of long-term cessation from nicotine and other drugs). Tobacco treatment does not cause more than eight nicotine cravings per day, and cravings are contained. People with a substance use disorder are more likely to quit smoking than people without. When people quit smoking, their mental health improves, leading to a higher rate of recovery, hospitalization, and return to work. Tobacco treatment is not addictive.
People who quit smoking are more likely to quit using tobacco.	<ul style="list-style-type: none"> When people do quit for good, and you can provide them the resources they need, it is necessary to keep their tobacco addiction. 80% of people using tobacco who quit and get help quit will be seen when they quit. 80% of people who quit smoking without any help are more likely to relapse than those who quit with help. There is no need to worry about relapse after quitting.
People with mental health conditions are more likely to relapse after quitting tobacco.	<ul style="list-style-type: none"> People with mental health conditions are more likely to relapse after quitting tobacco. People with mental health conditions are more likely to relapse after quitting tobacco. Quitting smoking can help people get on a path to recovery from other substance use disorders.

lung.org/tobacco

For mental health and substance use disorder professionals



Tobacco-Free Grounds Provide Healthy Facilities

Myths and facts about commercial tobacco-free grounds for your mental health and substance use disorder program.

Myth	Facts
"People will go elsewhere if we go tobacco-free."	<ul style="list-style-type: none"> There is a growing movement of mental health and substance use disorder (MHSUD) treatment programs to address the whole health of all people by creating tobacco-free facilities. Data and experience show that tobacco-free grounds help reduce the prevalence of tobacco use, leading to a reduction in quit smoking treatments.
"There is no benefit for our business to address tobacco use."	<ul style="list-style-type: none"> Adopting tobacco-free grounds policies for staff and clients increases their chance of quitting tobacco, increases productivity, and saves your organization money. Tobacco-free grounds policies increase staff and client satisfaction, reduce absenteeism, and improve the overall health of your organization. Tobacco-free grounds help create a safe, healthy, and supportive environment for your staff and clients.
"It is a self-serving message to tell our clients to quit smoking."	<ul style="list-style-type: none"> Support of your clients' needs appropriate coping skills to their work environment and using tobacco is not a healthy coping skill. Healthy coping mechanisms can include a walk break, meditation, or talking to a coach. Mental health improves after quitting smoking and anxiety, depression, and stress significantly decrease in those who stop using tobacco.

lung.org/tobacco

For leaders of mental health and substance use disorder programs



Tobacco-Free Grounds And Tobacco Treatment Services Are Right For Your Program

Fulfill Your Mission | Be A Leader | It's A Win-Win

1. Fulfill Your Mission

As a provider of mental health and substance use disorder (MHSUD) treatment services, offering treatment for tobacco dependence is aligned with your mission.

- Tobacco use disorder is a condition with serious health consequences. Your staff are in the perfect position to call with clients about finding the resources needed for a healthy life.
- Tobacco treatment empowers staff and people with mental health and substance use disorders to successfully quit using tobacco.
- Quitting tobacco helps improve mental health and significantly reduce anxiety, depression, and stress.
- Providing tobacco treatment addresses recovery from other substance use.
- Offering tobacco treatment services as a part of MHSUD treatment can increase long-term recovery from other substance use by 50%.

2. Be A Leader

The public good of tobacco treatment and tobacco-free grounds will benefit your organization.

- Offering tobacco treatment services brings positive public agency attention to your field.
- Many organizations in Minnesota have gone tobacco-free and are recognizing tobacco treatment for their existing services.
- As more you think out as a leader, the more successful you will be in not only creating a safer space for your clients and creating a healthier staff.
- Join the National Association of State Mental Health Program Directors and Substance Abuse and Mental Health Services Administration (SAMHSA) through the integration of tobacco treatment into services and the adoption of tobacco-free grounds for all behavioral health settings.

lung.org/tobacco

Integrating the Message

Love
Your
Pet?



American Lung Association.
Microverse

Did You Know?

Tobacco smoke and e-cigarette vapor can give your pet asthma, respiratory problems & cancer.¹

Having
Trouble
Decreasing
Tobacco
Use?



American Lung Association.
Microverse

Did You Know?

You'll have the best chance at success by using a combination of medications + coaching.²

Working
On Your
Recovery?

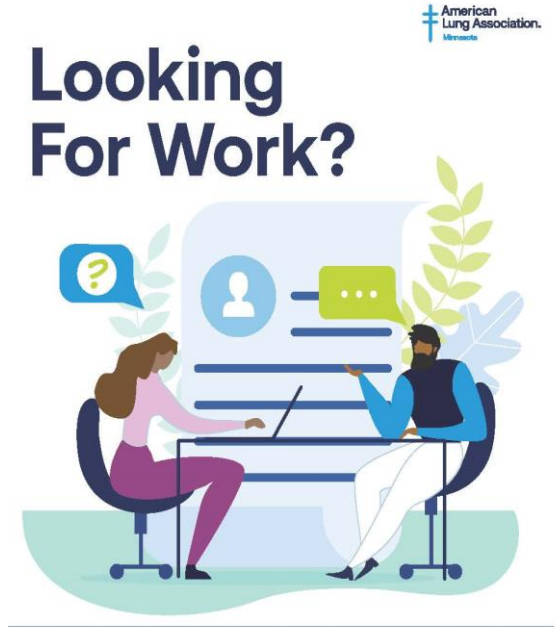


American Lung Association.
Microverse

Did You Know?

Those who address tobacco along with other substance use disorder treatment have a 25% greater chance of long-term recovery.²

Looking
For Work?



American Lung Association.
Microverse

Did You Know?

People who smoke have a harder time finding employment compared to people who don't smoke.

Lungs and Minds at Work



Opportunities

As a partnership committed to reducing tobacco-related disparities among those living with mental illness and/or substance use disorders, **the Lung Mind Alliance and undersigned organizations support efforts to integrate tobacco treatment and to increase tobacco-free environments in all Minnesota mental health and substance use treatment settings.**



This statement is signed by the following organizations:

- American Cancer Society
- American Cancer Society Cancer Action Network
- American Heart Association
- American Lung Association of Minnesota
- Association for Nonsmokers-MN
- Avivo
- Center for Prevention at Blue Cross and Blue Shield of Minnesota
- CentraCare
- ClearWay Minnesota
- Hennepin County Public Health
- Medica
- Mental Health Resources
- Minnesota Adult and Teen Challenge
- Minnesota Department of Health
- Minnesota Department of Human Services
- Minnesota Psychiatric Society
- People Incorporated
- Public Health Law Center
- Smoking Cessation Leadership Center, a SAMHSA Center of Excellence for Tobacco Free Recovery
- Twin Cities Medical Society
- Vail Place

Opportunities

What advocacy efforts are needed ?

- Expand the reimbursement system
- Expand the type of workers who provide nicotine dependence treatment
- Funding – research, new strategies – telehealth
- Increase the price of tobacco products
- Clean indoor air (addressing cannabis); emerging heat not burn products



Our Vision

A World Free of Lung Disease