



Talking About Tobacco: CHOICES and Peer Support

Broadcast on October 25, 2021

Workshop Description

The CHOICES program was created in 2005 to address the serious healthcare problem of smoking among individuals with mental illness. Tobacco use among individuals with a mental illness or addiction is a significant health problem, with numerous studies showing higher rates of smoking and lower rates of smoking cessation in this population.

The CHOICES program uses a unique consumer-driven perspective for addressing tobacco among people with mental illness. CHOICES stands for “Consumers Helping Others Improve their Condition by Ending Smoking” and is an important name, symbolizing empowerment and personal choice in recovery. CHOICES employs mental health peer counselors to deliver the vital message to smokers with mental illness in the community that addressing tobacco is important and to motivate them to seek treatment. CHOICES mental health peer counselors called Consumer Tobacco Advocates (CTAs) serve as tobacco-focused consultants to consumers to assist them with linkages to treatment, referrals, advocacy, support and the provision of educational materials. CTAs are paid positions, for non- or former-smokers and most work for the program part-time.

The goal of the CTAs is not to provide direct tobacco treatment but to visit mental health centers, psychiatric hospitals, group homes, self-help centers, health fairs and conferences to communicate with and educate consumers about their smoking. They also provide resources about places in New Jersey where smokers with mental illness can receive tobacco dependence treatment. CHOICES is based in the department of psychiatry at Robert Wood Johnson Medical School and partnered with the Mental Health Association of New Jersey, a consumer-driven mental health advocacy organization, and the New Jersey State Division of Mental Health and Addiction Services, a primary source of funding for the program.

Presenters: Trish Dooley Budsock, Azeem S., Deidre S., and Lisa E.

Moderators: Susan Friedlander and Rita Cronise.

Objectives

By the end of this session, you will be able to:

- Identify the scope of tobacco dependence problem among mental health consumers.
- Discover CHOICES, a peer delivered tobacco dependence education and intervention program in New Jersey.
- Provide an overview of the implications of smoking during the Covid-19 Pandemic..
- Identify aspects of the CHOICES model that best adapt to the work you currently do.

References

Articles and Sites (alphabetical by author or source)

Centers for Disease Control. (2021). Causes of Death by Age Group.

Centers for Disease Control. (2020). Causes of Death in Eight States.

Centers for Disease Control. (2018). E020CDC, BRFSS: Current Cigarette Use Among Adults.

Centers for Disease Control. (n.d.). Cigarette smoking is down but about 34 million American adults still smoke.

Miller, et al. (2006) National Association of State Mental Health Program Directors, Medical Directors Council. Morbidity and Mortality in People with Serious Mental Illness. [Final Report](#).

NJ CHOICES | <https://www.njchoices.org/>

NJ CHOICES | [Newsletter](#)

SAMHSA CBHSQ Report. (2013). Prevalence of Smoking Not Decreasing in those with Serious Mental Illness

Steinberg, ML et al, J Consul Clin Psychology, 2004

The Truth (n.d.). Smoking is a Social Justice issue: www.thetruth.com

World Health Organization (2020). Global Impact of Tobacco Use.

PRESENTER BIOS (In order of appearance)



Trish Dooley Budsock

Trish is a Program Manager and Mental Health Clinician at the Division of Addiction Psychiatry. She has a master's degree in Counselor Education, and is a Licensed Professional Counselor, as well as a Tobacco Treatment Specialist.

She is the Director of CHOICES (Consumers Helping Others Improve their Condition by Ending Smoking), a peer outreach program that utilizes peer counselors to address tobacco in the mental health community. She has been with the CHOICES Program since 2010, and the Division since 1998.



Azeem S.

Azeem is an ex-smoker who quit 9 years ago. He attributes his success in quitting to using Nicotine Replacement Therapy and to support from the Tobacco Dependence Program at Rutgers. He loves the feeling of being able to breathe fully without coughing and appreciates the return of his ability to workout and be active.

He also very much enjoys being a Consumer Tobacco Advocate and helping others achieve their goal of quitting. He has a Bachelors degree in Biology and also attended medical school and film school for some time.



Deidre S.

Deidre is an ex-smoker who attributes her success to attendance at support groups, use of the website www.njquitnet.com and the use of nicotine replacement therapy. She started attending Dr. Williams' quit smoking support group over 15 years ago. She made many (8) attempts at stopping smoking before this last successful quit attempt. She has finally stopped for good this time. Quitting smoking has enabled her to live a much healthier lifestyle, which includes working out at a gym and eating healthy foods.

