

Promoting CDC TIPS® Campaign Materials to Public Housing Residents

National Center for Health in Public
 Housing

March 2019

Introduction

The National Center for Health in Public Housing (NCHPH) has collaborated with the Centers of Disease Control and Prevention’s Office on Smoking and Health (CDC OSH) and their national tobacco education campaign contractors at the PlowShare Group to increase access to smoking cessation counseling in patients served at Health Centers. For the past 17 years, NCHPH has improved access to care for medically vulnerable populations in part through a national cooperative agreement funded by the Health Resources and Services Administration (HRSA). NCHPH provides training, technical assistance, research, and outreach to Health Centers located in or immediately accessible to public housing. NCHPH has been working with several national, state, and local partners to address the U.S. Department of Housing and Urban Development’s (HUD) new requirement that all public housing developments implement a smoke free policy by the end of July 2018.

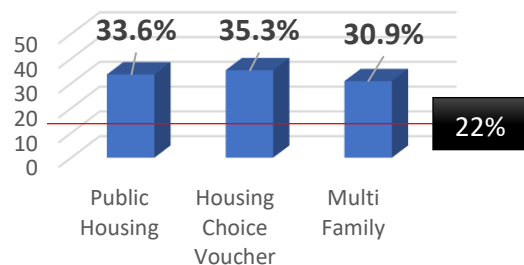
Smoking Rates Among Public Housing Residents

Public housing residents are more likely to smoke and suffer from health conditions that are exacerbated by smoking and secondhand smoke

exposure, such as asthma, diabetes, and COPD, compared to the general adult population. Currently, around 34% of public housing residents smoke compared to 22% of the general adult population.¹ Given the new smoke-free requirement at all public housing developments, NCHPH anticipates that many public housing residents will attempt to quit smoking and/or seek smoking cessation counseling and services from their local Health Centers.

The CDC’s national tobacco education campaign, Tips From Former Smokers® (Tips®) that launched in 2012 features individuals living with the serious health effects of smoking and secondhand smoke exposure. During 2012–2015, the CDC’s Tips® campaign was associated with over half a million sustained quits (6 months or longer) among U.S. adult smokers, and over 9 million quit attempts. The Tips® campaign has materials and resources (such as Tips® print ads and videos) tailored for health care providers and organizations that serve public housing residents to help facilitate discussions on why and how to quit smoking. Therefore, promoting the use of TIPS® materials to Health Centers located in or immediately accessible to public housing offers the opportunity to increase access to smoking cessation services to public housing residents.

Figure 1. Adult Smokers with Housing Assistance²



Source: Helms, et al. 2017

Scope of Pilot Project

Health Centers were selected to participate in the project through a competitive process based on the following criteria: Health Center had not previously used CDC Tips® materials; high prevalence of smoking in the community; a high need for cessation materials and resources at the Health Center; and geographic diversity. High need was identified based on clinical quality measures on tobacco cessation efforts reported by the Health Centers. The four Health Centers selected were:

- ✚ Alabama Regional Medical Services in Birmingham, AL
- ✚ Borinquen Medical Centers in Miami, FL
- ✚ Foremost Family Health Center in Dallas, TX
- ✚ Hampton Roads Community Health Center in Portsmouth, VA

Over a 3-month period, Health Centers received training about the Tips® campaign and how its free resources could be used to prompt discussions about quitting smoking. CDC provided funding to the Health Centers to offset printing costs. Participants also received technical assistance and ongoing support throughout the project period.

The objectives of the pilot were to educate health care providers on the CDC Tips® From Former Smokers resources; to increase access to smoking cessation materials for public housing residents and the health care providers that serve them; and to evaluate the pilot project.

The impact and success of the pilot project was measured by comparing two clinical quality indicators before and after project implementation: 1.) number of patients receiving tobacco and smoking cessation counseling provided per month and 2.) the percent of smokers that receive appropriate tobacco cessation follow-up.³ All Health Centers

report those indicators through the Uniform Data System (UDS), as required by the Health Resources and Services Administration (HRSA).

Summary of Findings

Borinquen Medical Centers, Miami, FL

Community Overview

Borinquen Medical Centers of Miami-Dade provide a comprehensive range of health and social services to the culturally diverse community in Miami-Dade County. A total of 10 clinical sites provide primary health care, dental or behavioral health services. In 2017, Borinquen Medical Center served close to 14,000 patients living in or near public housing and approximately 500 tobacco users⁴.

