

# Ideas for the Future Discussion

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# WHY IS CESSATION IMPORTANT?

- Smoking is responsible for:
  - about 90 percent of lung cancer
  - 80 percent of chronic pulmonary disease deaths, and
  - 33 percent of deaths due to coronary heart disease and stroke.
- In California, tobacco-related disease contributes to approximately 40,000 or 16 percent of adult deaths annually.
- Direct health care costs attributed to tobacco use in California are \$13.29 billion annually and Medicaid-related health care costs are \$3.6 billion.

# 211 CALL CENTERS PROJECT REVIEW

- Purpose of funding: To build a linkage between KIC and 211 service providers
- Target Population: Adults that smoke and/or vape nicotine or live with someone that does.
- 13 Call Centers Funded



# WHY 2-1-1?



- Serve low income population disproportionately impacted by tobacco
- Can play an important “conduit” role in improving the health of thousands of people
- Work with a population who is calling for help
- Responded to 2.8M inquiries in California (2016 data)

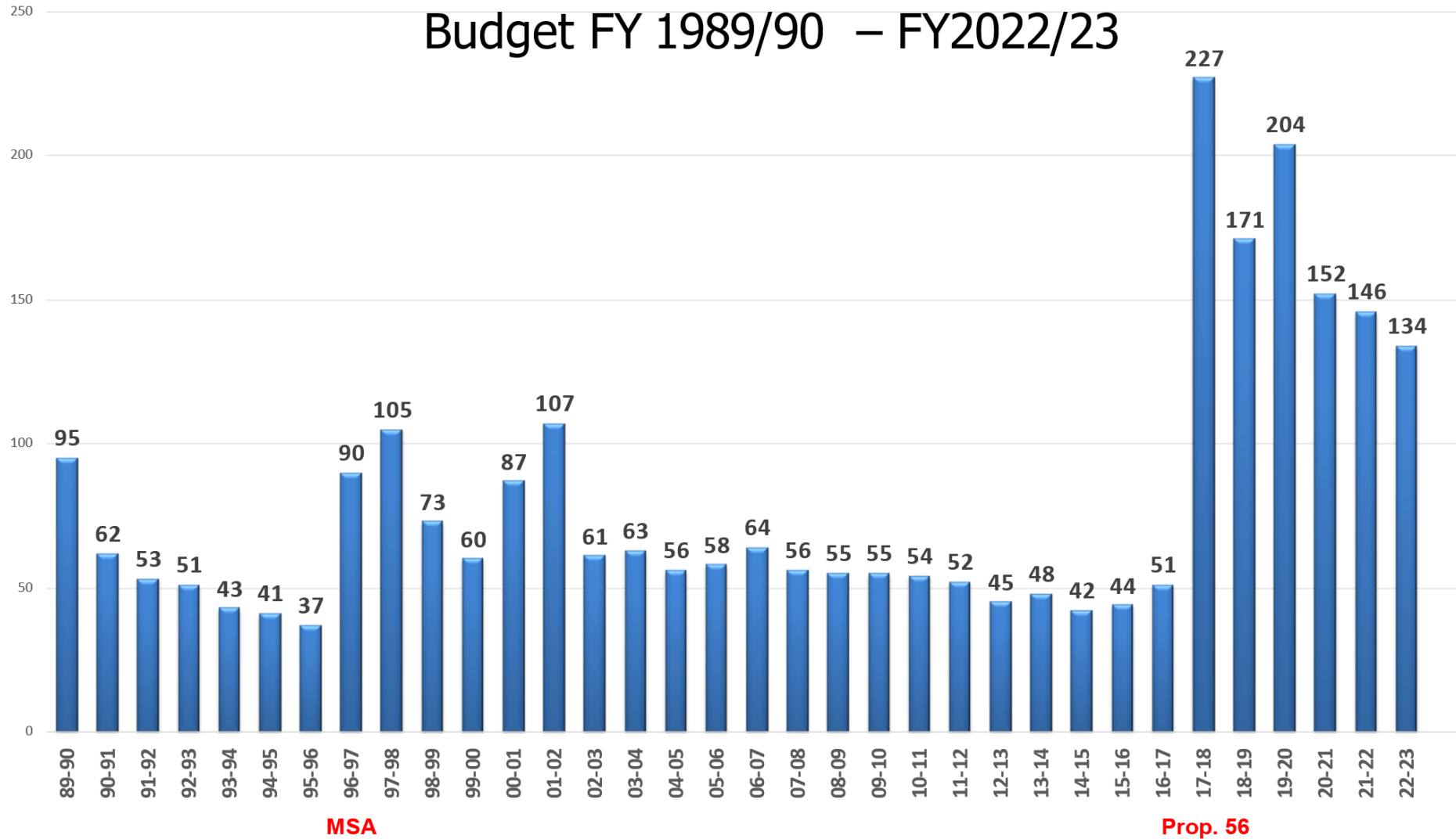
# IS THE MODEL WORKING?

- Reaching the last group of smokers
- Establishing an evidence base
- Producing evidence to support government investment
- 80% of clients covered by Medicaid and have cessation benefits they could use
- Model for other states



**What Might the Future Hold?**

# Prop 99, Prop 56, MSA, CDC Budget FY 1989/90 – FY2022/23



# SUSTAINABILITY

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Could the project be done with less funding?

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What are key elements supported with CTCP funds?

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Are there other funding sources or models that could support part of this work?

**What Would Make Things Easier?**

## ROLES OF PARTNERS

- **CDPH:** Funder; provide oversight; monitor and evaluate project
- **2-1-1:** Participate in training from Kick It California; adjust protocol to ask tobacco cessation questions; refer eligible callers; track and report referrals
- **Kick It California:** Provide technical assistance and training to 2-1-1 call centers; provide counseling services to clients; track referrals and counseling sessions; manage the flow of incentives to clients; track quit success of participants; report findings



# SOW AND PROGRESS REPORTING

# PROMOTION OF SERVICE

# TRAINING AND SUPPORT