



ILLINOIS DEPARTMENT OF PUBLIC HEALTH

IDPH

PROTECTING HEALTH, IMPROVING LIVES

The Benefits of a Regional Coalition

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Session Objectives

- Participants will learn why it is important to have an effective tobacco coalition in their community.
- Participants will be able to list the objectives that are being conducted in their region by their coalitions.

What is a coalition?

- A coalition brings together individuals and organizations with diverse skills and expertise to address a specific issue.
- Tobacco control coalitions form to reduce the burden of tobacco use and shape tobacco-free norms so that tobacco becomes less desirable, acceptable, and accessible.

Advantages of Coalitions

- Conserve resources
- Achieve a more widespread reach within a community than a single organization could attain
- Accomplish objectives beyond the scope of any single organization
- Have greater credibility than individual organizations

Advantages of Coalitions

- Provide a forum for sharing information
- Provide a range of advice and perspective to the lead agency
- Foster personal satisfaction and help members to understand their jobs in a broader perspective
- Foster cooperation between grassroots organizations, community members, and/or diverse sectors of a large organization

Members of a Coalition

- Community members with a common purpose to advance policy:
 - Health organizations
 - Community members
 - Local businesses
 - Faith leaders

Membership

- Representatives from each sector of the community
- Diverse cultural and ethnic groups
- People with influence in the community
- National tobacco control partners
- Business community
- People most affected by the problems
- Service organizations

Strengths of Tobacco Coalitions

- Embodying community diversity
- Developing synergy
- Helping sustain tobacco control programs
- Enhancing community mobilization
- Advocating for policy change
- Promoting Community buy-in
- Establishing greater credibility
- Leveraging resources

Actions of Coalitions

- Keep the issue public
- Educate policy makers
- Combat the tobacco industry
- Provide expertise
- Promote community buy-in
- Enhance community involvement
- Amplify community resources
- Advocate for policy change
- Promote tobacco control program
- Identify the needs of a community

Activities for a Coalition

- Increase tobacco taxes
- Reduce tobacco product advertising
- Establish counter-marketing campaigns
- Decrease the social acceptability of tobacco
- Expand smoke-free environments
- Limit access to tobacco products



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Wabash Valley Tobacco Control Coalition

Jordie Higgason

Participating Counties

- Clay – Population 13,253
- Crawford – Population 18,807
- Edwards – Population 6,392
- Effingham – Population 34,208
- Richland – Population 15,763
- Wayne – Population 16,332

- Regional Total – 104,755

- Population is based on 2018 estimates provided by the United States Census Bureau.



Objectives of the Coalition

- Smoke-Free Illinois Act (SFIA) Enforcement
- Referral to Illinois Tobacco Quitline (ITQL)



Smoke-Free Illinois Act (SFIA)

Enforcement

- Reduce exposure to secondhand smoke
- Enforcement of the Smoke-Free Illinois Act
 - Conduct random compliance checks at public places/places of employment
 - Follow-up with complaints regarding the Smoke Free-Illinois Act
 - Conduct community education and outreach regarding the requirements of the Smoke-free Illinois Act

Referral to Illinois Tobacco Quitline (ITQL)

- Conduct outreach to potential referral partners to promote the Illinois Tobacco Quitline and Brief Tobacco Intervention (BTI).
- Conduct 5-10 minute meetings with potential partners.
- Provide Tobacco Resource Guides to potential partners.

What is a Tobacco Resource Guide?

- Tobacco Resource Guides make orientation to the referral partner program quick and easy
- ITQL Resource Guides include:
 - BTI flowchart
 - Tobacco treatment enrollment forms
 - Fax referral instructions
 - ITQL information
 - Nicotine Replacement Therapy (NRT) availability
 - Evidence-base of quitlines and the fax referral system
 - Additional resources

Tobacco Resource Guide – NRT & Insurance

Medicare or No Insurance

- ◆ Fax refer patient to the Illinois Tobacco Quitline to couple NRT with free counseling services and tips from nurses and respiratory therapists for the best odds of quitting for good. (1-866-QUIT-YES)
- ◆ Patients can receive up to 6 weeks **free** NRT with the Illinois Tobacco Quitline.
- ◆ Patients will be paired with a personal counselor and personalized quit plan.
- ◆ Patients can access free tools at QuitYes.org

Medicaid or Private Insurance

- ◆ Have the patient call their insurance provider or DHS office to see what types of NRT are covered by their plan. All insurances must offer **free** NRT one time per year according to the Affordable Care Act.
- ◆ Prescribe NRT according to plans coverage and patient's needs.
- ◆ Fax refer patient to the Illinois Tobacco Quitline to couple NRT with free counseling services and tips from nurses and respiratory therapists for the best odds of quitting for good. (1-866-QUIT-YES)



SmokefreeTXT



This text messaging service is designed for adults and young adults who are trying to quit smoking. The program provides 24/7 encouragement, advice, and tips to help smokers quit smoking and stay quit. Smokefree.gov/smokefreetxt

Get Rich or Die Smoking



This app shows you what you can buy with the money you use to buy cigarettes. It charts your progress as well (Android).

