

Community Partnerships for Tobacco Use Treatment

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NYC REACH



Learning Objectives

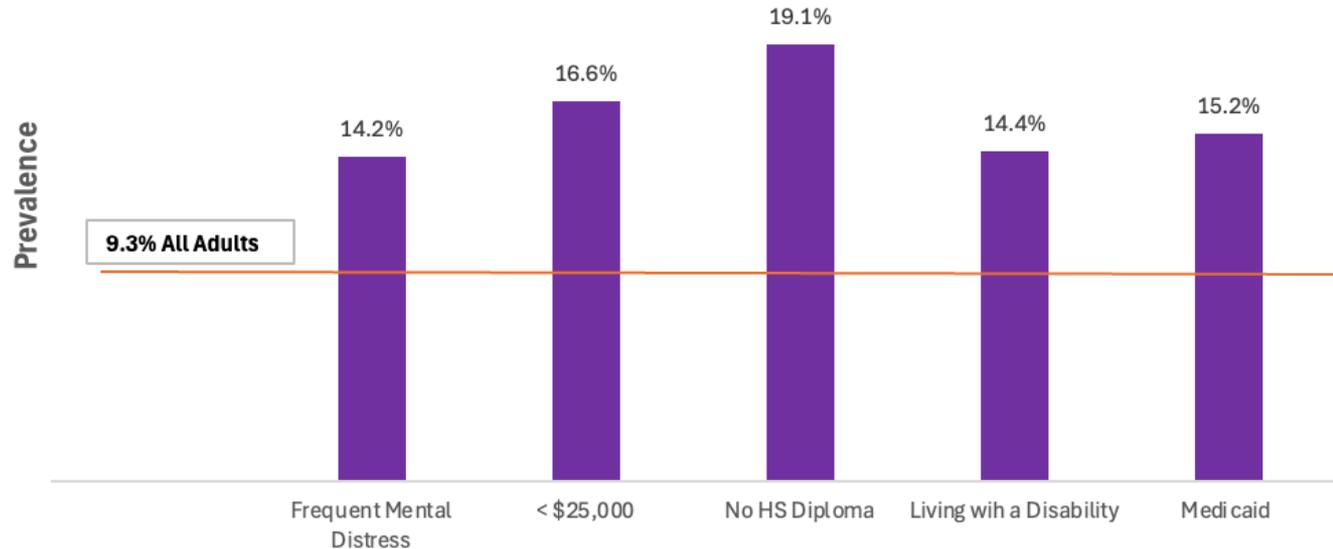
- Describe the scope of a widely-implemented health systems tobacco use treatment policy intervention
- List factors that impact health center engagement and recruitment success for a tobacco use treatment intervention
- List methods for effective partnership between state and local government and health centers

