

Tobacco & SMI: Bending the Deadly Curve

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What We Know

- People with serious mental illness die, on average, 25 years younger than the general population
- Almost ½ of cigarettes are smoked by SMI and/or SUD
- Smoking is the leading preventable cause of early death:
 - Studies have attributed > ½ of early death in SMI to smoking related illnesses
- Prevalence in people with SMI who smoke is not changing.

What We Know

- Persons with mental illnesses and substance abuse disorders use tobacco for the same reasons as the general population: as part of a daily routine to relieve stress and anxiety.
- However, genetic linkages and neurobiological abnormalities are one of many factors explaining heavy levels of smoking in people with mental illness.
- For people with mental illness, nicotine might normalize associated deficits in sensory processing, attention, cognition and mood.

What We Know

- People with SMI can quit and want to quit
- Evidence suggests integrated co-occurring model has better outcomes
- May need more intensive treatment
 - Longer duration of counseling and medication
 - Higher dosing/ combination therapy
 - Relapse management and prevention
 - Attention to opportunities in treatment cycle

What We Know

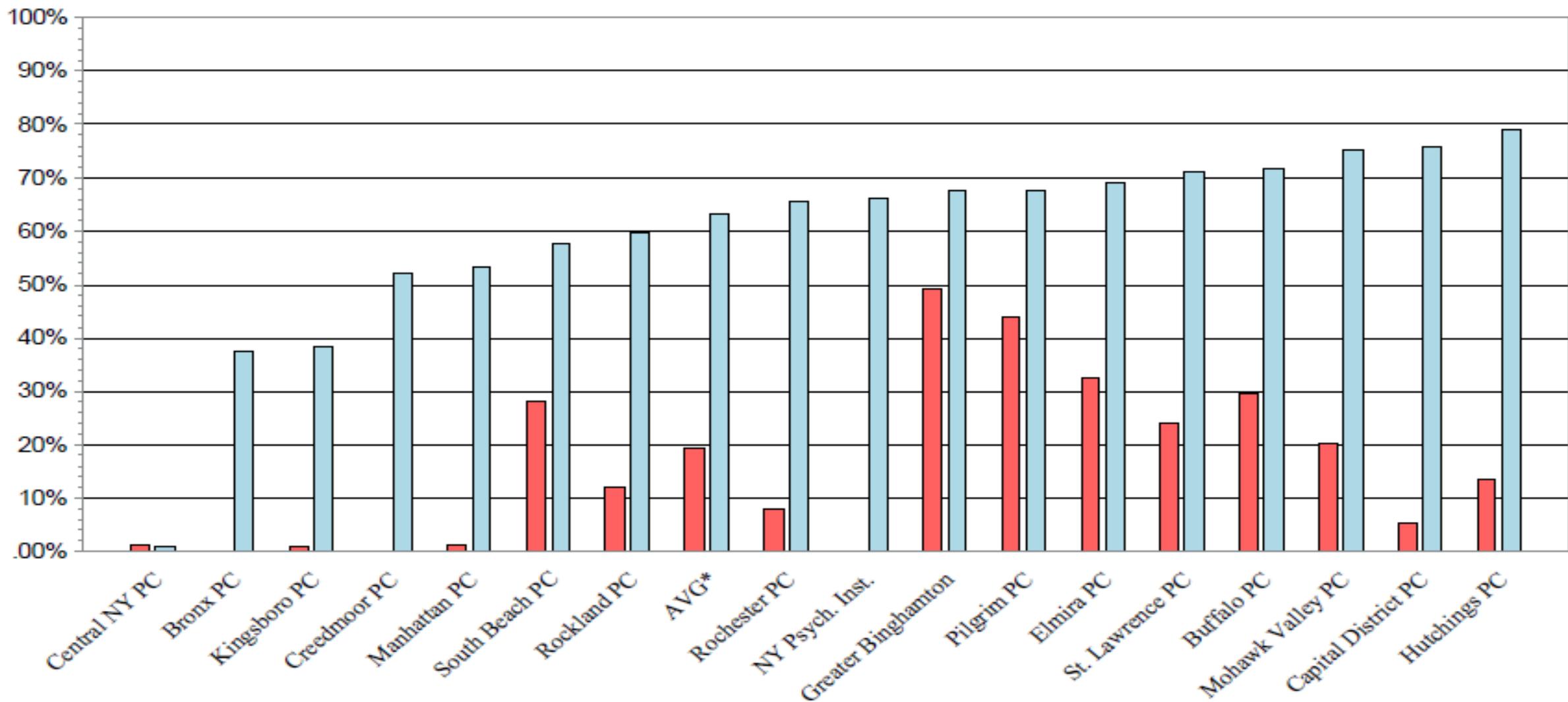
- Psychiatric clinicians have responded slower than other health professionals
- Cigarettes as behavioral reinforcement
- Belief that smoking reduction/cessation is not a realistic goal
- Patients “only pleasure” & “least of their worries”
- Contributes to “normalizing”