Patients in Public Housing:	13,948
Uninsured:	9,725
Medicaid:	3,102
Medicare:	963
Total Tobacco Users:	503

Borinquen consists of nine different sites and serves principally a low-income and diverse population. It is an easily accessible site for community residents that are interested in seeking support to quit their tobacco addiction. Borinquen offers individual sessions, support groups, and medication-assisted treatments. The support groups and the Nicotine Replacement therapy (NRT) are offered at no charge through a partnership with Miami Area Health Education Center (AHEC). Borinquen began the partnership with AHEC to provide these services five years ago. The smoking cessation support groups are available in English, Spanish and Creole.

However, due to a lack of access to available resources, knowledge, and awareness of the adverse impact of smoking on their health, patients often do not seek out tobacco cessation services at the clinics.

Program Implementation

The Tobacco Cessation Specialist for Borinquen presented information about the TIPS® campaign materials to health providers and department heads during clinical and staff meetings and followed up through email communications. TIPS® posters and materials were printed and placed in the primary care, behavioral health, and dental care clinics across different sites in waiting rooms and patient rooms. The Tobacco Cessation Specialist also shared TIPS® advertisements and information about the individual and support groups available in the clinic on the shared employee website. She also placed ads and mini video clips on the Health Center’s Facebook page and website.



Borinquen Medical Center Waiting Room

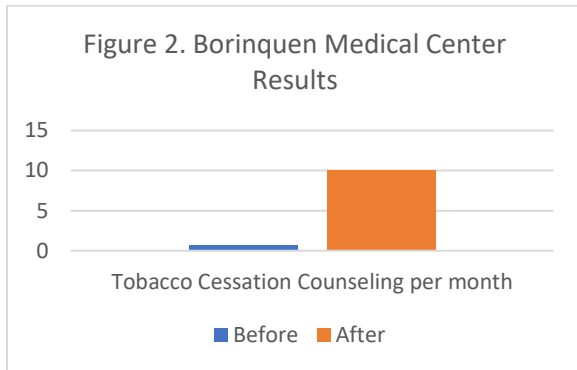
Program Outcomes

The new HUD smoke-free policy increased the need for services in the area in a positive manner. Visual materials like posters educated patients about the harmful effects of smoking and after viewing them, patients showed concern about their health. Several commented to the providers and medical staff about the TIPS® materials, which led to better

communication and education about their health and the tobacco cessation resources available at the clinic.

The table below shows the growth in the number of patients receiving tobacco and smoking cessation counseling and in the percent of smoking patients receiving appropriate tobacco cessation follow-up services after program implementation. Prior to the TIPS® pilot project, there was less than one tobacco cessation counseling session per month, on average.⁶ However, after the two-month implementation period, there was an average of 10 tobacco cessation counseling services per month, resulting in a 1000% increase. There was also an increase in the percent of smokers that receive appropriate cessation follow-up care. After TIPS® program implementation, 100% of the smokers are getting appropriate follow-up care.

Table 2. Borinquen Medical Centers Results		
Indicator	Baseline	Implementation
Average # of Patients with Tobacco and Smoking Cessation Counseling per month	<1	10
Percent of Smokers with Appropriate Follow-Up Cessation Services	98%	100%
Source: UDS 2017 and 2018 ⁷		



The outcomes from the initiative extended beyond patient care. The TIPS® materials generated greater interest and buy in from providers, which led to increased interest in and referrals to tobacco cessation services. Additionally, employees have shown interest in the support groups and have requested to be part of them.

Foremost Health Center, Dallas, TX

Community Overview

Foremost Family Health Center is a patient centered Federally-Qualified Health Center (FQHC), providing services in the community for 30 years. The Health Center provides comprehensive healthcare including medical, dental and mental health services to those who live in underserved communities. It offers smoking cessation classes as well as smoking cessation counseling. Providers also prescribe NRTs such as medication, nicotine patches and nicotine gum. In 2017, Foremost served approximately 4,700 patients living in or near public housing and 300 tobacco users⁸.

