

Engaging Cultural Communities in Cessation Promotion

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Overview

Health Equity Lens

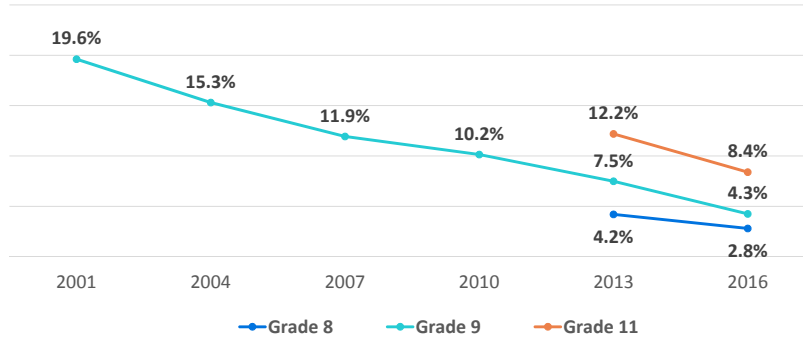
Cessation Policy Change and Tools

Funding and Grant Strategies

Other Culturally Supportive Cessation
Outreach

Youth Smoking Rate

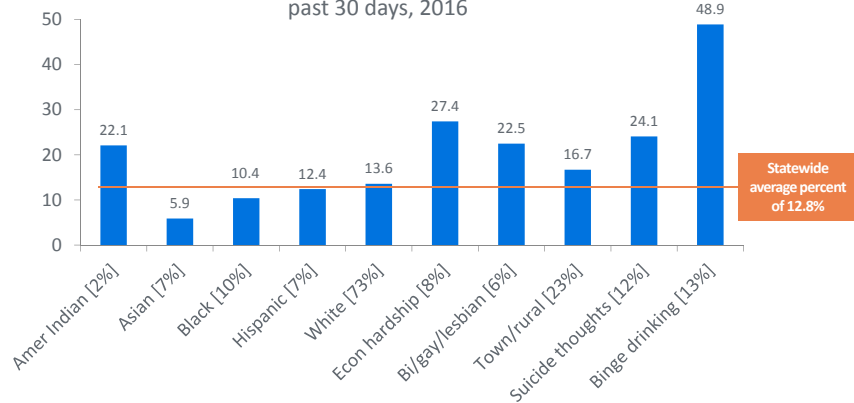
Percent of students smoking cigarettes in past 30 days,
by grade: 2001-2016



Source: 2016 Minnesota Student Survey (MSS)