“A New Normal”

- Changing the Culture of Tobacco for people with SMI
- Society has become less tolerant of tobacco use
 - Directly related to rapid decrease in prevalence of smoking
 - Showing in adolescent population as well
 - Health disparity populations less impacted by public inhibitions
- Tobacco Free treatment settings
 - Consistent with Recovery
 - Consistent with wellness self management
 - State psychiatric hospitals across the country

Graph 4.3: Comparison of smoking status for Adult Clinic Outpatient using Mhars and Medicaid Data
 For Current Period: July 1 - September 30, 2014.

■ % Smoking Assessed from monitoring and Mhars
 ■ % Smoking Assessed from monitoring and Medicaid



Preparing for Change

Definition of Tobacco-Free Campus Wide Facility

- Clean Indoor Act and smoke free facilities vs. tobacco-free campus-no designated smoking area on campus
- Emphasis on tobacco-free as opposed to smoke free
- Assessing status of tobacco-free facilities per policy
 - 10 of 24 facilities classified as Early Adopters
 - 4 of 10 did not meet definition of tobacco-free campus wide
- Planning for the Change
 - Identification of facility champions
 - Formation of Facility Change Committees

Four “Pillars” of Organizational Change

- Policy Change
- Communication
- Staff Support
- Patient Support

Policy Change

- Implementation Campus Wide Tobacco-Free Facility Policy
- Assess changes needed
- Plan for the change with timelines
- Implementation of the change process
- Conduct ongoing evaluation

Communication

Provide consistent message and signage

- Health and wellness of patients, staff and visitors
- Supportive
- Non-punitive
- Signage, posters and pamphlets



Staff Support

Provide critical resources to maximize readiness and competence

- Strong collaboration with Unions as key partners
- Provide Nicorette gum or lozenge during working hours for 2 months
- Facilitate ongoing support from regional partners-ESCAPE in NYC
- Provide advanced training on smoking cessation treatment-FIT Modules.



The New York State
Office of Mental Health
supports tobacco-free living

**This is a
Tobacco-Free
Campus**

**No Smoking
No Fume**

For more information
please visit www.omh.ny.gov



Patient Support

Development of maximal access to support and treatment

- Assessment
- Education
- Counseling and support from Peer Advocates
- Medication assistance for tobacco dependence treatment

Tobacco use is very harmful...

For Your HEALTH

Let OMH help you begin a tobacco-free lifestyle today!



Steps you can take to become tobacco free:

- Talk to your doctor—** nicotine replacement therapy and medications are available.
- Sign up for smoking cessation counseling—** with your clinician or nurse.
- Add smoking cessation to your recovery goals—** your clinician and residential counselor are trained to help you.

Quitting is hard, reach out to peers for support.

OMH supports your recovery and well-being with tobacco-free campuses for tobacco-free living.

