



*Georgia Department of Public Health*

# **Board of Public Health Meeting**

Tuesday, March 11, 2014



*We Protect Lives.*

# Commissioner's Update

Brenda Fitzgerald, MD  
Commissioner

# **Tobacco Use Prevention Update Initiatives**

Jean O'Connor JD, DrPH  
Director, Health Promotion and Disease Prevention

# Tobacco Georgia

- **Leading preventable cause of death in Georgia**
  - More than 10,000 people die each year due to tobacco
  - That is 1 in 6 deaths which are attributable to tobacco
  - Causes heart disease and cancer
  - Lung cancer is the leading type of cancer
- **Georgia ranks 30<sup>th</sup> among all states**
  - 1.5 million adults smoke
  - About 21.2 percent of adults (2011)
  - An additional 317,000 use smokeless tobacco
- **Tobacco use has been linked to other chronic diseases with a high burden in Georgia, such as diabetes**

# Tobacco Georgia

- **Tobacco use has been linked to other chronic diseases with a high burden in Georgia, such as diabetes**
- **Tobacco use is a serious problem in young people in our state, and is not declining**
  - **Most lifelong smokers started before age 14**
  - **Approximately 25% of 18-24 year olds smoke**
  - **More young adults who smoke have asthma (21 v 6%)**
  - **Youth using alternative forms of tobacco (e.g. hookah)**
  - **New research suggesting e-cigarettes may be a gateway product**




# Georgia Tobacco Quitline

24 hours a day, 7 days a week

English: 1.877.270.STOP  
(1.877.270.7867)

Spanish: 1.877.2NO.FUME  
(1.877.266.3863)

Hearing Impaired, TTY  
Services: 1.877.777.6534

<b>QUITTING TAKES PRACTICE</b>		<b>GEORGIA TOBACCO QUIT LINE</b>	
<b>WHEN CAN I CALL?</b>		<b>A Free and Effective Service</b>	
<p>The Georgia Tobacco Quit Line is available everyday (7 days/week).</p> <p><b>HOURS OF OPERATION:</b> Days: Monday-Sunday Time: 8:00 am-midnight (EST)</p> <p>Callers can call after hours, leave a message and will be contacted within two business days.</p> <p><i>Refuse to lose your future to tobacco use.</i></p>		<p>The Georgia Tobacco Quit Line is a public health service funded by the Georgia Department of Public Health through the Georgia Tobacco Use Prevention Program (GTUPP). Counseling services are available at no-cost to Georgia adults, pregnant women and teens (ages 13 and older).</p> <p>Georgia Tobacco Quit Line coaches are highly trained tobacco cessation specialists.</p> <p>To learn more about the Georgia Tobacco Quit Line, please call our toll-free number:</p> <p>1-877-270-STOP 1-877-270-7867 (English) 1-877-2NO-FUME (Spanish) For Hearing Impaired: TTY services: 1-877-777-6534 <a href="http://www.livehealthygeorgia.org">www.livehealthygeorgia.org</a></p>	
			