Patients in Public Housing:	4,682
Uninsured:	1,207
Medicaid:	1,300
Medicare:	503
Total Tobacco Users:	303

The community that surrounds the clinic is not only one of the lowest income areas, but it is also plagued by high rates of substance use and homelessness. Tobacco and smoking issues are connected to a lack of mental health and substance use disorder treatment and resources. Patients who smoke are generally coping with anxiety and stress that they do not have the tools to alleviate. The cycle of addiction usually starts with smoking, and generally continues with alcohol and drugs. Therefore, addressing the need for smoking cessation services in public housing communities also requires comprehensive and adequate resources and services for all population needs.

Program Implementation

Providers were educated about the TIPS® campaign during a monthly provider meeting. Providers were briefed on the program duration, purpose and history. The TIPS® campaign was integrated into the clinical office using posters downloaded from the TIPS® campaign site. Posters were placed on the wall in each of our patient rooms. Providers found the posters as an opportunity to introduce smoking cessation services to patients.

Program Outcomes

Providers typically provide smoking cessation counseling and referrals to patients that are smokers. However, there was a significant impact after the TIPS® project implementation. The table below shows the growth in the number of tobacco cessation counseling sessions and percent of smoking patients receiving appropriate tobacco cessation follow-up services after program implementation. Prior to the TIPS® pilot project, there were about six tobacco cessation counseling sessions per month, on average. However, after the two-month implementation period, there were 60 tobacco cessation counseling services per

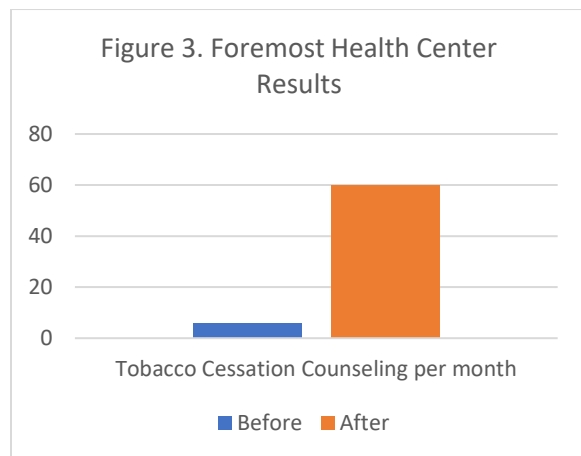
month, on average, resulting in a 900% increase. There was also an increase in the percentage of smokers receiving appropriate follow-up.

Table 4. Foremost Family Health Center Results		
Indicator	Baseline	Implementation
Average # of Patients with Tobacco and Smoking Cessation Counseling per month	5.5	60
Percent of Smokers with Appropriate Follow-up Cessation Services	91%	100%

Source: UDS 2017 and 2018¹⁰

experiencing homelessness. HRCHC has partnered with the Brock institute for community and global health in an initiative to improve disparities in smoking cessation evaluation and treatment. With grant funding from the American Association of Medical Colleges, this is a multi-disciplinary task force and community work group that is coordinating the identification of smokers in the Norfolk and Portsmouth cities. In 2017, Hampton Roads Community Health Center served approximately 1,300 patients living in or near public housing and 370 tobacco users¹¹.

Table 5. Hampton Roads Community Health Center ¹²	
Patients in Public Housing:	1,298
Uninsured:	5,163
Medicaid:	1,709
Medicare:	1,082
Total Tobacco Users:	367



Hampton Roads Community Health Center *Community Overview*

As a federally qualified health center (FQHC), Hampton Roads Community Health Center (HRCHC) primarily serves low-income, uninsured and underinsured patients, including public housing residents and individuals

The Health Center believes that children deserve to grow up in a smoke-free environment. Children exposed to secondhand smoke can suffer from ailments ranging from sudden infant death syndrome, ear infections and asthma. The HUD-smoke free policy has created a need to assist residents who would like to stop smoking.

Program Implementation

The Chief Medical Officer first educated and trained providers and staff about the TIPS[®] Campaign at the all-staff monthly meeting. She discussed smoking rates for the patient population and the need to improve the number of smokers that receive the appropriate smoking cessation follow up. Now, during the morning meetings when staff discuss the daily caseload, patients with tobacco use disorders

are highlighted, drawing attention to the need for cessation follow up.