Agenda

1. Tobacco Use in NYC
2. Project Background
3. Intervention
4. Engagement Strategies

Prevalence of Current Smoking in NYS BRFSS 2022

Current Cigarette Smoking Prevalence Among Adults in NYS, 2023



Source: Behavioral Risk Factor Surveillance System Survey, NYS, 2023

When people who smoke are assisted
by a healthcare provider, they

double

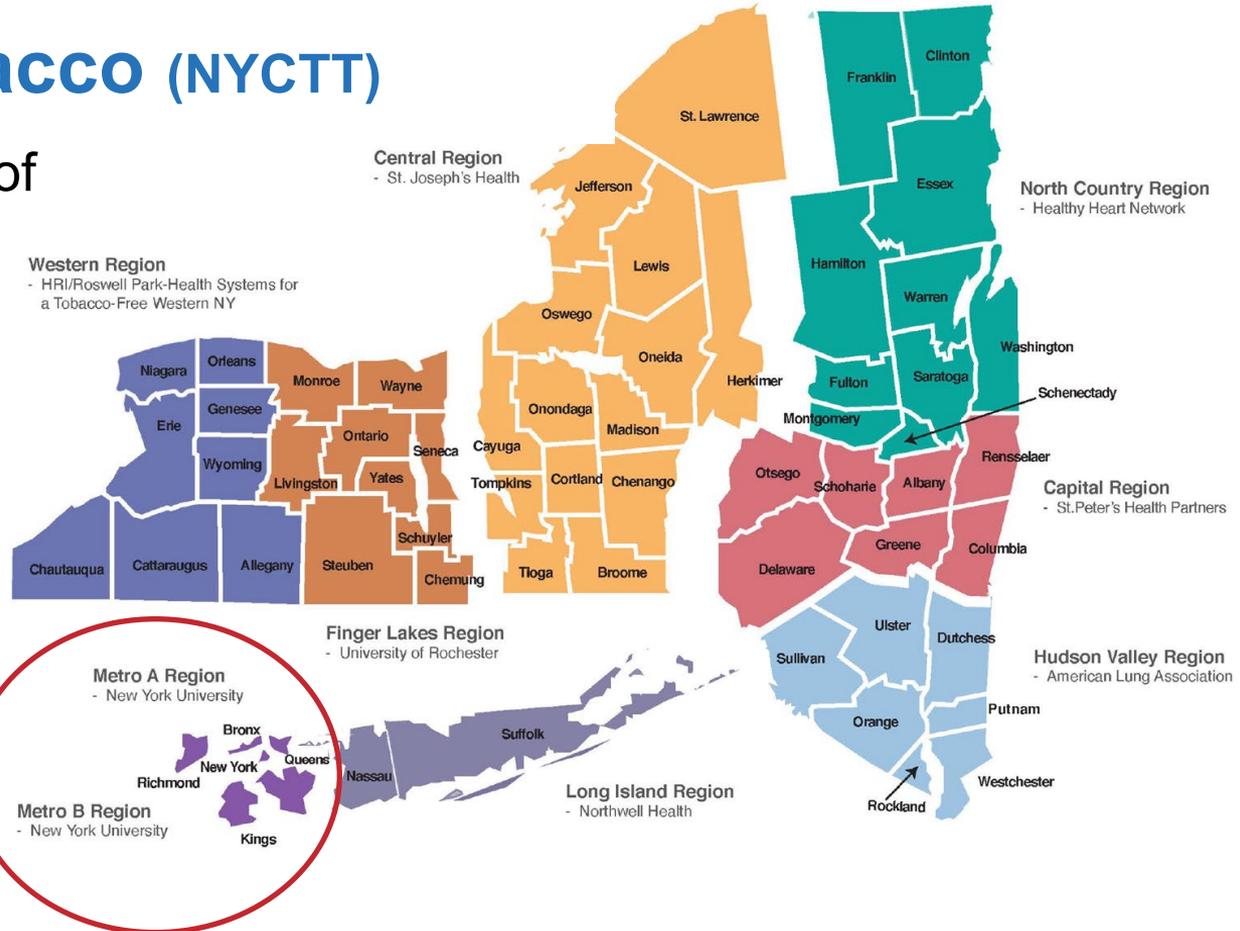
their odds of successfully quitting tobacco.

NYC Treats Tobacco (NYCTT)

Funded by NYS Bureau of Tobacco Control

Health Systems for a Tobacco-Free New York Regional Grantee

**New York City
Treats Tobacco**



Health Systems for a Tobacco-Free New York

Deliverables

1. Medical Health Care Systems and Policy Change
2. Behavioral Health Care Systems and Policy Change
3. Local Level Disparity Project
4. Emerging Needs of Health Systems
5. Statewide Media Collaboration
6. Sustainability

NYU & NYC REACH partner on Health Systems Policy Change

1. Advocate with and assist healthcare organization administrators in establishing/adopting **system-level policies** and procedures that **improve tobacco dependence treatment** as recommended in the PHS guideline (*5 A's: Ask, Advise, Assess, Assist, and Arrange*)
2. **Identify and build relationships with key decision makers** within each organization who can support and promote organizational change



NYC REACH

Advancing Primary Care and Community Health

NYC REACH

ABOUT NYC REACH

Mission:

Support safety-net primary care providers to deliver high-quality, person-centered, anti-racist, and coordinated care in marginalized communities.

Background:

- Founded in 2010 to support electronic health record adoption
- Operated by NYC Health Dept's Bureau of Equitable Health Systems
- Trusted technical assistance provider across NYC
- Funded by city, state, and federal grants

We Work With:

- 26,000+ providers across independent practices, FQHCs, hospitals
- 1,800 primary care practice sites
- 1,500 Pharmacists & Techs & 43 Community-Based Orgs

Why Primary Care?