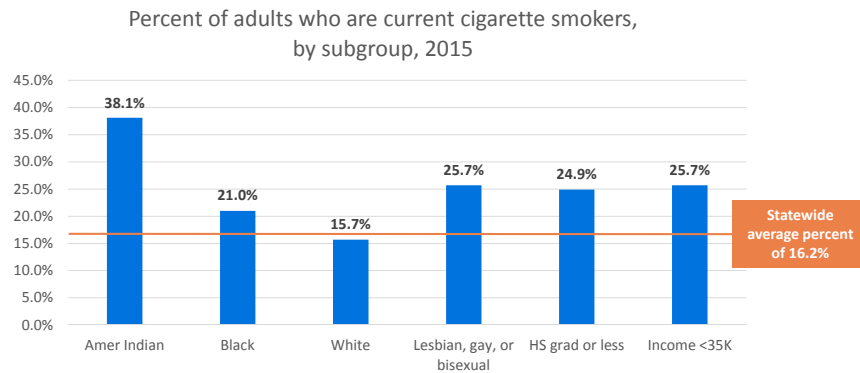
Youth Tobacco Disparities

Percent of 11th grade students using conventional tobacco in
past 30 days, 2016



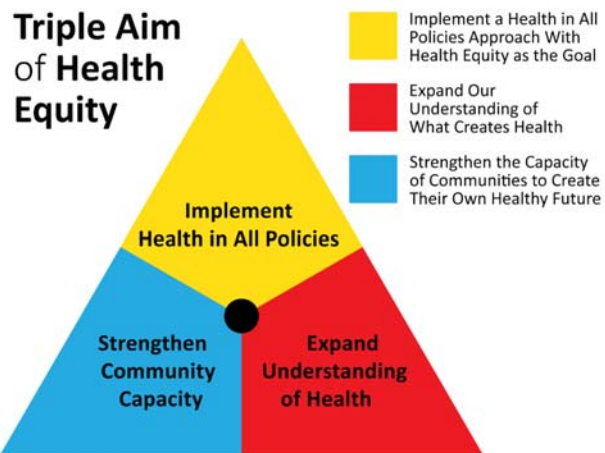
Source: 2016 Minnesota Student Survey (MSS)

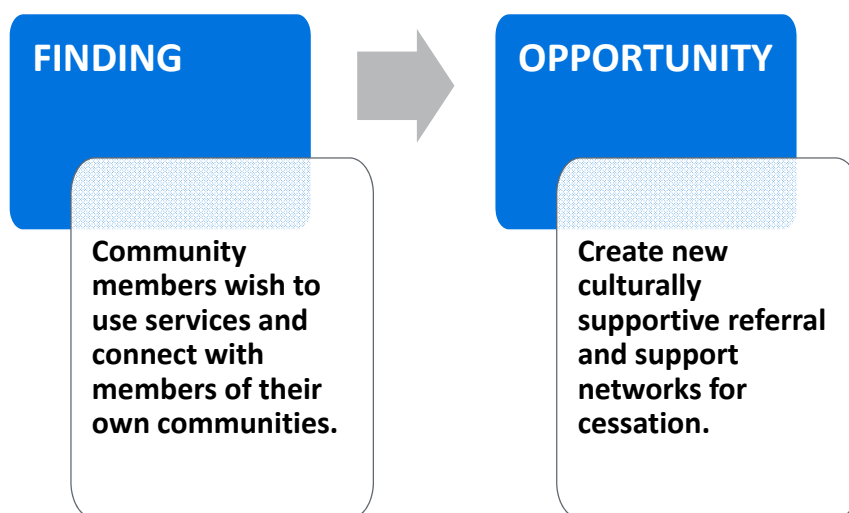
Commercial Tobacco is Still A Problem



Source: 2015 Behavior Risk Factor Surveillance System (BRFSS)

Advancing Health Equity







Grant Program Requirements



Premise:

Community members are more likely to use cessation services referred to them by trusted sources

Create culturally supportive networks of information and referral support

Identify culturally specific outreach and messaging strategies

Identify community members to serve as trusted resources



Tribal Cessation Promotion



Policy Change: *Free Medicaid Cessation Benefits*

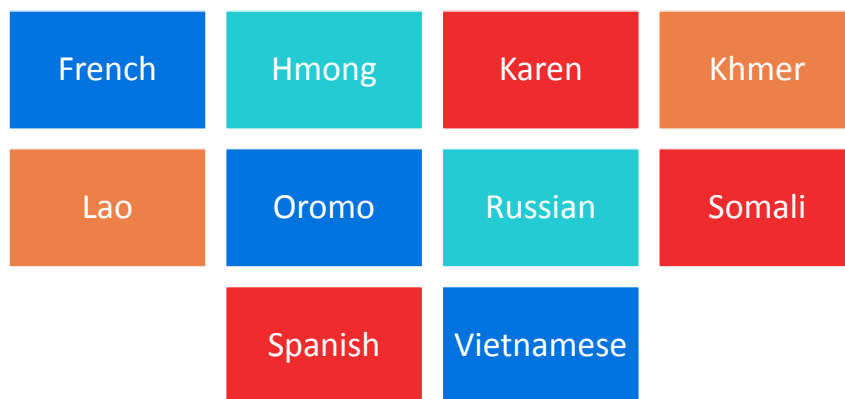
With a Prescription, All FDA Approved Cessation Medications are Covered