<p><b>Lung Cancer &amp; COPD</b></p>  <p><b>A FEW GOOD REASONS TO CALL IT QUILTS TODAY.</b></p> <p><i>Your Family and Friends</i>- Live a healthier and longer life. Live to enjoy more priceless moments with your family and friends. <i>They all need you.</i></p> <p><i>Your Health &amp; Quality of Life</i>- Tobacco use is a major cause of lung cancer and other types of cancer, heart disease and chronic obstructive pulmonary disease (COPD) including chronic bronchitis and emphysema. It also contributes to asthma, diabetes and pregnancy complications.</p> <p><i>Your Finances</i>- The average smoker spends \$500 to \$3,000 each year.</p> <p><i>Your Future</i>- Live a longer life to enjoy retirement.</p> <p><b>Take your first step.</b> When you are ready, we are here. Call to get your free "Quit" kit and plan, professional counseling and referral services and helpful tips.</p>		<p><b>Benefits of Quitting Tobacco</b></p> <p><b>HEALTH IMPROVES WITH TIME</b></p> <p><b>20 Minutes After Quitting</b> Your heart rate drops.</p> <p><b>2 Weeks to 3 Months After Quitting</b> Heart attack risk begins to drop. Lung function begins to improve.</p> <p><b>1 to 9 Months After Quitting</b> Coughing and shortness of breath decrease.</p> <p><b>1 Year After Quitting</b> Added risk of coronary heart disease is half that of a smoker's.</p> <p><b>Within 5 Years of Quitting</b> Risk of cancer of the mouth, throat and bladder is cut in half.</p> <p><b>10 Years After Quitting</b> Risk of dying from lung cancer drops by half.</p>	
		<p><b>Heart Disease and Stroke</b></p>  <p><b>BENEFITS OF CALLING THE GEORGIA QUIT LINE</b></p> <p>Callers are greeted by a Quit Line Coach trained in evidence-based cessation counseling.</p> <p>Callers receive FREE:</p> <ul style="list-style-type: none"> <li>• Helpful quitting tips/techniques &amp; support.</li> <li>• A personalized Quit Plan, self-help materials and "Quit" kit.</li> <li>• Current information about local tobacco cessation support groups and resources.</li> <li>• Current information about Food and Drug Administration (FDA) approved medicines that can help with cessation.</li> </ul> <p>Callers are encouraged to speak with their physician, pharmacist and nurse about safe and effective options to help with quitting.</p> <p><b>HEALTHCARE PROFESSIONALS:</b> Please visit the "Be Smoke-Free" section at <a href="http://www.LiveHealthyGeorgia.org">www.LiveHealthyGeorgia.org</a> to access the Georgia Tobacco Quit Line Referral Form and information.</p>	
<p><b>Georgia Tobacco Quit Line 1-877-270-7867 (Toll-Free)</b></p>			

*We Protect Lives.*

# 2012-2013 Georgia Tobacco Quitline Evaluation

- **Callers between July 1, 2012 and January 2013 enrolled in a one call or 4 call program**
- **Assessment, Quit coach session, Quit Guide, Web Coach, local support referrals, and 4 week supply of free NRT**
- **Sample N=826, 33.1 percent response rate**
- **Respondent characteristics**
  - 74 percent of respondents were long term tobacco users
  - 61 percent had at least one chronic condition
  - 26 percent on Medicaid
  - 72 percent were heavily tobacco dependent
  - Half reported exposure to tobacco use at work or home

# 2012-2013 Georgia Tobacco Quitline Evaluation


At the time of follow up 7 months after enrollment, 31 percent of all respondents had been tobacco-free for 30 days or longer

<b>Duration without Tobacco</b>	<b>Percent of Respondents</b>
24 hours or longer	41 percent
7 days or longer	37 percent
30 days or longer	31 percent



- 2/3 used pharmacotherapies
- NRT use associated with 6 month quit rates
- 78 percent reported only using GTQL services
- 91 percent were satisfied with GTQL
- Among those who did not quit, less tobacco dependence



# Connecting Clinical and Community Cessation Support

 **Quality Improvement Organizations**  
Sharing Knowledge. Improving Health Care.  
CENTERS FOR MEDICARE & MEDICAID SERVICES

**Cardiac Health Initiative  
Provider Intervention**

 **Accurate Coding for  
Maximum Reimbursement** 

*Save time, streamline processes and help your patients get healthy by following these simple steps:*

**Step 1** Query your system for patients with the following ICD9 codes:


- 305.1 Tobacco use disorder; Tobacco dependence
- Tobacco use disorder in pregnancy (649.0)

**Step 2** Under CPT Category I Code  
**Smoking and tobacco-use cessation counseling**  
If the patient screened positive for tobacco use and counseling was provided, enter one of the following codes:  
99406: Smoking/tobacco counseling (3-10 minutes)  
99407: Smoking/tobacco counseling (>10 minutes)

**Step 3** Review and complete the **Georgia Tobacco Quit Line Health Care Fax Referral Form**. Remember to get the patient's consent and signature.