Primary care is the foundation for achieving health equity. It offers:

- First-contact and continuous care
- Comprehensive, person-centered services
- Coordination across the health and social care system

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WHAT WE DO



Implement innovative and patient-centered strategies for **chronic disease prevention & management**



Optimize digital technology and **electronic health record** interoperability for efficiency



Create clinical and community linkages to address **social determinants of health**



Integrate behavioral health in addressing physical health



Align with **payment reform** for sustainability and fiscal strength



Build **healthcare worker capacity** and **promote team-based approaches**



Inform policy changes and translate to practical application



Advance NYC Health Department Chief Medical Officer's **anti-racism commitment**

Policy Change & Practice Facilitation

Practice Facilitation Intervention

KEY

NYCTT conducts independently

NYC REACH & NYCTT partner

Practice facilitation is an approach to supporting improvement in primary care practices that focuses on building organizational capacity for continuous improvement.

Step 1:
Conduct Outreach



Step 2:
Host Introductory Meeting



Step 3:
Conduct Needs Assessment



Step 4:
Adopt a Tobacco Policy



Step 8:
Sustain Program



Step 7: Evaluate and Conduct Continuous Quality Improvement



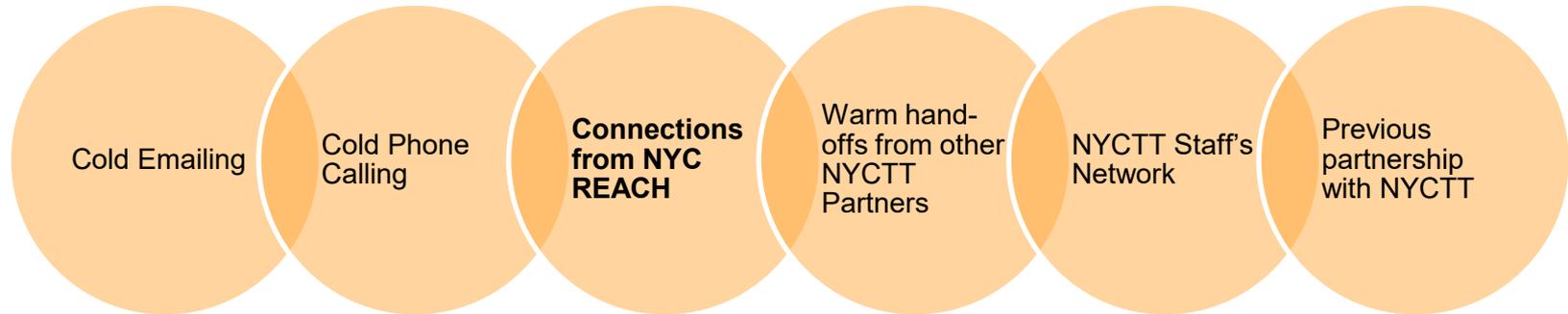
Step 6: Implement Strategies (e.g. EHR Updates)



Step 5: Select & Adapt Implementation Strategies

Step 1: Conduct Outreach

- Identify healthcare organizations that meet criteria for engaging in NYCTT's free services (FQHCs, Article 31 Clinics, PCMHs, CCBHCs)
- Identify a point of contact at the organization
- Reach out to organizations, sharing a brief description of the program goals and services

