



RHIP Clinical Cardiovascular Disease Workgroup
Deschutes County Building (Lyon Room)
1300 NW Wall Street, Bend

Agenda: March 27, 2018 from 4:00-5:00pm

Goals

Clinical Goal: Improve hypertension control

Prevention Goal: Increase awareness of the risk factors for cardiovascular disease including tobacco use, uncontrolled hypertension, high cholesterol, obesity, physical inactivity, unhealthy diets, and diabetes.

Health Indicators by 2019	QIM Measure	State Measure	Healthy People 2020
1. Increase the percentage of OHP participants with high blood pressure that is controlled (<140/90mmHg) from 64% to 68% (Baseline: QIM NQF 0018 - Controlling high blood pressure, 2014).	√		√
2. Decrease the prevalence of cigarette smoking among adults from 18% to 16% (Baseline: Oregon BRFSS, 2010-13; QIM Cigarette Smoking Prevalence).	√		√
3. Decrease the prevalence of smoking among 11 th and 8 th graders from 12% and 6%, respectively to 9% and 3%, respectively (Baseline: Oregon Healthy Teens Survey, 2013).			√
4. Decrease the prevalence of adults who report no leisure time physical activity from 16% in Crook County, 14% in Deschutes County and 17% in Jefferson County to 14%, 12%, and 15 % respectively (Baseline: Oregon BRFSS, 2010-13).			
5. Decrease the prevalence of 11 th graders and 8 th graders who 0 days of physical activity from 11% and 6% to 10% and 5%, respectively (Baseline: Oregon Healthy Teens, 2013).			

1. **4:00** **Introductions—All**
2. **4:00-4:30** **Youth Tobacco Cessation Focus Group Interviews Summary—Rebeckah & Kris**
3. **4:30-4:50** **RFP for Central Oregon Youth-Developed Tobacco Cessation Video—All**
 - How will we measure change? (Not process measures)
4. **4:50-5:00** **Central Oregon Cessation Benefits Draft Document—All**
5. **5:00** **Action Items & Announcements—All**
 - Next steps

Next Meeting: 4.24.18 from 4-5pm (Deschutes County Bldg. (Lyon Room) 1300 NW Wall St., Bend)



CardioVascular Disease: Clinical (10)	Organization
Mark Backus, MD, FACP	Cascade Internal Medicine Specialists
Stevi Bratschie, MPH	PacificSource
Maria Hatcliffe, RN, MPH	Mosaic
David Huntley, MPH	Epidemiologist - Community Member
Alison Little, MD, MPH	PacificSource
Sara Mosher, RN, BSN, MHA	St. Charles Medical Group
Robert Ross, MD, MScED, FAAFP	St. Charles Health System/St. Charles Medical Group
Divya Sharma, MD, MS	Central Oregon IPA & Mosaic Medical
Shiela Stewart, RN, BSN	Central Oregon IPA
Kris Williams	Crook County Health Department

YAC Focus Group Results

All questions were asked to 24 high school students participating in Youth Advisory Councils (YACs) in four high schools in Deschutes County. See the number of students below:

	Sisters High	Redmond High	La Pine High	Bend High	Total
Female	3	6	2	6	17
Male	2	0	3	2	7

General Questions

These questions were asked verbally to groups of students. In this area, “n” refers to the number of groups who gave each response.

1. What would be the best way to help a teenager quit using tobacco?

- Truth Campaign facts/long term health facts (n=2)
- Keeping them busy with other things (being in places or participating in activities that do not allow for tobacco use) (n=2)
- Guaranteeing total privacy/anonymity in the process of quitting (n=2)
- Connecting with others who are in the process of quitting or who have quit in person
- Meeting people who quit
- Limiting/Removing access to tobacco
- Avoiding people who use tobacco and actively engaging with people who do not use tobacco
- A look at the effects of aging caused by smoking/appeal to their vanity

2. Who would a teenager listen to about quitting tobacco?

- Their friends (n=3)
- People their own age (n=2)
- Trusted adults (teachers, coaches, etc.) (n=2)
- People slightly older than them
- Some might listen to doctors
- People experiencing their circumstances who they feel understands them
- Police
- Former tobacco users
- Celebrities/media figures

Students at various schools shared: Who would teenagers not listen to about quitting tobacco?

- Parents (n=2)
- Doctors

Asked only at Bend High: Where would teenagers seek health information?