Ready to quit today?
Call 1-866-NY-QUITS
(1-866-697-8487)

New York State
omh
Office of Mental Health
www.omh.ny.gov

Rockland Psychiatric Center: Becoming a Tobacco-Free Campus

- March 2014 -- committee formed
- Membership included:
 - Hospital leadership, Human Resources, Nursing, Union representatives, EAP, Quality Assurance, Residential Services, Outpatient Clinics

Rockland Psychiatric Center: Becoming a Tobacco-Free Campus

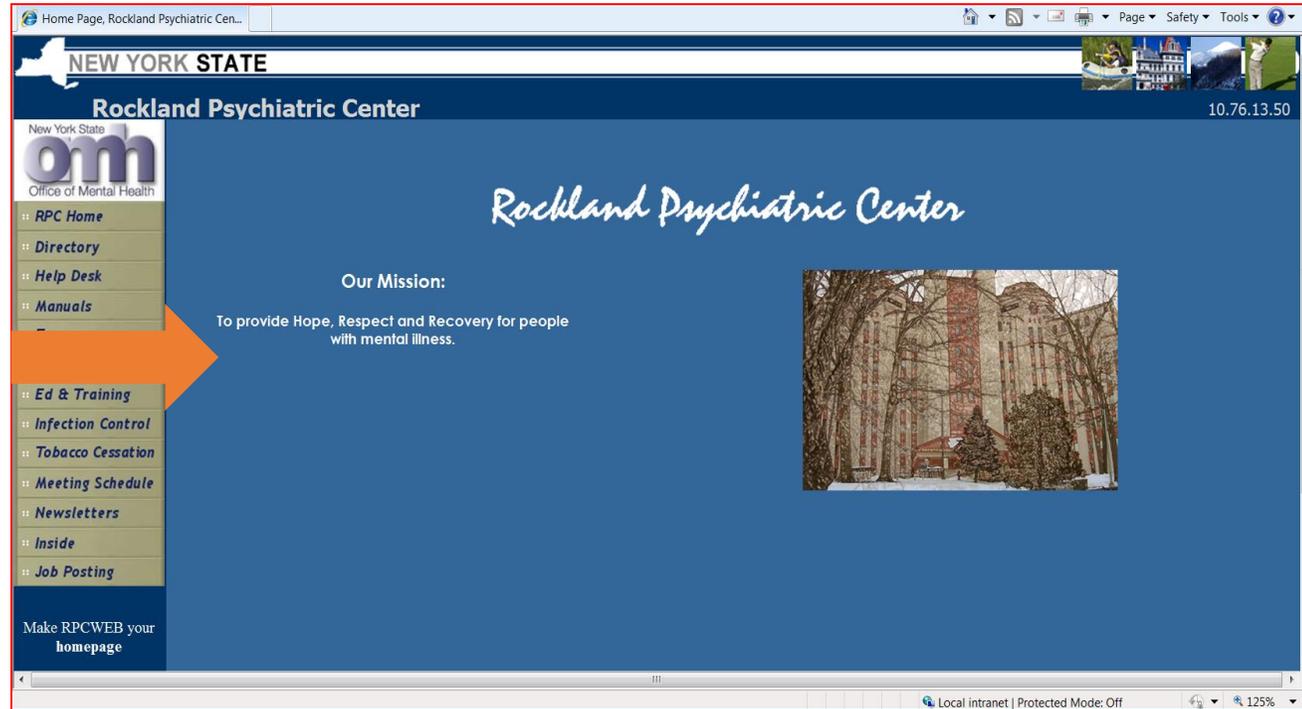
➤ Facility Champions:

- Sonia Vilgorin, Lead (QA)
- Rachel Mathew (CNO)
- Sue Schopen (Residential)

Rockland Psychiatric Center: Becoming a Tobacco-Free Campus

FIRST STEPS:

- Revision of existing smoke-free policy to tobacco-free policy for all three campuses and outpatient clinics.
- Development of signage/flyers announcing rollout date.
- Consultation with Buffalo and Mohawk Valley PC's
- PowerPoint in Q and A format displayed on hospital TV and in clinics in advance of going tobacco-free



- Development of employee and consumer resource center.
 - Created a resource page on RPC's intranet.
 - EAP tasked with obtaining paper resources- reaching out to local and state level tobacco cessation programs.
 - Development of a tobacco cessation support group for employees.
 - Assess current tobacco cessation services within our inpatient units, clinics, and residential programs.

