



OREGON  
**HEALTH**  
AUTHORITY

May 1, 2025

# Tobacco Treatment in Behavioral Health Settings

Presentation to Conference of Local Health Officials, Health Promotion and Protection  
Committee

Presentation by: Cassy Westbrook and Rachel Petersen

# Goals of Presentation

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- **Goal:** CLHO HPP members will be aware of the resources available for use when working to address commercial tobacco use among people living with behavioral health conditions.
- **Goal:** CLHO HPP members will know about BIG TRAIL, NiTR, and upcoming opportunities for training, technical assistance, and collaboration
- **Other Goals Shared by CLHO HPP Members:**
  - Quit Line
    - Worked with Gwyn and Elisabeth to schedule a presentation at June meeting
  - How are counties working on cessation and who can we collaborate with?
    - Goal shared with Community Programs Liaisons Team Lead
    - Once TPEP workplans are finalized we will work with HPP Facilitators for best way to share

# Agenda

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- Why is this important?
  - Making the case
- Resources
  - NiTR Project
  - OSU College of Pharmacy
  - Affinity Group: Nicotine Treatment and Health Systems
- BIG TRAIL
  - Project
  - Updates
  - Upcoming
- Time for Questions and Discussion

# Why is this important?

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- How do we answer people who ask why should we do this work?
  - **40%** of all commercial tobacco products are purchased by people with behavioral health conditions
  - People with behavioral health conditions who smoke die on **average 10 years** earlier
  - **80%** of people with serious mental illness (SMI) use commercial tobacco products
  - The majority want to quit and average **7- 31 quit attempts**
  - **No wrong door** approach to tobacco treatment



# Prevailing Myths

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- Treating tobacco use will interfere and/or negatively impact BH treatment outcomes.
- People with BH conditions can't quit.
- People with BH conditions are not interested in quitting
- Smoking alleviates symptoms of mental health conditions.

# Facts

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- Treating tobacco use is associated with **improvements** in mental health and reduces SUD relapses.
- People with BH conditions **can** quit with the **right support and treatment.**
- The **vast majority** of people with BH conditions **desire to quit** or reduce smoking.
- Smoking **worsens** symptoms of mental health conditions.

# Nicotine Treatment and Recovery (NiTR) Project

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- HPCDP partners with the Rede Group for the Oregon Nicotine Treatment and Recovery (NiTR) project
- Project includes:
  - Annual Substance Use Disorder (SUD) Facility Survey
  - Tobacco Treatment Specialist training cohort
    - Community of Practice for TTS: Coming soon!
  - Training, technical assistance, and resources for behavioral health providers
  - Promoting TTS within Oregon's Traditional Health Worker model
  - Facilitating NiTR Expert Panel
  - Support BIG TRAIL Collaborative

# Resources available through NiTR Project

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- Training and Technical Assistance
  - [NiTR Collab Space](#)
    - [NiTR Tool Repository](#) (*includes materials created by Rede and materials from peers*)
    - Project reports and materials
    - Always updated!
  - [2023 Billing Guide for Behavioral Health providers](#)
    - **Resource:** Can request TA for you and your partners on implementing the guide
  - Request for TTA
    - The NiTR project team can provide more focused TTA in any of these project areas
      - **Email Cassy and Rachel**
      - **TTA Request Form at the bottom of the NiTR Tool Repository**
    - Plan to hold a larger training opportunity in fall 2025.
      - Focus is still being determined and your feedback has been noted as possible areas for focus

# Resources available through NiTR Project

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- Annual Substance Use Disorder (SUD) Facility Survey
  - [2024 Survey report available for use in your work](#)
    - **Resource:** Use report for talking points with partners, in materials or presentations
    - **Resource:** Tool to help identify areas for possible policy, systems, and environmental change
  - 2025 Survey is currently open
    - **Resource:** Share it among your local partners to increase participation in your areas
    - **Resource:** Use it as an assessment tool with partners



# Resources available through NiTR Project

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- Tobacco Treatment Specialist (TTS) Training Sponsorship
  - NiTR covers registration fees for applicants to participate in UNC/Duke's TTS training
- Next cohort: July 2025. Recruitment will begin soon!
  - **Resource:** Share opportunity with behavioral health partners
- Coming Soon! Launching Community of Practice for TTS
  - **Resource:** Will offer a space for peer to peer learning and support as participants look at how to implement tobacco treatment in their work environment
  - **Resource:** NiTR project team will use CoP to inform training and technical assistance offerings

# Additional Resources

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- HPCDP Partnership with OSU College of Pharmacy
  - Partnering with pharmacies to expand access to tobacco screening and treatment
  - Provide technical assistance to grantees and their partners related to:
    - NRT treatment best practices
    - Partnering with their local pharmacist(s)
    - Communicating and promoting cessation options
  - **Resource:**
    - Dispel myths and provide accurate guidance on prescribing tobacco treatment to people who are also taking behavioral health prescribed medications
    - Help providers develop talking points to use with people living with behavioral health conditions and the broader community about tobacco treatment
    - **Email Rachel Petersen to request TTA and additional information**

# Nicotine Treatment Health System Affinity Group

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The Tobacco Prevention and Education Program (TPEP) Coordinator for Jackson County Public Health is excited to announce that they are restarting the Nicotine Treatment Health System Affinity Group!

- 1st meeting: May 8<sup>th</sup> from 9:00 am - 10:00 am PST.
- Meetings will re-occur once a month on the second Thursday of the month.

This will be a great opportunity to connect, work in partnership, and discuss aligned goals through our TPEP work plans.