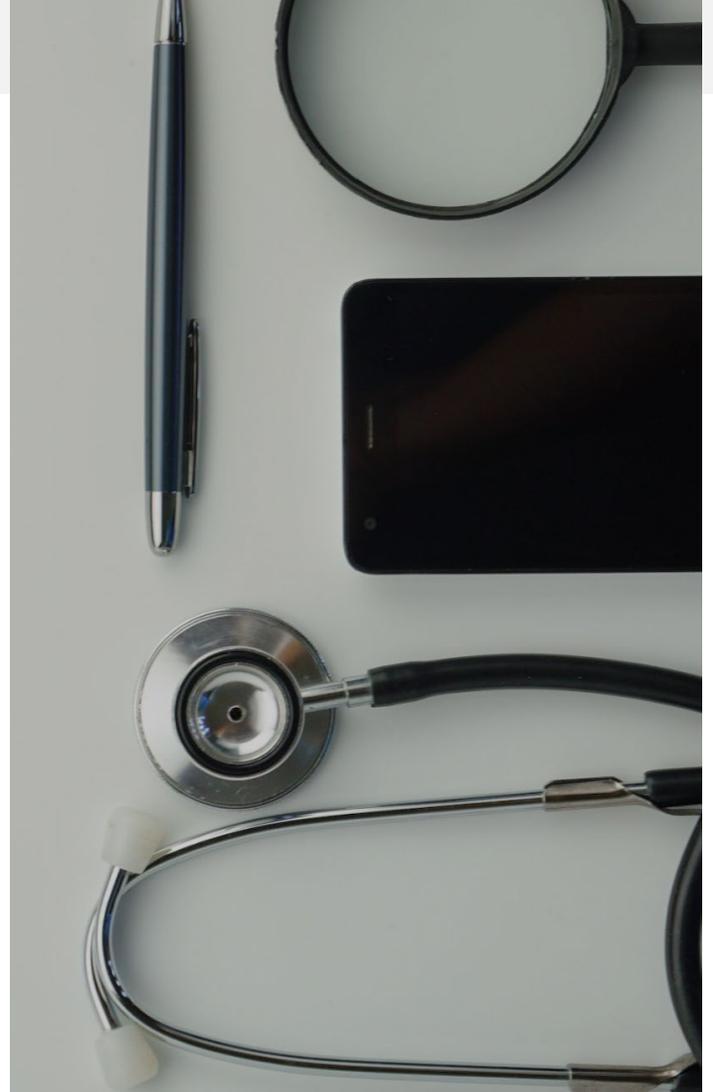


Health Center Engagement and Recruitment Success

Methods and Factors Impacting Success

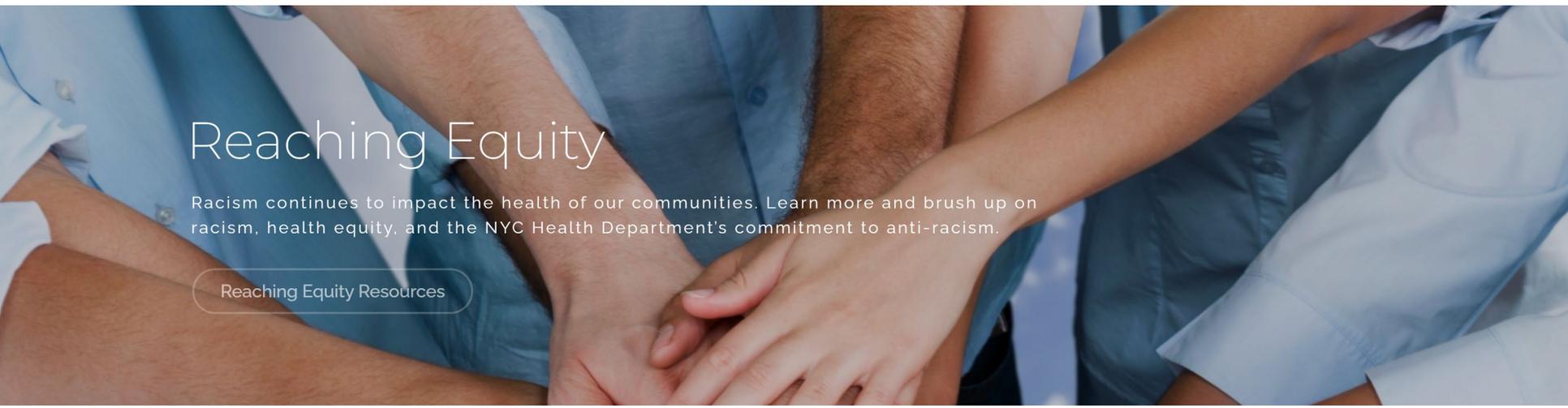
Strategic Approaches

1. Leveraging existing partnerships & networking
2. Aligning program with practice goals (e.g. UDS)
3. Financial & resource incentives
4. Technical assistance & capacity building



Leveraging Existing Partnerships (*Warm Hand-offs*)

- NYC REACH has maintained relationships with NYC providers for over 10 years, building trust through supportive partnership
- **Leveraging the NYC REACH network through warm handoffs was the most successful outreach method for recruitment in this project**



Reaching Equity

Racism continues to impact the health of our communities. Learn more and brush up on racism, health equity, and the NYC Health Department's commitment to anti-racism.