- Moms
- Internet
- Siblings
- Friends
- Teachers
- Health teacher

3. Why do you think teenagers still use tobacco or vape?

- Family members smoke which makes it seem normal (n=4)
- It looks cool (n=3)
- De-stress/escape (n=2)
- Fitting in, to be popular (n=2)
- Curiosity and desire to experiment
- Popular in the media
- Teens are being told that we are immature, reckless and irresponsible, and we give into the stereotype sometimes
- Enjoying the feeling
- Peer pressure
- Losing weight
- Vaping is supposedly “healthier” and they think that so they switch
- They don’t believe the information about negative effects
- Unaware of information about negative effects
- Don’t consider the long-term effects
- They think no one cares about what happens to them
- Living in the moment
- Think they are immune to addiction

Asked only at Bend High: What are the most popular types of tobacco use among teens?

- Cigarettes
- Vaping
- Juuling

4. Why would a teenager want to quit using tobacco?

- Unhealthy (n=2)
- Positive peer pressure to quit (n=2)
- Interferes with everyday life/activities like sports
- Life change realization, everyday routine has changed due to it and they miss the old routine
- Smells bad
- Allergies
- Laws (for some teens only)
- Getting in trouble/immediate consequences
- Expensive
- Long-term health effects
- Hurts the people who care about them
- Being educated on the physical effects
- Hearing a testimony from a tobacco user
- Seeing someone with a rare but horrible physical result (throat tube, etc.)

Application Reviews

Mobile apps were reviewed by small teams of students at each school. Each YAC was divided into three small teams (1-3 students in each) and each team reviewed a different app before sharing their findings with the larger group.

Quit Smoking: Cessation Nation App

Responses to these questions were given both verbally and in writing to one small team of students at each high school. In this area, “n” refers to the number of small teams who gave each response. See the composition of teams at each high school below:

	Sisters High	Redmond High	La Pine High	Bend High	Total
Female	1	2	2	3	8
Male	0	0	0	0	0

Is it appropriate for teens?

- Yes (n=3)
- More appropriate for adults

All types of tobacco cessation?

- Focused on smoking only (n=2)
- Focused on the person, not the product
- Smoking but could also apply to dip/chew



What is cool about this app?

- Games to distract you (n=3)
- Achievements (n=2)
- Features
- Health benefits
- Useful

What did you not like?

- Not visually appealing (n=2)
- Boring games
- Only two games
- Everything is gray
- Confusing to use
- Outdated
- Not customizable

It was discovered during the focus groups that this app is only available on Androids.

Students were asked to rate this item on a scale of 1 to 10

Cessation Nation App	Sisters High	Redmond High	La Pine High	Bend High
Team Scores	8	7	7	6
Total Average	7			

Stop Smoking - EasyQuit App

Responses to these questions were given both verbally and in writing to one small team of students at each high school. In this area, "n" refers to the number of small teams who gave each response. See the composition of teams at each high school below:

	Sisters High	Redmond High	La Pine High	Bend High	Total
Female	1	2	0	2	5
Male	1	0	1	0	2

Is it appropriate for teens?

- Yes (n=4)
- All ages

All types of tobacco cessation?

- Only cigarettes (n=2)
- All types (n=2)

What is cool about this app?

- Games (n=4)
- Colors (n=4)
- Statistics (n=2)
- Icons
- User-friendly
- Can be customized
- Helpful



What did you not like?

- Childish/unprofessional appearance that inspires mistrust (n=2)
- Not enough games
- No daily reminder setting

It was discovered during the focus groups that this app is only available on Androids.

Students were asked to rate this item on a scale of 1 to 10

EasyQuit App	Sisters High	Redmond High	La Pine High	Bend High
Team Scores	7.5	8	9	8.5
Total Average	8.25			

quitSTART – Quit Smoking Phone App

Responses to these questions were given both verbally and in writing to one small team of students at each high school. In this area, “n” refers to the number of small teams who gave each response. See the composition of teams at each high school below:

	Sisters High	Redmond High	La Pine High	Bend High	Total
Female	1	2	1	1	5
Male	1	0	1	2	4

Is it appropriate for teens?

- Yes (n=4)
- Older teens

All types of tobacco cessation?

- All types (n=4)
- Leans toward cigarettes

What is cool about this app?

- Games/distracting features (n=3)
- Inspirations (n=2)
- Challenges
- Notifications
- “Quit Kit”



What did you not like?