QuitSmoking-QUITNOW!



This app allows you to join a community of people who have overcome smoking. It allows you to share your achievements and chat with others (iPhone & Android).

KWIT



This is a game that helps you quit smoking. Throughout the game, you can progress through different levels and within the levels, it provides information about the health benefits of quitting (iPhone & Android).

QuitPRO



This app allows you to track your habits where you are more likely to smoke, for example, your mood and the times you normally smoke (iPhone & Android).

QuitSTART



This app can help you track your cravings and moods, monitor your progress toward achieving smoke free milestones, identify your smoking triggers, and upload personalized “pick me ups” and reminders to use during challenging times to help you successfully become and stay smoke free.

Stop Smoking – EasyQuit Free



EasyQuit is a free app to help you break your smoking habit. It includes Scientific Statistics about smoking and has a Stop Smoking Slowly Mode, Money Statistics to track all the money you will save, a Memory Game to fight urges, and more. (Google Play store)

Tobacco Resource Guide - Additional Resources

Success in Achieving Objectives

- Gained and engaged several referral partners throughout our region.
 - Clay County – 25
 - Crawford County – 8
 - Edwards County – 3
 - Effingham County – 8
 - Richland County – 14
 - Wayne County – 5

 - Hospitals, primary care physicians, dentists, chiropractors, community organizations.

Barriers in Achieving Objectives

- Smoke-Free Illinois Enforcement
 - Paid media educational outreach needs to be explored in detail
- Referral Partner Program
 - Scheduling meetings with health care providers
 - Ability to provide Quitline call data to our existing referral partners
 - Proves to health care providers that community members utilize the service.
 - LHDs can see which referral partners are utilizing the fax referral system and which referral partners need more engagement.
 - Keeping referral partners engaged as there is turnover at their organization

Benefits of a Coalition

- Enhance community involvement and promote community buy-in and support.
 - Educate decision-makers and the public about evidence-based policies and strategies.
 - More community support = more opportunities
- Coalitions can keep tobacco issues in the public spotlight.
 - Coalitions can educate the public about tobacco cessation services available, the harmful health effects of newer tobacco products, and help with media promotion regarding these initiatives.
 - Member spotlight opportunities: Gives members an opportunity to speak about their organization, ties to tobacco prevention, and provide successes and barriers.
- Monitoring pro-tobacco influences
 - Creating partnerships with schools, hospitals, etc. can help us be more aware of pro-tobacco voices or trends within our community and proactively develop plans to target these trends.

Southeastern Illinois

TOBACCO-FREE ALLIANCE

SITFA

Gallatin, Hamilton, Jefferson, Saline,
Wabash, & White Counties

SITFA: Who We Are

Currently made up of 22 Organizations:

- City Officials
- Community Members
- Health Departments
- Housing Authorities
- Hospitals/Clinics
- Mass Transit
- Parks
- School Districts
- Stakeholders





SITFA: Our Goals

1. Build capacity
2. Reduce death and health problems due to tobacco use and secondhand smoke
3. Increase knowledge and awareness
4. Increase number of referral partners
5. Improve the health of community members

SITFA: Methods Used

1. Recruitment of referral partners
2. Referrals to the IL Tobacco Quitline
3. SFIA checks/complaints
4. Health Fairs booths
5. School in-services & special event presentations
6. “No Smoking” sign distribution
7. Illinois Youth Survey (IYS)
8. Encourage policy changes
9. Social media shares
10. Share resources



SITFA: Current Work

- Egyptian Health Department
- Harrisburg Township Park District
- Hamilton County Health Department



SITFA: Current Work

- Ferrell Hospital
- Harrisburg Medical Center
- Rides Mass Transit

SITFA: Current Work

- Saline County Housing Authority
- Wabash County Health Department
- Wabash General Hospital

SITFA: Current Work

- Distribution of “No Smoking signs



SITFA: Events

- Kick Butts Day
- Great American Smokeout event



SITFA: Wrap Up

- Needs to reach goals:
 - Active Referral Partners
 - SITFA Champions
 - Donations/grants
 - Fresh ideas/new ways to address old problem
 - Additional resources for NRT



TOBACCO-FREE COALITION
LITTLE EGYPT

The logo is a semi-circular emblem. The top arc contains the text "TOBACCO-FREE COALITION" in a bold, black, sans-serif font. Below this arc, a green silhouette of the Little Egypt region is centered. Overlaid on the map is a bundle of golden wheat stalks, tied together at the bottom with a small knot. The bottom arc of the emblem contains the text "LITTLE EGYPT" in the same bold, black, sans-serif font.