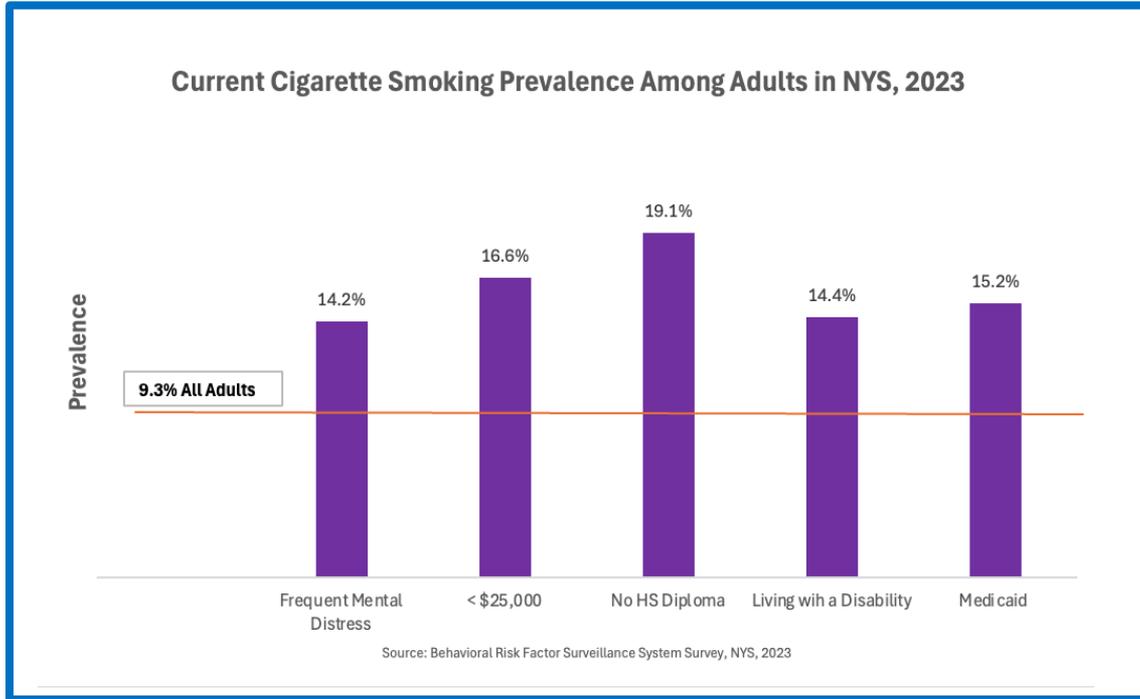
[Reaching Equity Resources](#)

Live Networking

- Pridefest (e.g. city-wide and borough specific)
- Community events hosted by a specific health system and/or community group (e.g. Sunset Park Brooklyn Lions Club, Weill Cornell Medicine Asthma Skills Fair)
- Coalitions (e.g. Smoke-Free Coalition, NYC Menthol Kills)
- NYS Elected Officials Legislative offices