**Here is the link to the meeting series:**

<https://jacksoncountyor.zoom.us/meeting/register/NR9p2OhISWCI90bbsq2R1Q>

# Big Trail Collaborative Partnership

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National Center of Excellence  
for Tobacco-Free Recovery



# Goals of the BIG TRAIL Summit

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- **Develop a state action plan** to reduce rates of commercial tobacco use among people with behavioral health conditions
- **Mobilize partners and people** with lived experiences to develop concrete strategies
- **Align with other key strategic efforts** to maximize collective impact in reducing health equities

# Action Areas for Big Trail

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- Increased knowledge of NRT
  - Behavioral health providers
  - Individuals and loved ones
  - Social systems
- Integrating tobacco counseling and treatment into more certifications
  - Peer support specialists, peer recovery specialists
  - Build communication and collaboration across disciplines
  - Build workforce that is ready for full integration of tobacco treatment into behavioral health care

# Action Areas for Big Trail

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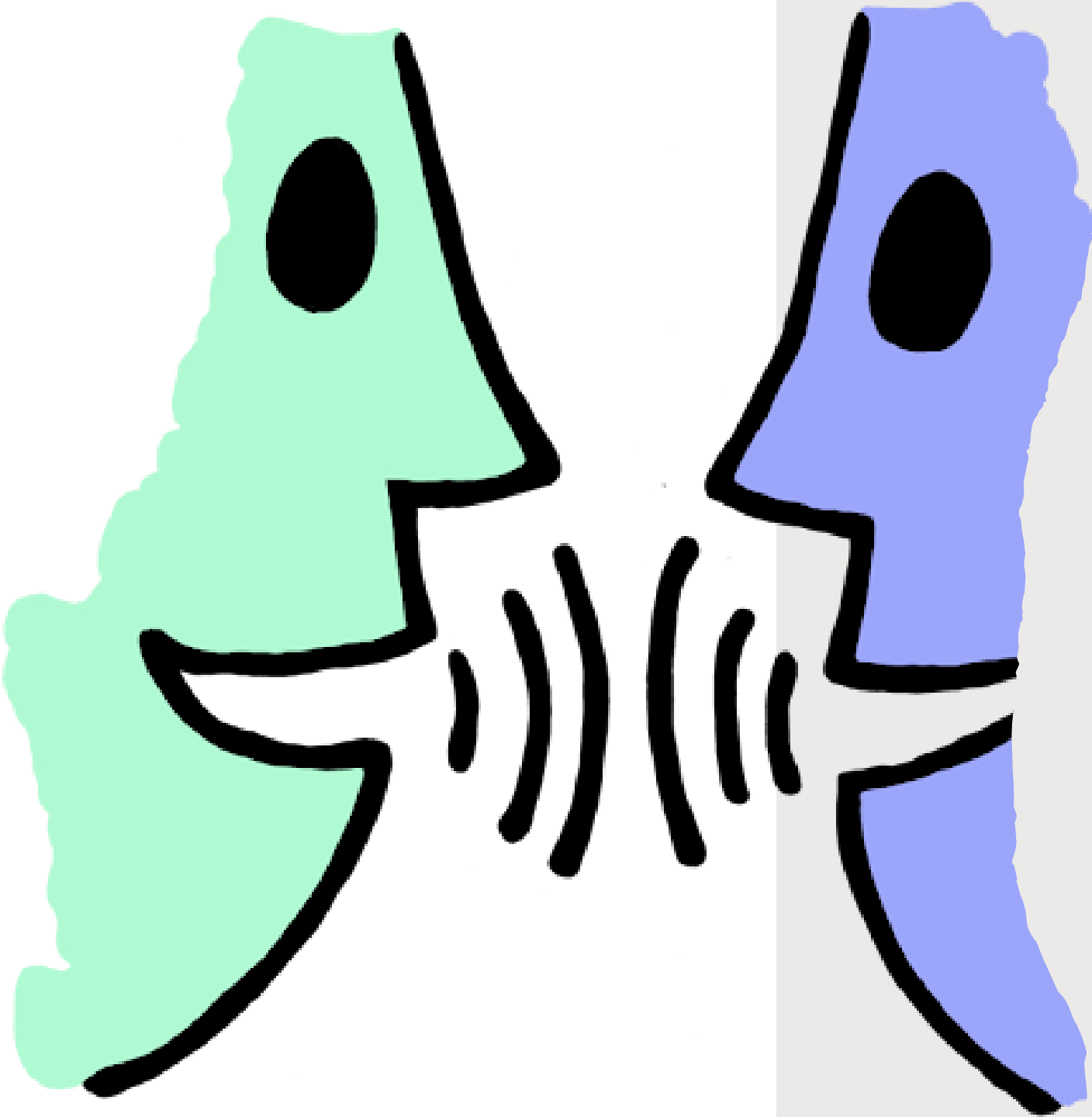
- Improve funding of tobacco screening and treatment
  - Increase reimbursement rates
  - Move towards unlimited counseling sessions to allow for a more accessible treatment model
  - Braided funding to leverage multiple resources and build systems that reflect an integrated approach
  - Increase accessibility of NRT

# Coming Up

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- Big Trail Continues
  - Statewide action plan is in draft form
  - Establish a meeting cadence to bring folks back together to keep conversation going, reflect work accomplished, and identify upcoming opportunities
  - Open and evolving collaboration that anyone can join!





We are genuinely here to provide support and to learn alongside you *AND your behavioral health* partners.

Please share any of the information and materials discussed here today with behavioral health partners.

To be included in future Tobacco Cessation events and updates on BIG TRAIL, please share your email in the chat.

If you have further TA needs, we'd love to hear from you! Please fill out [this form](#).

# Thank you!!

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Please reach out with any questions, comments, or requests for TTA.

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