TOBACCO SURVEY

- Consumers and staff surveyed March 31-April 1 2014
- 548 surveys completed
- 60% respondents support tobacco free campus
- 35% respondents report tobacco use
- Quitting methods used: Cold Turkey 42% NRT 30%

Now smokers can
Call or click to quit!



1-866-NY-QUITS
(1-866-697-8487)



FREE Online Quit Plan
nysmokefree.com

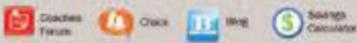


Nicotine Patches

www.nysmokefree.com

24-7 Online and personalized quit plan





39 More Days until RPC Becomes a Tobacco-Free Campus!

Many ex-tobacco users say quitting was the hardest thing they ever did, but millions of people have been able to do it, and you can, too. An important first step of the quit process is learning why you feel like you need to use tobacco. When you understand why, you can prepare yourself to find the best ways to quit.

One of the reasons tobacco-users keep using is nicotine. Nicotine is a chemical in tobacco that makes you addicted to tobacco-use. Over time your body gets used to having nicotine. But the more you use, the more nicotine you need to feel normal. When your body doesn't get nicotine, you may feel uncomfortable and crave the tobacco. This is called **withdrawal**.

When you use tobacco, it becomes an important part of your life. Certain activities, feelings and people are linked to your tobacco use. These things may "trigger" or turn on your urge to use tobacco. Develop ways to deal with these triggers:

- Go to places that don't allow smoking; shops, movie theaters and restaurants are smoke free.
- Spend more time with non-tobacco users. You won't want to use as badly if you're around people who don't use.
- Keep your hands busy. Play a game on your phone, eat a healthy snack or squeeze a stress ball.
- Take deep breaths. Remind yourself of the reasons why you want to stop using tobacco. Think of people in your life who will be happier and healthier because you decided to quit.

There are programs focused on quitting tobacco use that help users spot and cope with problems they have when trying to quit. The programs teach problem-solving and other coping skills. A quit program can help you quit for good by:

- helping you understand why you use tobacco
- teaching you how to handle withdrawal and stress
- teaching you tips to help resist the urge to use tobacco products

One program in our area is NYS Smokers Quitline at 1-866-NY QUILTS (1-866-697-8487) or NYSsmokefree.com.

A message from RPC's Tobacco-Free Campus Committee.



34 DAYS LEFT

We are Tobacco-Free Inside and Out

A Message from RPC's Tobacco-Free Campus Committee

How to Deal with Cravings

Cravings to smoke and withdrawal symptoms are a normal, temporary part of the quitting process. Focus on the fact that these are "recovery symptoms" and they'll soon be behind you.

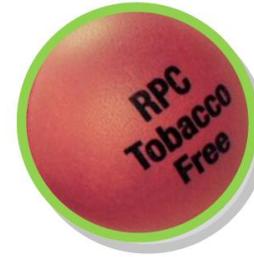
Remember, if you don't give in and smoke, you won't ever have to experience them again!

| FOR THESE SYMPTOMS | TRY |
|------------------------------------|--|
| The urge to smoke, strong cravings | Tell yourself that the urge will pass in three to five minutes. Distract yourself by doing something else. |
| Feeling irritable, tense, on edge | Take a break. Walk away from the situation. Deep breathing or a brisk walk can help. |
| Trouble concentrating | Break up large projects into smaller ones. Look for ways to take short breaks. |
| Extra energy, restlessness | Your body is rebounding. Use this extra energy for things you have been putting off. |
| Sleepiness | Take a walk to get some fresh air or take a catnap. |
| Trouble sleeping at night | Try deep breathing and avoid drinks with caffeine. Take a brisk walk. |
| Constipation and irregularity | Add fiber to your diet (fruits, vegetables, whole grains). Drink 6 to 8 glasses of water daily. |
| Coughing | This is a good sign! Your lungs are working to clear themselves out. Have cough drops on hand. |
| Headache | Your body is adjusting to being nicotine-free. Try some deep breathing. |
| Hunger and craving for sweets | These reactions are normal. Drink water. Reach for a low calorie snack or low sugar sweets. |

