



# **Tobacco Cessation and Prevention: A CCO/Public Health Partnership**

Quality Health Outcomes Committee  
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# Primary Prevention Priorities

- Reduce Tobacco Use
  - Pregnant women
  - People being treated for behavioral health conditions
- Reduce Childhood Obesity
- Improve Immunization Rates



# Reduce Tobacco Use



- Incentivize pregnant women to quit
- Support providers in offering cessation assistance
- Prevent youth addiction



# Quit Tobacco in Pregnancy

- Graduated incentive – the longer the quit, the bigger the incentive
- Incentivize utilization of cessation services (quit line, counseling, etc.)

# Support Providers

**QUIT**

**SMOKING**

- Comprehensive cessation benefits
- 5As Training
- Tobacco Treatment Specialist Training

# Prevent tobacco addiction

- **Good Behavior Game**
  - “Behavioral vaccine” - classroom management in first grade
  - Reduces substance use, including tobacco at age 21 by 25-50%
- **Retailer Reward/Reminder**
  - Reduce underage sales of tobacco in rural communities