- Complicated to use
- Addiction transfer from tobacco to phone apps
- Needs more information about vaping

Students were asked to rate this item on a scale of 1 to 10

quitSTART App	Sisters High	Redmond High	La Pine High	Bend High
Team Scores	10	8	8.5	9
Total Average	8.75			

I QUIT Handout Review

Responses to these questions were given both verbally and in writing to all students at each high school. In this area, “n” refers to the number of individuals who gave each response. See the number of students who responded below:

	Sisters High	Redmond High	La Pine High	Bend High	Total
Female	3	6	2	6	17
Male	2	0	3	2	7

Is it appropriate for teens?

- Yes (n=12)
- Kind of
- No

All types of tobacco cessation?

- Only smoking cigarettes (5)
- All types (n=3)
- Doesn't talk about vaping, which is popular (n=2)
- Dip, cigarettes and chew

What is cool about this handout?

- Artwork (n=4)
- Fonts (n=4)
- Actionable advice (n=4)
- Helpful information (n=4)
- Layout/Organization (n=3)
- Colors (n=3)
- Discusses the physical effects of tobacco (n=3)
- Step-by-step portion (n=2)
- Wording is simple and easy to understand (n=2)
- Enticing (n=2)
- Variety of characters in artwork
- The inside cover is impactful and verbally/visually concise

What did you not like?

- Artwork (n=4)
- Wordy (n=3)
- Not appealing to all teens (n=2)
- Colors (n=2)
- “Butthead” (n=2)
- “The crazies” (n=2)
- Certain illustrations are offensive (n=2)
- Verbiage & images aimed at young children (n=2)
- Phone number 1-800-4CANCER
- No information about vaping
- Font
- Outdated overall
- Inside cover seems accusatory
- Needs more pictures
- Lacks verbal personality
- Does not offer hope
- Not visually appealing
- Confusing words
- Mp3 player in illustration is outdated
- Stereotypical illustrations of skaters and teens who smoke
- The cartoons are confusing and unhelpful
- Looking at the handout and title, tobacco cessation isn’t what comes to mind immediately
- Inside cover list “are you sick of” may not appeal to everyone

Asked only at Sisters High: What method of communication would teens prefer for connecting with a service for tobacco cessation: phone, website, or text? (ranked in order of preference)

1. Text
2. Website
3. Phone

Students were asked to rate this item on a scale of 1 to 10

“I QUIT” HANDOUT	Sisters High	Redmond High	La Pine High	Bend High
Group Scores	8	5	6	6
	7	5	8	7.5
	9	5	8	8
School Average	8	5	7.33	7.16
Total Average	6.87			

Tobacco Cessation Insurance Coverages: Central Oregon



	BCBS/Regence (all metallic plans)	MODA	Providence	PacificSource Commercial	PacificSource Medicaid	PacificSource Medicare Advantage
Phone	888.675.6570	888.217.2363	503.574.7500	541.684.5582	541.382.5920	888.863.3637
Programs	QUIT FOR LIFE (QFL)	Multiple	QUIT FOR LIFE (QFL)	QUIT FOR LIFE (QFL)*	QUIT FOR LIFE (QFL)	None
Counseling	✓	<i>varies by plan</i>	✓	Group and Individual Available	Not covered	Not covered
Coaching	<i>varies by plan</i>	<i>varies by plan</i>	<i>varies by plan</i>	Web Coaching	Not covered	Not covered
Classes	✓	<i>varies by plan</i>	✓	Not covered	Not covered	Not covered
Office Visits	<i>varies by plan</i>	<i>varies by plan</i>	<i>varies by plan</i>	<i>varies by plan</i>	<i>varies by plan</i>	<i>varies by plan</i>
Medications	✓	<i>varies by plan</i>	✓	✓	✓	✓
Supplies (patches, gum, lozenges)	Up to two covered at a time	<i>varies by plan</i>	✓	✓	✓	✓
Quit Attempts	2 quit attempts covered per year, 90-day treatment cycle	<i>varies by plan</i>	<i>varies by plan</i>	<i>varies by plan</i>	All benefits are intended to support a minimum of 2 quit attempts per year	Up to two counseling quit attempts covered if no tobacco disease symptoms are present ** (up to four visits per quit attempt)
Other					Acupuncture (with prior-authorization)	
*enrollment required to access benefits ** if tobacco disease symptoms are present patient will pay in-patient or outpatient cost sharing						



This document was developed by the RHIP Cardiovascular Disease Clinical Workgroup. For more information visit www.cohealthcouncil.org/cardiovascular-disease-clinical, or email: info@cohealthcouncil.org, or call: (541) 306-3523.

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