Some of the many lasting positive signs of recovery from smoking include:

- Brighter skin
- A better sense of taste and smell
- Lower heart rate and blood pressure
- More energy
- Reduced sinus problems
- Better circulation
- Feelings of pride and accomplishment

<http://www.nysmokefree.com/Subpage.aspx?P=30&P1=3020>



Kickoff Celebration
Flyer distributed to
all employees and
posted in all work
locations.

RPC IS TOBACCO FREE!

JOIN OUR KICK OFF CELEBRATION AND MAKE A
PLEDGE TO BE A TOBACCO FREE YOU!

Monday, June 2nd, 2014 10:00 a.m.– 12:00 p.m.



- ♥ RPC Building 57 Lobby
- ♥ Orangeburg Recovery Center
- ♥ Orangeburg RCCA
- ♥ Rockland Children's Lobby
- ♥ Middletown Campus– Schmitz Building
- ♥ Hudson River Campus– Ross Building

KICK-OFF DAY! PLEDGE TO QUIT

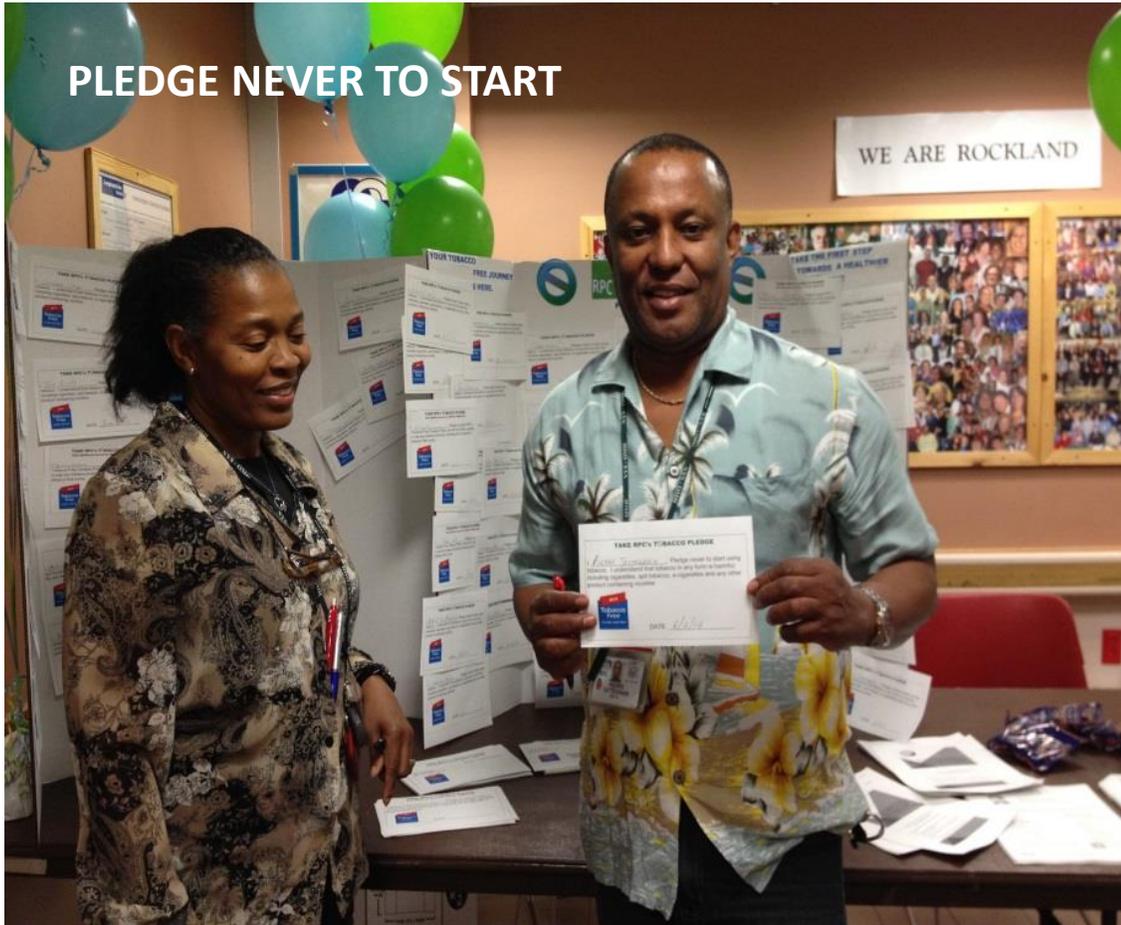
RECOVERY CENTER



RCCA



KICK OFF DAY!

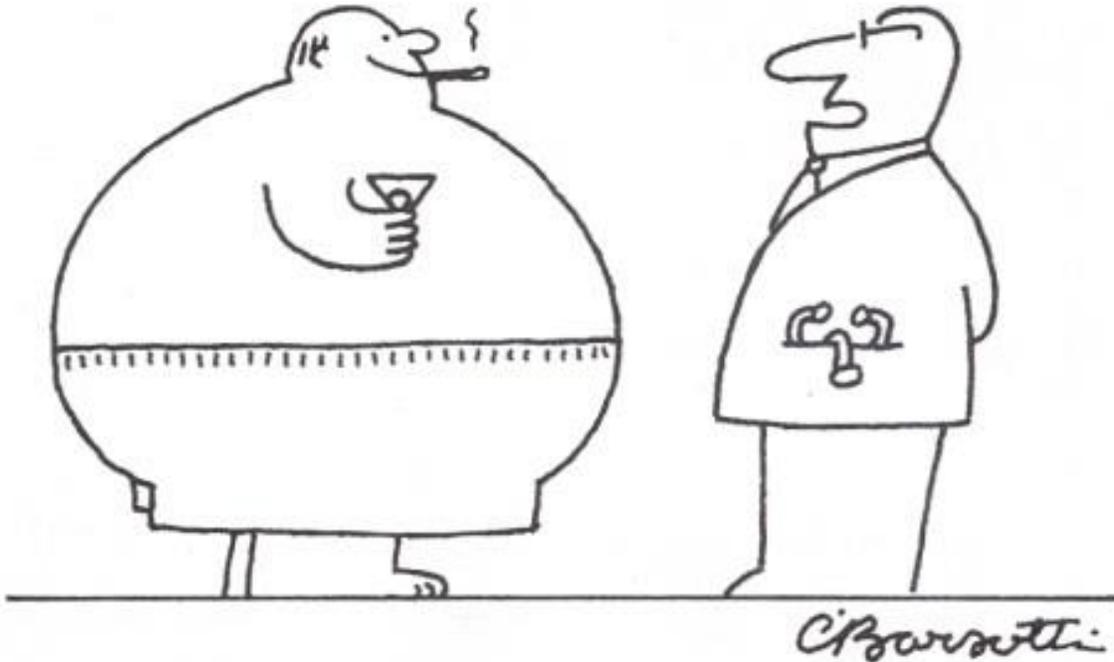


KICK OFF DAY: MIDDLETOWN CAMPUS



Clinical Treatment of Tobacco

- 1% rate of dx in and outpatient (MHARS)
- 51% smoking (PCS)
- 4% on meds (PCS)
- 27% getting counseling (PCS)



"All these years, and you haven't listened to a damn thing I've said, have you?"