

**Pennsylvania Managed Care Organizations' Tobacco Cessation Better Practices: BHMCOs - Green Background; PHMCOs - Yellow Background**

Outreach by Providers	Outreach to Members/Consumers	Care/Case Management	BH-PH Coordination	Coordination with DOH's PA Free Quitline and RPCs	Employee/Staff Programs	Community Partners	Stakeholder Communications
Will develop a "member-facing" cessation brochure available to providers	Develop consumer outreach specialists and tobacco cessation (TC) messaging included in 100% of community events from June 2018 and forward.	Re-education of all CM staff (April and ongoing)	Add radial button (for forms) for the tobacco assessment discussion of Integrated Care Plan (ICP) plan to inquire and verify screening, assessment and referral.	Offer PA Free Quitline referrals for all members in addition to referring when members do not want "in house assistance."	TC programs – update Employee Orientation, Lunch and Learn opportunities, "take a vacation from tobacco"	Recruit 1-3 Community Partners in each region where company is located where high utilization of tobacco or those areas using BH services to have TC programming in facilities.	Develop a communication strategy (print, traditional media, social media) to make consumers aware of their benefits and the positive effects of never smoking and quitting.
Letter to providers outlining resources for and requirement to be a certified tobacco cessation counselor (TCC)	Timeline committed -measurements-baseline -goals clearly delineated	Update all CM templates to have TC address and record results during routine mtgs--Child & Adolescent Service System Program	100% documentation present about discussion with other MCO in ICP template	All front facing staff educated on Ask, Advise & Refer, Approach method	Establish baseline # of resources & supports for employees.	Offer Single County Authority training on addressing tobacco use in behavioral health settings.	
CME offered trainings for best practices & EBP protocols for smokers (>2 packs per day)		Update forms to add icon showing TCP providers	Develop one joint collaboration at each BH-PH regional meeting	Timeline committed -measurements-baseline -goals clearly delineated	Timeline committed -measurements-baseline -goals clearly delineated		
Support trainings in 60 Behavioral Health Home + providers (BHH+). regarding bupropion + NRT; varenicline + NRT		Add radial button for the discussion of ICP to inquire and verify screening, assessment and referral.	Develop an integrated training program with other MCO system	Print a PA Free Quitline article in member newsletter.	Training for onboarding new employees, as well as existing employees, to instill a culture of whole-health		
Timeline committed -measurements-baseline -goals clearly delineated		All internal & education teams will have template of all educational material and referral sources.	Timeline committed -measurements-baseline -goals clearly delineated	Establish a contact at PA Free Quitline who will provide promotional and education materials as well as quarterly reports	Educate state on TC incentives provided by company-sponsored employee health plan		
		Timeline committed -measurements-baseline -goals clearly delineated			Conduct tobacco use awareness and resources training during New Hire Orientation and during Lunch and Learn Series.		
		Embed TC questions into the physical health section of the Utilization Management Assessments.			Inform BH-MCO staff about health insurance program for employees that reimburse \$150 for use of TC program.		
		Provide all Clinical Care Managers with a list of TC providers and contact information.			Offer BH-MCO staff NRT at no cost.		
		Complete documentation audit to ensure Care Managers are utilizing TC questions appropriately.			Remove smoking area and make campus smoke- and tobacco-free.		
		Integrate tobacco use fields in MCO system to inquire about tobacco use status during continued stay reviews.					
						<b>(Combined Community/Stakeholder)</b>	
Get the message out to everyone	Train every staff who interact with members/consumers to discuss TC	Involve Community Health Workers (CHWs)/Community Based Care Managers (CBCMs) in TC care	ICP must include TC	Data exchange with DOH's PA Free Quitline and RPCs	Comprehensive free programs and medications	Include health advisory committees/quality meetings	
Interactions with PH counterparts	Focused outreach to pregnant women	SUD/ODD Health Homes for Pregnant Women - TC will be addressed	Work together to get materials out to members/providers	"Just do it"	Smoke-free campuses	Work with DOH's Regional Primary Contractors (RPCs)	
Work with DOH's Regional Primary Contractors (RPCs)	Focused outreach to members/consumers with BH needs	All ICP will include TC	PH should fill prescriptions for NRT from a psychiatrist		Incentives for quitting and staying quit, like reduced insurance premiums	Regional/state/national partners (including American Heart Association and American Lung Association)	
Recruitment plans to get more TCCs	Interactions with PH counterparts	Webinars for training on TC	Work with COEs on incorporation of TC into their work		Free mobile apps supporting quit attempts	Community events with local associations such as churches/houses of worship, YMCA, pharmacies, hairdressers/barbershops	
Webinars for training, including: billing/medication prescribing/PA Free Quitline use	Work with DOH's Regional Primary Contractors (RPCs)	Use of DOH's PA Free QuitLine	Training of peer recovery specialists and case managers on TC			Single County Authorities	
	Use of free mobile apps to support quit efforts		Use of DOH's PA Free Quitline			Work with all partners on shared messaging	
	Use/promotion of DOH's consumer materials	<b>Plans need to begin ASAP--not in the fall or winter.</b>				Measuring and collecting data should be shared	
		<b>Please consider using already developed PA Dept. of Health resources (Quitline, Primary Contractors, Promo Materials:</b>					
<a href="http://www.health.pa.gov/my%20health/healthy%20living/smoke%20free%20tobacco/pages/pa-free-quitline.aspx#.Ww71BDfD-xR">http://www.health.pa.gov/my%20health/healthy%20living/smoke%20free%20tobacco/pages/pa-free-quitline.aspx#.Ww71BDfD-xR</a>							