



Talking About Tobacco:

A new conversation about tobacco use and peer support

February 18, 2021
3:00 – 4:30 pm Eastern

1



 **ACADEMY OF PEER SERVICES**

 **NEW YORK STATE OF OPPORTUNITY.** | **Office of Mental Health**

 **RUTGERS**
 School of Health Professions

 **NYAPRS**
Partners in Recovery

The Academy of Peer Services (APS) is funded by the NYS Office of Mental Health (OMH) and operated by Rutgers University, School of Health Professions, Dept. of Psychiatric Rehabilitation in partnership with the New York Association of Psychiatric Rehabilitation Services (NYAPRS).

2

Housekeeping



- **Webinar is being recorded**
- Keep audio mute/camera off
- Use chat to ask questions
- Q&A will be at the end
- Recording will be converted to a continuing education course (CE credit)



3

Presenters



Amanda Saake, LMSW, CPRP, NYCPS-P
 Special Assistant to the Commissioner
 Director of the Office of Consumer Affairs, NYS OMH



Susan Friedlander, LCSW
 Director of Community Integration and Wellness
 Initiatives New York City Field Office, NYS OMH



LaVerne Daisy Miller, JD
 Executive Consultant, NYC Justice Peer Center
 Initiative



4

Presenters



Gina Kaye Calhoun, BA, CPS, CPSS, ALF, AFAA-CGFI

The Copeland Center for Wellness and Recovery and Doors to Wellbeing



Regina Shoen

Advocacy Specialist II
Office of Consumer Affairs, NYS OMH



Rita Cronise, MS, ALWF (Moderator for this session)

Coordinator, Academy of Peer Services Virtual Community
Distance Faculty, Rutgers University

5

Objectives



- Identify how marginalized populations have been targeted for tobacco use
- Describe how culturally competent public health approaches and peer support can help to promote overall wellness
- Recognize motivations for using tobacco as shared in the presenters' personal "tobacco stories"
- Clarifying information related to tobacco use
- Explore the role peer supporters can play in addressing tobacco

6

“If you want to conquer the anxiety of life, live in the moment, live in the breath.”

Amit Ray

Positive Psychology

7

Why Talk About Tobacco?

Amanda and Susan share their stories and how the idea for this series started.

8

Why Talk about Tobacco? [Amanda]

- Introduction
- OMH has a commitment to better integrating a health and wellness in our services.
- Tobacco use disproportionately impacts people with behavioral health conditions, resulting in illness and reduced life span.
- More complications with COVID-19.
- Tobacco use can also have a negative impact on recovery and community inclusion
- Let's start a tobacco conversation which honors the values, principles and practices of Peer Support.
- We're looking to create opportunities for tobacco champions and influencers in the Peer Support community!

Please contact me if you feel passionate about addressing tobacco use in your role as a Peer Worker, Amanda.saake@omh.ny.gov



9

Why Talk about Tobacco? [Susan]

- Introduction
- Creedmoor Project & Lessons Learned
 - Peer Supporters can play a critical role!
 - Not enough peer support for tobacco interventions
 - Focus on cessation excludes people who are not ready to quit
 - Need more practical information about how to properly use NRT

How can we help you more effectively address tobacco use in your role as a Peer Supporter?



10



The Methodical Targeting of Poor and Marginalized Communities by Tobacco Manufacturers, Marketers, and Retailers

11



Targeting Poor and Marginalized by Tobacco Companies, continued

Empowering Communities And Trusted Messengers To Level The Playing Field by Providing Access to and Promoting Culturally Competent Strategies To Engage Communities in Discussions About The Costs of Tobacco Use And The Benefits Of Reducing its Use

12

Public Policy Shifts Against Tobacco Use

- Over the past 30 years attitudes towards tobacco use have shifted
- No longer disputed that tobacco use has adverse health consequences
- Evidence that it poses even higher risks to the health of those with pre-existing health conditions
- Federal laws enacted against media advertising of tobacco products and state taxes on purchase of products increased
- Resources expended on public health messaging
- Limitation on smoking in public places and spaces



13

What Communities Are Left Behind?

- Marginalized and poor communities have not experienced anticipated reductions in tobacco use
- Tobacco products continue to be marketed in these communities
- Retailers have adopted strategies to reduce the cost of tobacco products such as cigarettes
- Regulations rarely enforced
- Minimization of risks
- Lack of prioritization by care providers



14

Examples of Retail Strategies

- Availability of “loosies”

Can you provide any other examples ?



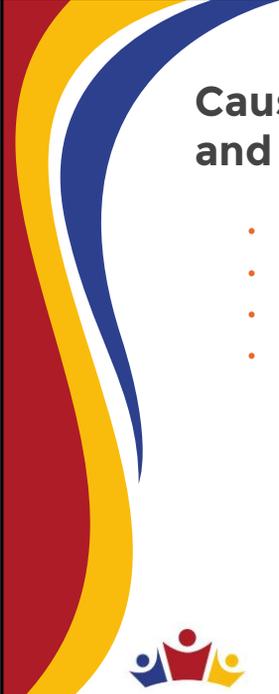
15

The Failure of Public Health Messaging

- The Covid-19 Pandemic has opened our eyes to the impact that messengers and messenger have upon beliefs, attitudes, and behaviors
- Although there has been some improvement in the area of tobacco use, the messengers and messages frequently do not reach everyone
- Simply changing the language of the message does not take into account different cultural attitudes about tobacco use or the strategies that are most likely to resonate with different communities
- Ongoing disparities exist in the availability and accessing of information



16



Causes of Disparities in Access and Availability

- Institutional Racism
- Poverty
- Discrimination
- Stigma



17



Cultural competence

18



Cultural Competency

- “You know it when you see it”(LaVerne’s Rule)
- Although cultural competency by itself cannot eliminate disparities, it can ensure that communities are treated with respect with their values, norms and traditions honored by those who interact with them. Taking an asking and listening stance and giving groups and individuals an opportunity to talk about themselves, what is important to them, their previous experiences, and how you can best support them. These things can be integrated in public health messaging to groups and individuals.