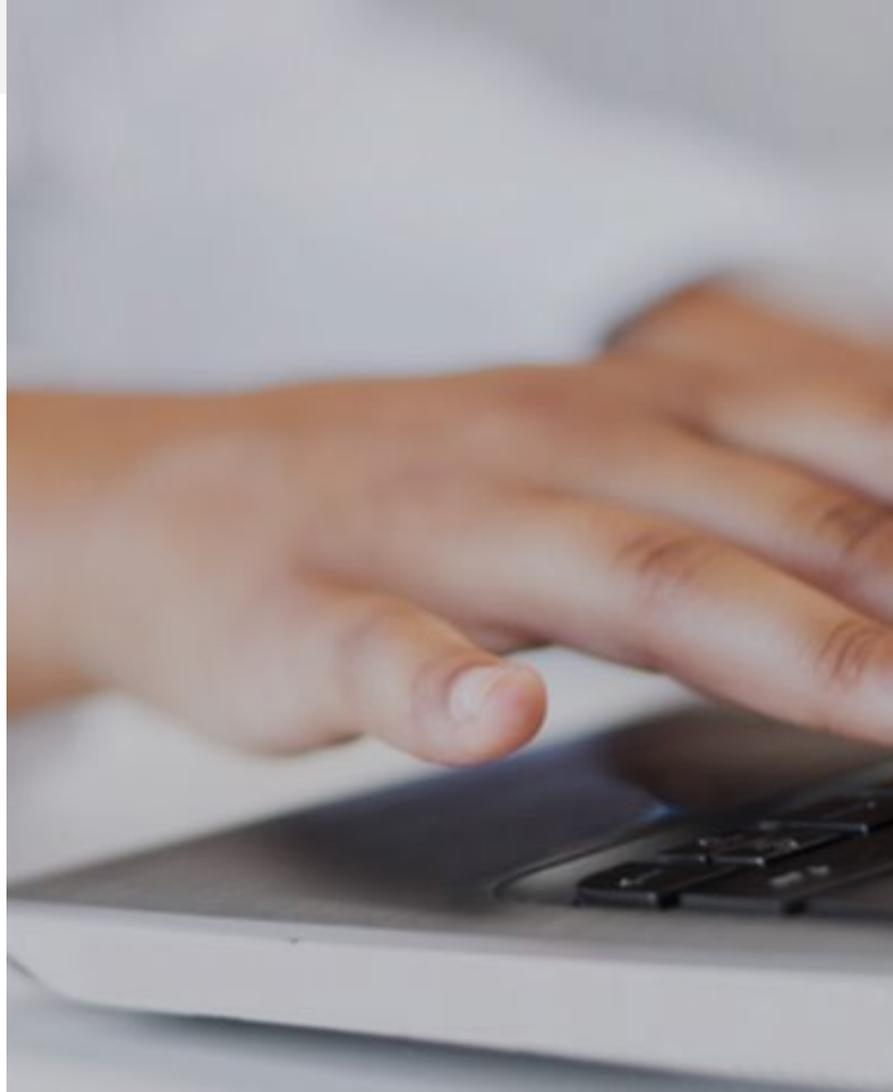
Identify High-Need Practices Through Data



- HRSA data
- PCMH
- Community Health Profiles (NYC)

Align with Practice Goals

- Joint planning and priority setting
- Landscape
 - NYC REACH chronic disease programs
 - UDS Measure
 - PCMH Quality Improvement
- Customer service approach



Financial Incentives

Mini-grant ranging from \$2,500 - \$5,000 to support TUT initiatives

Free nicotine replacement therapy (NRT) for patients

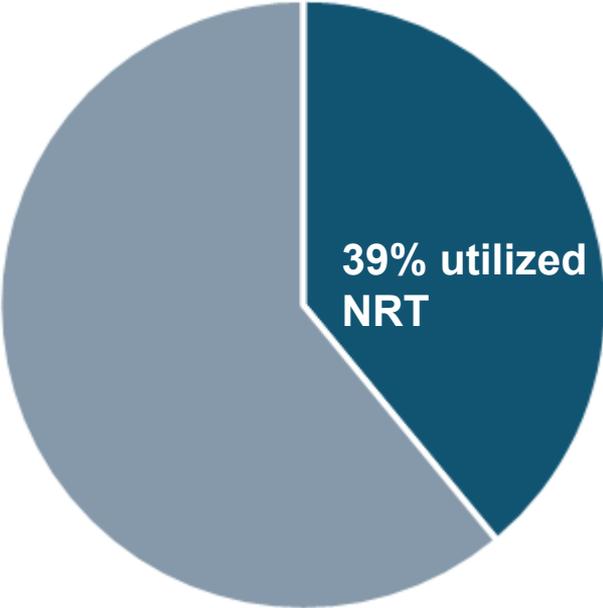
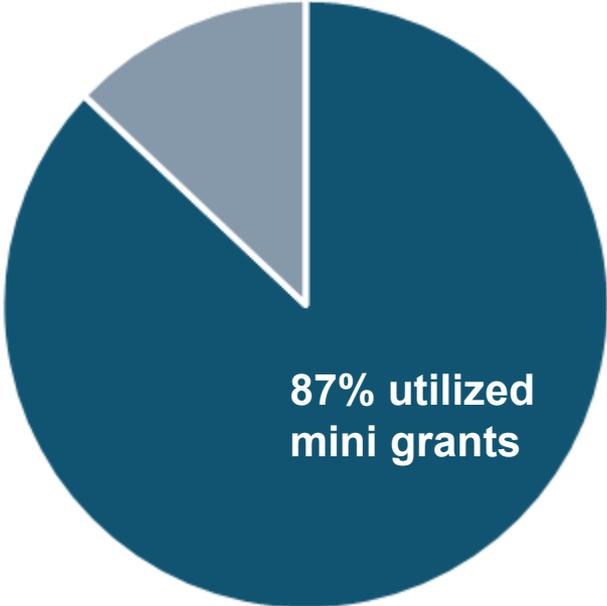
Free educational resources for patients/providers