Nicotine Gum	Nicotine Nasal Spray
Nicotine Patch	Varenicline (Chantix®)
Nicotine Lozenge	Bupropion (Zyban®)
Nicotine Inhaler	Individual and Group Counseling

Reaching MA Beneficiaries



Language Translation



QUITPLAN® SERVICES

Quit your own way

QUITPLAN® Services offers a wide array of tools to help you quit your own way, because everyone is different. Choose the individual services that work best for you, or sign up for the QUITPLAN Helpline for the complete program.

Individual QUITPLAN® Services

Text Messaging
Tips, games and reminders texted right to your phone. Available to Minnesota adults (18 or older).

Starter Kit
Patches, Gum or Lozenges
Two weeks of free of patches, gum or lozenges to get you started. Available to Minnesota adults (18 or older).

Email Program
A series of emails full of tips, advice and encouragement.

Quit Guide
A resourceful guide to help you quit.

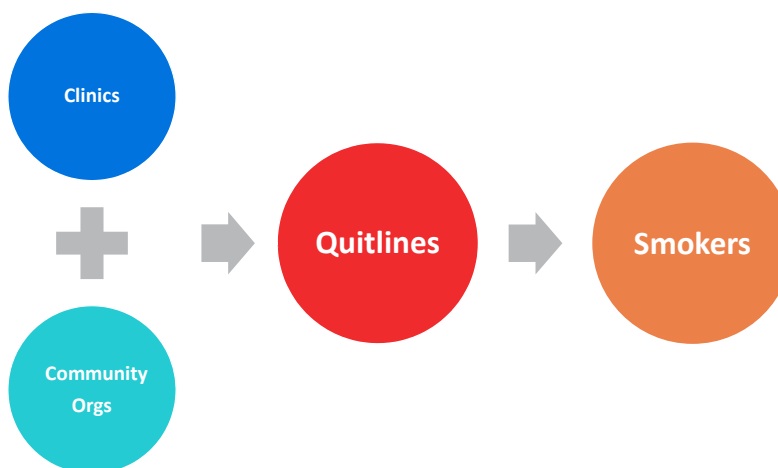
[Sign up](#)

QUITPLAN® Helpline

You will receive one-on-one phone coaching sessions with trained tobacco counselors, plus additional integrated tools. Minnesota adults may also receive free patches, gum or lozenges.

[Sign up](#)

Treatment Referral Made Easy



Outreach in HUD Properties

- **Identification of Cultural Needs**
- **Cessation Tool Kit**
- **Presentations in Buildings**



Photo Credit: American Lung Association

Substance Use and Cessation Promotion

ALCOHOLISM + SMOKING



Photo Credit: American Lung Association

Mental Illness and Cessation Promotion

1 IN 3 PEOPLE WHO SMOKE IN THE U.S. HAVE BEEN DIAGNOSED WITH MENTAL ILLNESS

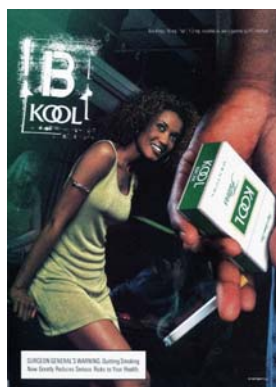


Photo Credit: American Lung Association

Connecting Community Members to Cessation Resources



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From the collection of Stanford Research into the Impact of Tobacco Advertising (tobacco.stanford.edu)



Key Points

State Level

- Community Input
- Expand cessation options
- Restructure funding strategies
- Prioritize community assets and connections
- Create culturally supportive tools
- Culturally appropriate TA

Local Level

- Cultivate community-driven strategies
- Identify community leaders and networks
- Community-specific communication cessation resources
- Community-specific referral networks



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