19



Cultural Competency (continued)

- Can you provide an example about how you used cultural competence in your work?

(CHAT) EXAMPLES

- Did it make a difference?
- Did it prompt you to learn more about that person’s culture?

20



Innovative Strategies in Public health

21

The slide features a white background with a decorative graphic on the left side consisting of overlapping yellow, red, and blue curved shapes. In the bottom left corner, there is a small logo of three stylized human figures in blue, red, and yellow. The main title is centered in a bold, black font. Below the title is a bulleted list of three points.

Emergence of Innovative Public Health Strategies

- Most individuals have initial discussions about tobacco use with their primary care physician
- New strategies include peer to peer support, outreach and engagement by trusted community messengers in trusted community places and access to free or low- cost nicotine replacement therapies.
- Many localities have successfully utilized Community Health Workers to fulfill this mission

22

How Peer Specialists Can Start The Conversation

- Role Model
- Don't judge or treat tobacco use as a moral failure or a lack of personal will power- don't get on a soap box
- Engagement
- Provide resources and information
- Collaborate and build partnerships with Community Health Workers
- Share strategies and resources with other Peer Specialists
- Encourage peers to tell their stories and provide opportunities for them to share their stories with their peers



23

Thank you!

LaVerne Daisy Miller, JD

lmstuy1978@icloud.com

347-703-6260



24



A Choice and A Plan...

Gina Calhoun describes the benefits of smoking and using WRAP® to make a change



25



A Choice and A Plan

- *Self-perceived benefits of Smoking*
- *The Choice to think about 'taming tobacco' in my life*
- *WRAP® - My Plan, My Way*



26



Clearing the Air About Tobacco & Vaping

Susan discusses some of the finer points about tobacco use, nicotine, and nicotine replacement therapy (NRT)

27



Clearing the Air About Tobacco & Vaping

- Tobacco use is a threat to Health and Wellness---but it can also be a barrier to Recovery & Community Inclusion
- Cessation is the healthiest choice---but it is not the only choice.
- Vaping or e-cigarettes may be less harmful than combustible cigarettes for non-pregnant adults---but studies are increasingly demonstrating that vaping is not “safe”.
- Vaping is not an FDA-approved cessation method.

 https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html

28

Clearing the Air About Tobacco & Vaping: Nicotine 101

- Nicotine is a non-carcinogenic chemical in tobacco that is highly addictive
- Nicotine activates the dopamine reward pathway in the brain (creating a pleasurable “buzz”) and reinforces the need for tobacco
- Person becomes dependent on nicotine to obtain a sense of pleasure and to avoid unpleasant withdrawal symptoms



29

Clearing the Air About Tobacco & Vaping: Nicotine Withdrawal

- Irritability/frustration/anger
- Anxiety
- Difficulty concentrating
- Restlessness/impatience
- Depressed mood
- Insomnia
- Increased appetite/weight gain
- Cravings



30

Clearing the Air About Tobacco & Vaping: Withdrawal-Use- Relief Loop

- Withdrawal symptoms can be very similar to mental health symptoms!
- Perception that tobacco helps with mental health symptoms:
 - “It calms me down”
 - It helps me think straight”
 - “It lifts my mood”
 - “I sleep better”
- Another interpretation? “I experience relief from withdrawal when I take in more nicotine!”



31

Nicotine Replacement Therapy (NRT)

“NRT reduces withdrawal feelings by giving you a small controlled amount of nicotine---but none of the other dangerous chemicals found in cigarettes. This small amount of nicotine helps satisfy your craving for nicotine and reduces the urge to smoke...NRT is safe and effective.”

Smokefree.gov



32

Clearing the Air About Tobacco & Vaping: Nicotine Replacement Therapy (NRT)

- Can be used as support for cessation
- Can be used to manage cravings when you are in a place where smoking is prohibited (community inclusion).
- Five types (Patch, Gum, Lozenge, Nasal Spray & Inhaler)
- FDA: Okay to use 2 NRT products (Patch + Fast-Acting).
- Safe to use NRT even if still smoking.
- All 5 products fully covered by Medicaid in NYS when prescribed
- Important to use correctly to get the full benefit!
- “Be Free with NRT” video:
<https://www.youtube.com/watch?v=UOEpWE8GY0Q>



33

Questions and Answers

The presenters address
questions from the
audience in the chat



34



Next in the Series

35



References

When you complete the evaluation for this session you will be able to access of file with the references and resources shared in this session

36

Thanks!

On behalf of the Academy of Peer Services, we thank you for attending today's webinar.

For questions related to today's topic or ideas for upcoming sessions, send email to:

academy.virtual.community@gmail.com

Presentation Template Credit: <https://slidesgo.com>