**Step 4** Fax the completed form to **1-800-483-3114**.  
Your job is done! A Georgia Tobacco Quit Line staff member will follow up with the patient.

*Did you know...*  
**Heart Disease and Strokes are Leading Killers in the U.S.**

 **1 million Hearts™**

- Over 2 million heart attacks and strokes each year
- Cause 1 of every 3 deaths
- Cost \$444 billion in health care costs

Source: CDC Grand Rounds Tool Kit, Feb. 2012

**Help Prevent 1 million Heart Attacks and Strokes by 2017**

This material was prepared by Alliant GMCF, the Medicare Quality Improvement Organization for Georgia, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services. The contents presented do not necessarily reflect CMS policy. Publication No. 10SOW-GA-IHPC-13-29

**Help Your Patients Quit Smoking**


**ASK** all patients about tobacco use during each visit.

**ADVISE** them about the benefits of tobacco cessation.

**REFER** them to the Georgia Tobacco Quit Line for a free "Quit Kit," individualized plan and behavioral counseling.  
**1-877-270-7867**

**COMPLETE** the Georgia Tobacco Quit Line Fax Referral Form with the patient

**INFORM** the patient they will be contacted by a Georgia Tobacco Quit Line staff member within 48 hours.

  
A subsidiary of Alliant Health Solutions

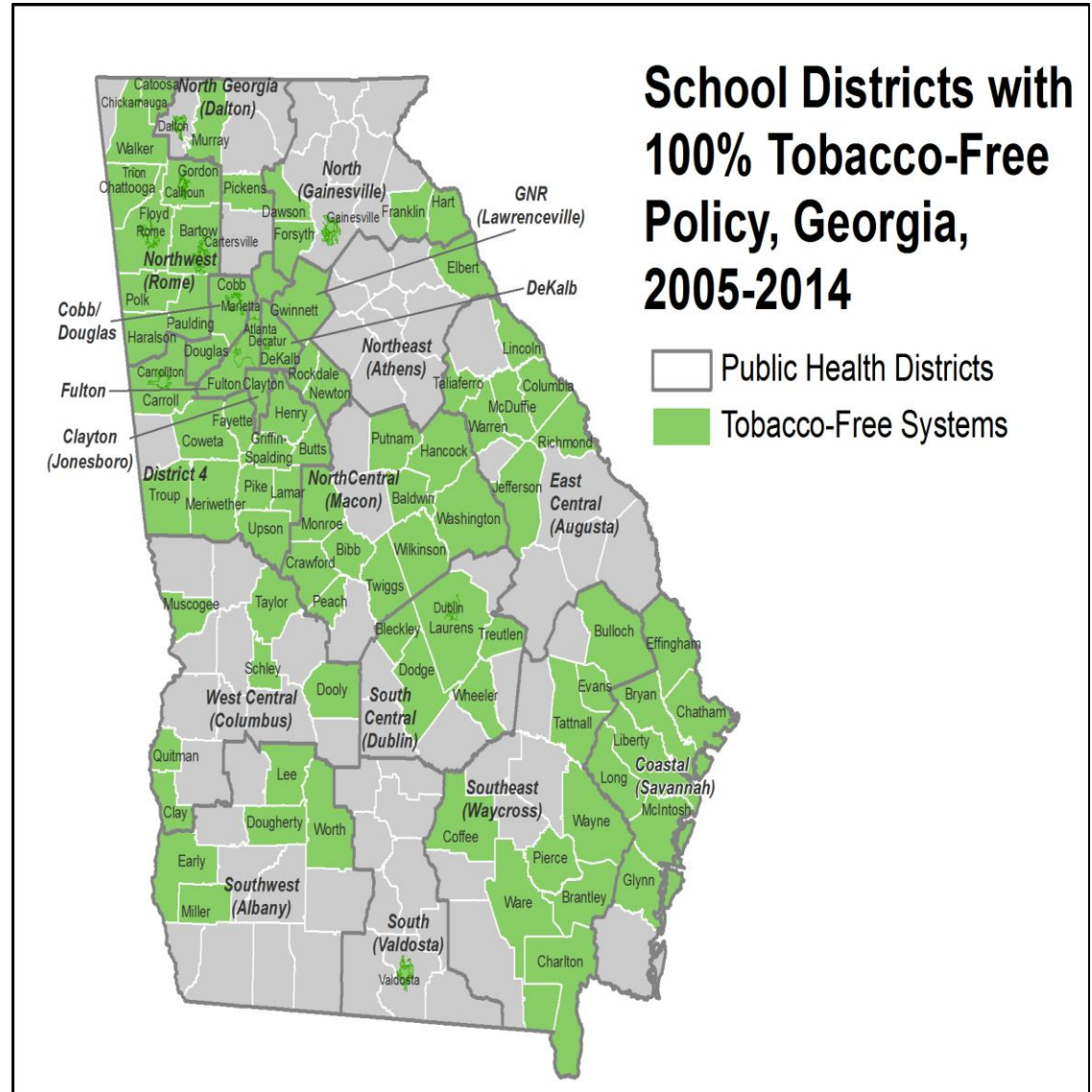
1455 Lincoln Parkway  
Atlanta, Georgia 30346  
800.982.0411  
www.gmcf.org