This logo was made possible by funds received from the Illinois Department of Public Health.

Do you know?

- The name of a popular cigarette brand that used a cartoon like character to market to kids from 1988-1997?

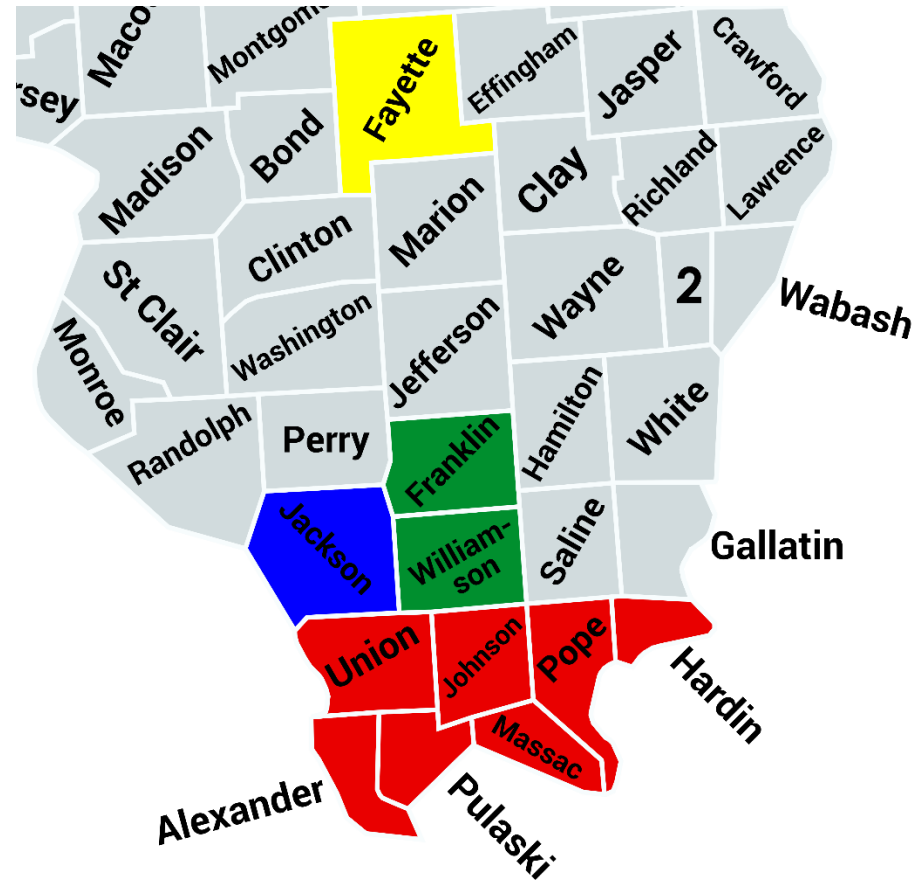




Who We Are

MEMBERSHIP

- Public health
- Local health care systems
- Teachers
- Public safety
- Academic institutions
- American Cancer Society
- U of I Extension
- Park districts
- Boys & Girls Club
- Library
- Substance abuse counselors



- Jackson County
- Fayette County
- Southern Seven
- Franklin Williamson Bi-County