HRCHC is also working in partnership with the Public Housing Agency to host focus groups and gather input from residents on the best way to encourage the community to seek medical assistance for smoking cessation. They utilize the TIPS® materials for resident education.



Hampton Roads Community Health Center
Waiting Room

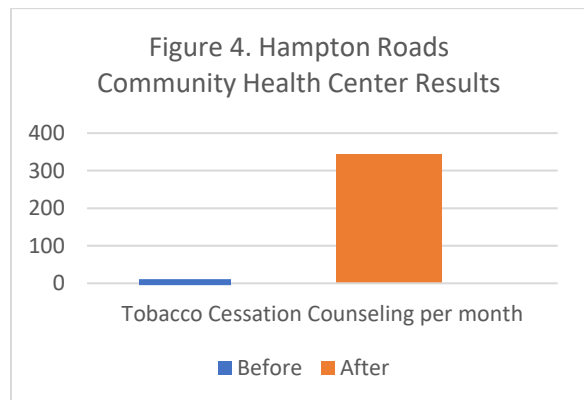
Program Outcomes

HRCHC saw an increase in individuals seeking help to stop smoking. Participation in the pilot has raised awareness on the number of smoking patients visiting the clinics and the campaign has been received well by providers. Now providers feel empowered to provide cessation counseling and conduct a warm hand-off with behavioral health staff.

In 2016, HRCHC provided tobacco cessation counseling to two individuals¹³. However, during the pilot, there was an average of 344 adults receiving tobacco cessation counseling, a 2000% increase. The percent of patients receiving appropriate follow up increased from 85% to 90% during the pilot project.

Indicator	Baseline	Implementation
Average # of Patients with Tobacco and Smoking Cessation Counseling per month	<1	344
Percent of Smokers with Appropriate Follow-up Cessation Services	85%	90%

Source: UDS 2017 and 2018¹⁴



Alabama Regional Medical Services

Community Overview

Alabama Regional Medical Services (ARMS) is a Federal Qualified Health Center that provides primary care for the total family, including OB/GYN in Birmingham, AL since 1985. There are five medical sites, a dental clinic, and a pharmacy. ARMS also manages a permanent housing choice 48-unit single resident occupancy (SRO) in partnership with the local housing authority. In 2017, Alabama Regional

Medical Services served approximately 2,200 patients living in or near public housing and close to 1,000 tobacco users¹⁵.

Table 7. Alabama Regional Medical Services ¹⁶	
Patients in Public Housing:	2,210
Uninsured:	5,840
Medicaid:	1,328
Medicare:	383
Total Tobacco Users:	1,094

The local health department has done extensive outreach to the local public housing residents in Birmingham and Jefferson County, Alabama. Smoking and secondhand smoke have had an increased effect on children in the area. There has been a higher incidence of asthma and ear infections. The population most affected by secondhand smoke are those that live in poverty, public housing, and individuals experiencing homelessness.

Program Implementation

Providers were informed during monthly provider meetings about the Tips[®] Campaign and that the behavioral health department would be providing counseling to both individuals and group session for smokers.

ARMS conducted smoking cessation groups and informed tenants in the SRO and participants in substance use disorders (SUD) housing support group of the availability of smoking cessation services. The participants in the SUD group were seeking housing choice vouchers in partnership with the county housing authority.

Program Outcomes

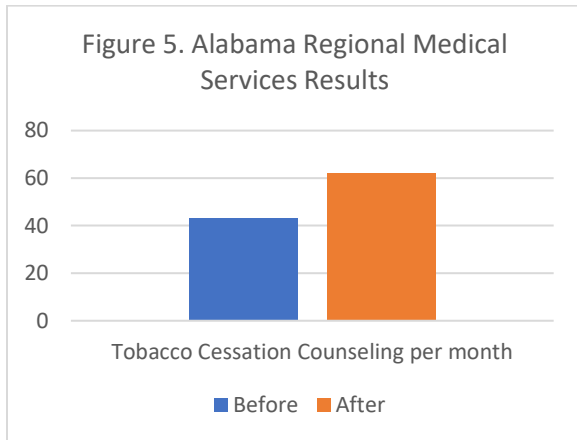
Because smoking and smoking cessation services were discussed during SUD support

groups, many clients expressed the desire to stop smoking. A mother of four who has been drug free for six months decided to stop smoking after 16 plus years as a smoker and has been smoke free for three weeks at the close of this report. The mother attended a SUD group during the Tips[®] Campaign pilot project period where the importance of smoking cessation was highlighted.