Free staff training



Financial incentives

Between January 2023 - September 2024



Technical Assistance & Capacity Building

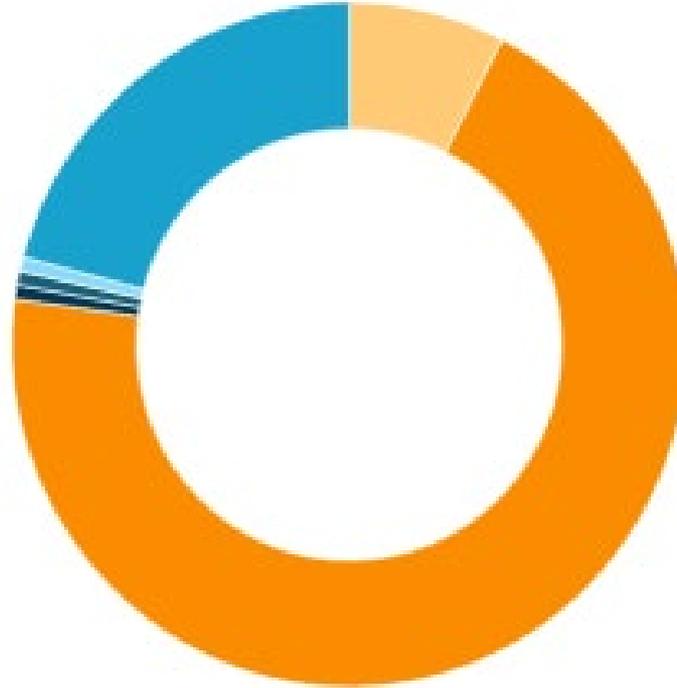
1. Update Tobacco Use Treatment policy, workflows, and EHR
2. Train staff
 - New Policy
 - Motivational Interviewing
 - Pharmacotherapy
 - Train-the-trainer
3. Quality improvement cycles



Methods of Outreach Conducted

Between January 2023 - September 2024

- NYCTT Cold Calls
- NYCTT Cold Emailing
- NYCTT Staff Network
- Warm Hand-Offs from NYCTT Partners
- Previous work with NYCTT
- NYC REACH