Deidre is interested in speaking to consumers and helping them quit smoking and live healthier lives. It has been 14 years since Deidre had her last cigarette. Deidre has also saved \$227,000 as a result of quitting smoking, which includes the money she earned as an advocate for CHOICES.



Lisa E.

Lisa joined CHOICES in October 2013. She is a former long time smoker who admits she was in denial about the health and financial consequences of smoking. Lisa feels fortunate to have found help at the Tobacco Dependence Program at Rutgers, where she had individualized counseling, nicotine replacement therapy and joined the support group. On her second quit attempt, she was successful and remains smoke free.

Lisa's message to consumers is since she has quit, she feels better, breathes better, looks better, and has extra money in her pocket.

MODERATOR BIOS



Susan Friedlander, LCSW

Susan Friedlander is the director of Community Integration and Wellness Initiatives at OMH's NYC Field Office. She received her B.A in Political Science from Kenyon College and her M.S.W. from New York University. Susan has a wide range of experience in the mental health field and has worked in clinics, inpatient hospitals, and psychiatric rehabilitation programs as a practitioner. After several years at South Beach Psychiatric Center where she developed innovative interactive television programming, she joined the NYC Field Office as part of the Assisted Outpatient Treatment Team. Subsequent roles have included serving as the Queens Borough Coordinator and the lead for Personalized Recovery Oriented Services programs. More recently, Susan has had the opportunity to focus on tobacco interventions including the development of "Crushing Cravings", a 12-session curriculum for smokers in pre-contemplation. As a former tobacco user, she is passionate about assuring that people who participate in mental health services have access to stagewise tobacco interventions which support recovery and community inclusion. In her non-work hours, she adores travel, the arts, gardening, wildlife, forest-bathing, yoga and hanging out with Chloe, a semi-feral kitty she adopted in May 2020.



Rita Cronise, MS, ALWF

Rita holds a position as distance faculty at Rutgers University on the instructional design team for the Academy of Peer Services, where she also serves as the Coordinator for the Virtual Learning Community. She has been involved in the peer support movement for over 20 years and uses her lived experience both as a person with a major mental health condition and as a facilitator of many forms of peer support to provide resources to those in the peer support workforce. Rita is a former smoker who understands the challenges of managing nicotine and other forms of addiction. In previous webinars she shared her personal story of tobacco use and her motivation for change.



Maryam Husamudeen (Technical Support for this session)

Maryam Husamudeen has been a Peer Bridger for NYAPRS since 2013 and the User Support Staff for APS since 2018. Her work experience allows her to be highly skilled in the field of High-Risk populations. She is an Advocate and Consultant. She is very dedicated to servicing the community. Her objective is to enlighten service providers on the barriers to care of these populations and develop Quality Improvement Techniques to have a more efficient interaction. She is a seasoned nonprofit professional with over 30 years' experience. She has earned her BA in Sociology. She is a NY State Certified Peer Specialist and newly trained in eCPR amongst other certifications.

For Further Information

These resources are recommended for further study from previous sessions in this series.

Copeland, M.E. (2014). WRAP® for Life, Chapter 15: WRAP® for Becoming a Non-Smoker. Mental Health Recovery and WRAP® materials are developed by Mary Ellen Copeland and copyrighted by Advocates for Human Potential, Inc.
https://www.wrapandrecoverybooks.com/store/wrap_for_life.html

Ford, P., Clifford, A., Gussy, K. & Gartner, C. (2013). [A Systematic Review of Peer-Support Programs for Smoking Cessation in Disadvantaged Groups](#). *International Journal of Environmental Research and Public Health* 10(11): 5507-5522.

Gardiner, P. (2004). [The African Americanization of menthol cigarette use in the United States](#). *Nicotine & Tobacco Research*, Vol 6(1) S55-S65.

Prochaska, J. & DiClemente, C. (1983). Stages and processes of self-change of smoking: Toward and integrative model of change. *Journal of Consulting and Clinical Psychology*, 51(3), 390–395. <https://doi.org/10.1037/0022-006X.51.3.390>

Rosario, C. & Harris, K. (2020). [Tobacco Advertisements: What Messages Are They Sending in African American Communities?](#) *Health Promotion Practice*.

Rutgers Center of Alcohol & Substance Use Studies. (2021). Wellness in Recovery (WinR). The 8 Dimensions of Wellness. <https://alcoholstudies.rutgers.edu/wellness-in-recovery/>

Smith, S. (2010). [Tobacco signs still target city's poorest areas](#). The Boston Globe.

