

IMPLEMENTATION OF THE QUIT PLAN

Summary of Recommended Strategies

1. Influence health plans to improve their coverage of tobacco dependence treatments recommended by the Clinical Practice Guideline.
2. Help hospitals, clinics, mental health facilities, and substance abuse treatment centers to adopt smoke-free campus policies.
3. Influence health care systems to adopt systematic approaches to cessation.
4. Ensure that tobacco cessation is well supported by EMR and health registries.
5. Target community health centers serving vulnerable populations.
6. Influence medical, nursing, dental, pharmacy, and other professional schools to add training on tobacco cessation to their curricula.
7. Provide continuing education in tobacco cessation to practicing health care providers.
8. Incorporate tobacco cessation as a standard of care in performance based and quality improvement measures.
9. Promote tobacco cessation as a norm in mental health and substance use disorder systems.
10. Encourage other social service organizations to adopt the goal of increasing tobacco cessation.
11. Encourage employers and labor groups to promote tobacco cessation among their employees and members.
12. Use mass media to promote quit attempts.
13. Use media and public relations to normalize social support for cessation.
14. Use social media and mobile technologies to promote quit attempts by young adults.
15. Use place based campaigns to reach concentrated, low-SES populations.

Organizations Playing Lead Roles in the Quit Plan

CTCP

Strategic Planning and Policy Unit

- Guide ongoing development and revision of the Quit Plan.
- Facilitate connections with other state government programs and departments.

Media Unit

- Develop statewide media and public relations campaigns (Strategies 12-14).

Local Programs Unit

- Translate the Quit Plan into intervention activities and contract deliverables.
- Oversee contractors' progress in implementing the Quit Plan.

Surveillance and Evaluation Unit

- Monitor statewide tobacco prevalence and cessation activity.
- Evaluate overall effectiveness of the Quit Plan.

CTCP-funded organizations

Center for Tobacco Cessation

- Support CTCP in developing and revising the Quit Plan.
- Provide training and technical assistance, as needed, to all organizations implementing the Quit Plan.
- Provide CME (Strategy 7).

California Smokers' Helpline

- Serve as the state's primary tobacco cessation treatment provider.
- Promote and accept referrals.

LLAs

- Operationalize the Quit Plan on the local level.
- Through advocacy and collaboration, serve as the primary drivers of progress on the Quit Plan by non-CTCP-funded organizations such as hospitals,

behavioral health facilities, social service organizations, and employers (Strategies 1-6, 8 11, 15).

California Youth Advocacy Network

- In coordination with the CTCP Media Unit, develop and implement a campaign targeting young adults (Strategy 14).

Other CDPH, Division of Chronic Disease and Injury Control programs (California Diabetes Program, California Heart Disease and Stroke Prevention Program, California Asthma Public Health Initiative)

- Help to engage health care systems and providers in the activities of the Quit Plan (Strategies 1-8).

California Department of Health Care Services, Medi-Cal

- Support health care systems change in Medi-Cal Fee-for-Service and Managed Care (Strategies 1-5).

California Department of Mental Health and California Department of Alcohol and Drug Programs

- Support smoke-free mental health and substance abuse treatment facilities (Strategy 2) and norm change across the field of behavioral health (Strategy 9).

California Department of Social Services

- Support education and outreach to licensed facilities and providers to engage them in promoting available cessation services, such as the Helpline.

California Hospital Association

- Support health care systems change to member hospitals (Strategies 2-4).

California Association of Health Plans and Chambers of Commerce

- Support comprehensive cessation benefits to member plans (Strategy 1).