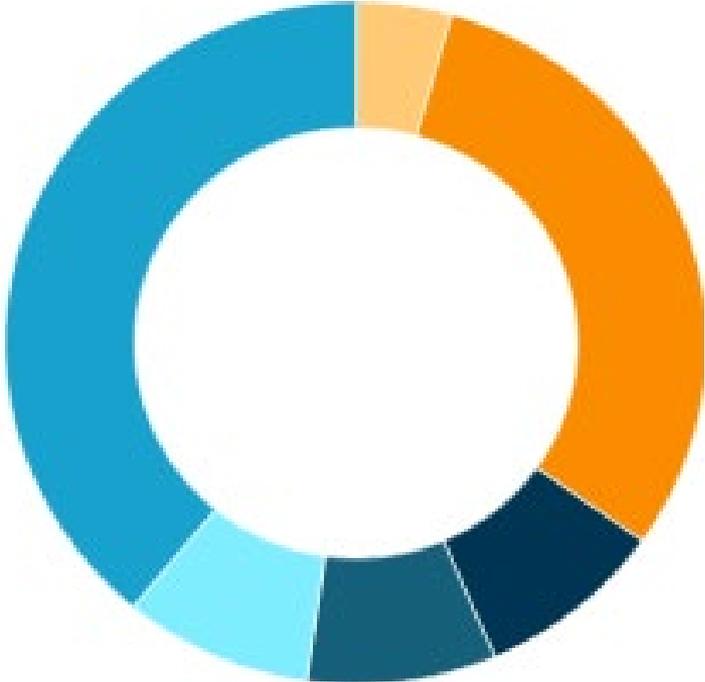


- 8%
- 73%
- 1%
- 1%
- 8%
- 22%

Most Successful Outreach Came from Networking (65%)

Between January 2023 - September 2024

- NYCTT Cold Calls
- NYCTT Cold Emailing
- NYCTT Staff Network
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- 4%
- 30%
- 9%
- 9%
- 9%
- 39%

Results

109,348 patients reached

5 FQHCs

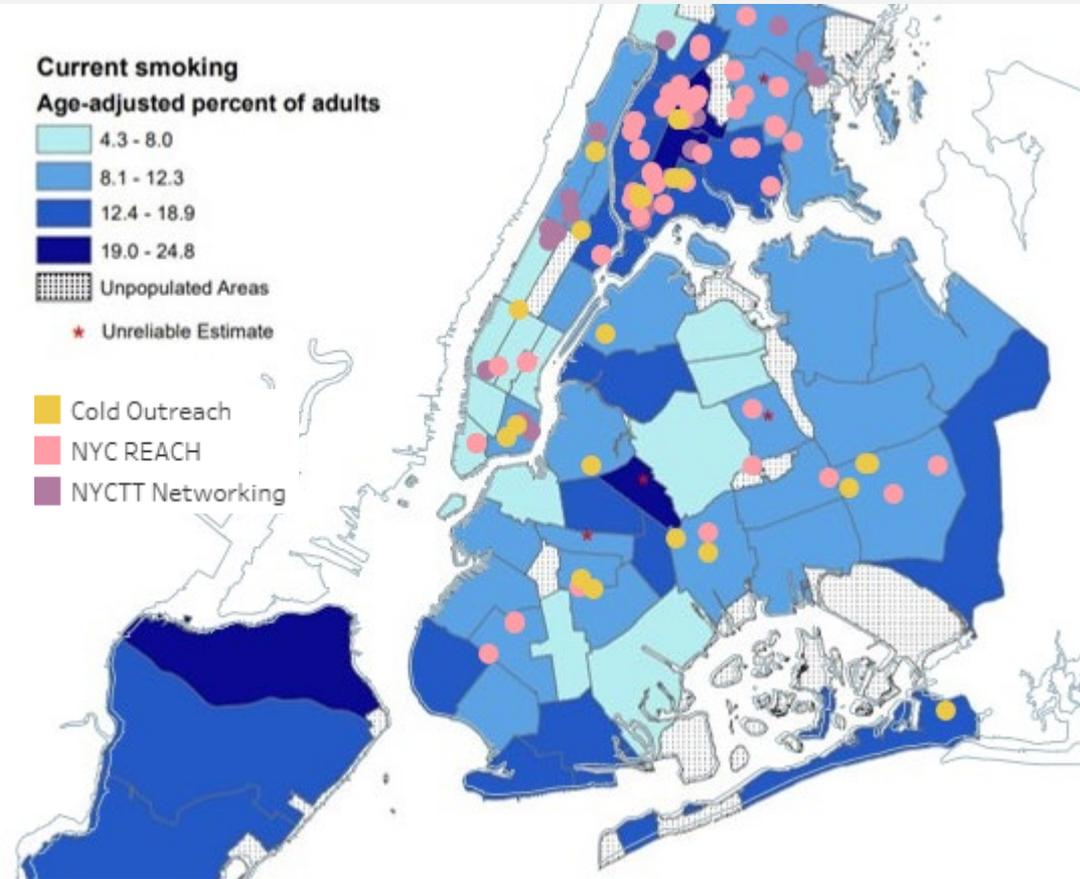
6 CHCs

3 Hospitals

5 private practices

1 urgent care

1 skilled nursing facility





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THANK YOU

Questions?

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