Swarbrick, M. (2006). A wellness approach. *Psychiatric Rehabilitation Journal*, 29(4):311-4.
<https://doi.org/10.2975/29.2006.311.314>

Swarbrick, M., Murphy, A., Zechner, M., Spagnolo, A., & Gill, K. (2011). Wellness Coaching: a new role for peers. *Psychiatric Rehabilitation Journal*, 34(4):328-31. doi: 10.2975/34.4.2011.328.331. PMID: 21459751

van den Brand, F., Nagtzaam, P., Nagelhout, G., Winkens, B., & van Schayck, C. [The Association of Peer Smoking Behavior and Social Support with Quit Success in Employees Who Participated in a Smoking Cessation Intervention at the Workplace](#). *International Journal of Environmental Research and Public Health* 16(16): 2831.

Zern, A., Seserman, M., Dacus, H., Wallace, B., Friedlander, S., Manseau, M., Smalling, M., Smith, T., Williams, J., & Compton, M. (2020). [Screening and Treatment of Tobacco Use Disorder in Mental Health Clinics in New York State: Current Status and Potential Next Steps](#). *Community Mental Health Journal*. Online Ahead of Print.

OTHER RESOURCES AND ORGANIZATIONS

[Cigarette Smoking and Tobacco Use Among People of Low Socioeconomic Status](#). Centers for Disease Control and Prevention (CDC) website.

[Culturally Competent Smoking Cessation for People with Serious Mental Illness](#), Center of Excellence for Cultural Competence, New York State Psychiatric Institute, Cultural Competence Matters Newsletter, Feb 2009.

[Quick Facts on Risks of E-Cigarettes](#). Centers for Disease Control and Prevention (CDC) website.

[National Center for Cultural Competence](#). Georgetown University website.

[Morgan State University CEASE Smoking Program](#). Morgan State University, School of Community Health & Policy website.

[The Role of the Community Health Worker](#), New York Presbyterian Performing Provider System website.

[Tobacco Company Marketing to African Americans](#). Tobaccofreekids website.

[Tobacco is a social justice issue: Racial and ethnic minorities](#). truth initiative website.

[Tobacco-free Toolkit for Behavioral Health Agencies](#). California Behavioral Health & Wellness Initiative website.

[Train the Trainer Smoking Cessation Toolkit: Help Someone Quit Smoking Today](#). Institute for Health Promotion and Disease Prevention Research (IPR), Preventive Medicine, Patient Education and Community Outreach Center, Norris Comprehensive Cancer Center, Keck School of Medicine of USC University of Southern California (USC), Multicultural Area Health Education Center (MAHEC), National Latino Tobacco Control Network (NLTCN), and Indiana Latino Institute (ILI).

WEBSITES

American Lung Association

<https://www.freedomfromsmoking.org/>

CDC Smoking and Tobacco Use

<https://www.cdc.gov/tobacco/>

https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/?s_cid=OSH_tips_D9385

<https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/index.html>

National Cancer Institute

<https://smokefree.gov/>

Nicotine Anonymous

<https://nicotine-anonymous.org/>

NJ CHOICES

<https://www.njchoices.org/>

North American Quitline Consortium (New York)

<http://map.naquitline.org/profile/usa/ny/>

NYS Smokers Quitline

<https://www.nysmokefree.com/>

Roswell Park Cessation Services

<https://rpcs.roswellpark.org/>

The Truth Initiative (inspiring tobacco free lives)

<https://truthinitiative.org/>

VIDEOS

NYC Health (2019). Nicotine Replacement Therapy. [Video 15:12 min.] Retrieved from

<https://youtu.be/UOEpWE8GY0Q>

Doors to Wellbeing (2019). Peer Support and Smoking Cessation by Gina Calhoun. [Video 60:33

min.] Retrieved from <https://youtu.be/UOEpWE8GY0Q>

RESEARCH

New Jersey CHOICES is conducting a study of people with mental health conditions who smoke. Rutgers-Robert Wood Johnson Medical School, Department of Psychiatry in New Brunswick is conducting an **online survey** to evaluate tobacco quitting barriers in smokers with mental health conditions. Eligibility Requirements: Volunteers must be smokers who are 18 years or older. Compensation: You will be compensated for your time (\$20 gift card). Visit www.tinyurl.com/RUTBS to complete the survey.