There was also an increase in the total number of smoking cessation counseling services provided at ARMS during the project period. Before the pilot, there was an average of 43 patients with smoking cessation counseling. However, during the two-month implementation period, there were 62 tobacco cessation counseling services per month, on average, resulting in a 44% increase. The percent of smokers with appropriate follow up services was maintained at 90%.

Table 8. Alabama Regional Medical Services Results		
Indicator	Baseline	Implementation
Average # of Patients with Tobacco and Smoking Cessation Counseling per month	43	62
Percent of Smokers with Appropriate Follow-up Cessation Services	90%	90%

Source: UDS 2017 and 2018¹⁷



Conclusions

Health care providers and staff usually provide smoking cessation counseling and referrals to patients that are smokers. However, all of the Health Centers participating in the Tips® pilot have shown an increase in the number of patients receiving tobacco cessation counseling and in the percent of smokers receiving appropriate follow-up cessation services after project implementation.

Health Center	Percent Change in Tobacco Cessation Counseling
Borinquen Health Center	1000% increase
Foremost Health Center	900% increase
Hampton Roads Community Health Center	2000% increase
Alabama Regional Medical Services	44% increase

Easy access to the Tips® resources in multiple print and video formats, and a steady reminder of the tobacco cessation services offered at the clinical sites, provided a boost in services, critical for patients served at Health Centers located in

or immediately accessible to public housing. All of the Health Centers expressed a continued interest in utilizing Tips® resources in the future, guaranteeing the continued success of the program.

Acknowledgements

NCHPH would like to thank the following individuals for their time and participation in this pilot project.

- Amy Sparks, Director of Behavioral Health, Alabama Regional Medical Services
- Glory Ann Zapata, Tobacco Cessation Specialist, Borinquen Health Center
- Eshaly Johnson, Licensed Professional Therapist, Foremost Health Center
- Christine Christie, Chief Medical Officer, Hampton Roads Community Health Center
- Pamela Jones, Hampton Roads Community Health Center

About the National Center for Health in Public Housing

The mission of National Center for Health in Public Housing (NCHPH) is to strengthen the capacity of federally-funded Public Housing Primary Care (PHPC) health centers and other health center grantees caring for public housing residents by providing training, technical assistance and research. The PHPC program is built on a foundation of collaboration between Health Centers, Public Housing Agencies, and residents.

For more information visit www.nchph.org

This publication is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human

Services (HHS) as part of an award totaling \$608,000 with 0 percent financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by

HRSA, HHS, or the U.S. Government. For more information, please visit HRSA.gov.

A stipend from the CDC Office on Smoking and Health was given to participating Health Centers to offset the cost of printing Tips® materials.

¹ U.S. Department of Housing and Urban Development. (2017) A Health Picture of HUD-Assisted Adults, 2006-2012. Washington: U.S. Department of Housing and Urban Development. Retrieved from <https://www.huduser.gov/portal/sites/default/files/pdf/Health-Picture-of-HUD.pdf>

² Helms VE, King BA, Ashley PJ. Cigarette smoking and adverse health outcomes among adults receiving federal housing assistance. *J Prev Med.* 2017 Jun; 99:171-177.

³ This is a clinical quality measure that HRSA requires all Health Centers to report. It is defined as “percentage of patients aged 18 and older who were screened for tobacco use one or more times within 24 months and who received cessation counseling intervention if defined as a tobacco user.” UDS Manual 2018 http://www.bphcdata.net/docs/uds_rep_instr.pdf

⁴ Health Resources and Services Administration. 2017 National Health Center Data. Uniform Data System.

⁵ Ibid.

⁶ FY2017 UDS data for Borinquen Health Center shows a total of 8 patients receiving tobacco and smoking cessation counseling per year.

⁷ Baseline data from: Health Resources and Services Administration. (2017) Uniformed Data Systems raw data. Implementation data reported from Health Center for period October to November 2018.

⁸ Health Resources and Services Administration. 2017 National Health Center Data. Uniform Data System.

⁹ Ibid.

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ Ibid.

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ Ibid.