Rural Challenges

Cycle of Rural Tobacco Use

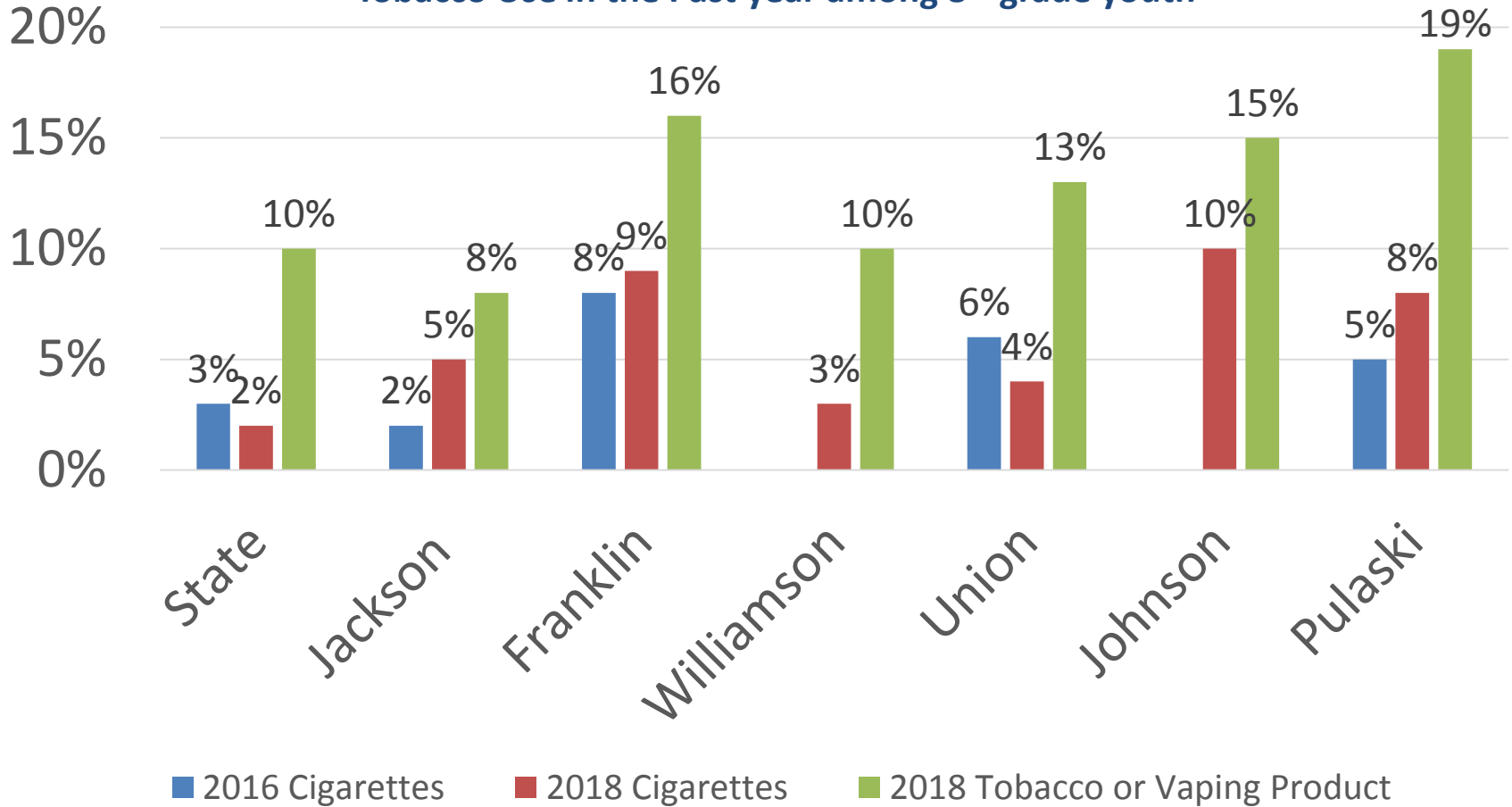


American Lung Association, 2015

- Rural communities experience higher tobacco use despite method of delivery:
 - Cigarette users
 - Smokeless Tobacco
 - E-Cigarettes
- ...despite population:
 - Age
 - Gender
 - Race
- Rural youth start smoking earlier
- Rural populations smoke more (quantity)

IYS County Data

Tobacco Use in the Past year among 8th grade youth



2016 & 2018 Illinois Youth Survey – some counties may not be listed as no data was available

<https://iys.cprd.illinois.edu/results/county>

Vaping question was not included on any 2016 IYS form, therefore no state comparisons can be made



Best practices (for rural communities)



Challenges

- Access to Cessation Services
- Social Attitudes & Personal Beliefs
- Tobacco-Free Policies
- Determinants
 - Income
 - Education
 - Addiction

Best Practices

- Taking a Community Health Approach
- Enforcement of Smoke-free Places
- Joint Efforts (coalition)
 - Communication
 - Press Release Sample
 - Sharing Successes/Challenges
 - Sharing Resources & Data

Strategies

- Smoke-Free Illinois Act Enforcement
- Partnering with youth for Smoke-Free Park or Athletic Field in Jackson County
- Partnering with schools to strengthen school policy on tobacco use to include e-cigarettes and vaping devices
- Supporting health care system change for cessation treatment and referral to ITQL

What can you do?

- Sign up for the Coalition
 - Conference Calls
- Educate on and Refer the public to the Complaint Line
 - www.smoke-free.illinois.gov
- Promote the Illinois Tobacco Quitline
 - Quityes.org or 1-866-Quit-Yes
- Serve as a ITQL Referral Partner
 - Any community-based organization, facility or system that provides health care services to tobacco users
- Check public places of No Smoking Signage at every entrance
 - Section 20 of Smoke-Free Illinois Act
 - Contact your local health department



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**“EVERYONE YOU WILL
EVER MEET KNOWS
SOMETHING YOU DON’T”.**

-BILL NYE-