**MAKING HEALTH CARE BETTER**

- **November 2013 Great American Smoke-out**
- **Provider letters distributed**
- **Ask, Advise and Refer Tool**
- **Guidance to providers around billing for cessation services**

# Tobacco-Free K-12 School Districts

- Work with youth and interested local champions to support the adoption of tobacco-free schools policies
- **Since Jan 2013, an increase of 53,000 children in 62 schools protected from tobacco exposure**
- Total number of children protected to 1,288,154 across 1,692 schools within 97 of Georgia's 181 school districts



# Tobacco-Free Colleges and Universities

- Recently completed Georgia's first Tobacco-Free Colleges and Universities Tool Kit
- **Support to the Board of Regents in planning for the potential implementation of a system-wide tobacco-free policy impacting 31 colleges and universities**
- Planning Fall 2014 Tobacco-Free Georgia Colleges and Universities Summit for all public and private universities
- Modeled after successful summits conducted elsewhere



## Georgia Tobacco-Free Colleges & Universities Tool Kit

# 2014

This tool kit is to assist the colleges and universities within the state of Georgia in adopting, implementing and enforcing a tobacco-free campus policy.



# Georgia Tobacco Use Prevention Program

## Emerging Opportunities

- Tobacco-free DPH Policy
  - Prohibits tobacco use in DPH owned and controlled facilities and vehicles at all times, effective 3/30/2014
- Statewide Tobacco Plan Early Summer 2014
  - Tobacco Partnership
  - DPH Tobacco Advisory Council
- Areas of Focus
  - Tobacco-free colleges and universities
  - Insurer reimbursement for Quitline services
  - Cessation services for the Medicaid population
  - Quitline and evidence-based cessation for SHBP members
  - Ask, Advise and Refer implementation in clinical settings
  - Local smoke-free indoor air ordinances
  - Tobacco-free places, including homes

# **AFY2014 & FY2015 Budget Update**

Kate Pfirmman, CPA  
Chief Financial Officer, DPH

# AFY2014 Budget Changes

- Total Changes = \$1,246,829
  1. **Administration- \$1,250,000**
    - *Statewide consolidated clinical information system assessment*
  2. **Adult Essential Health Treatment Services- (\$3,171)**
    - *Budget clean-up item; no impact to service delivery*

# Clinical Information System Assessment

**Total Approved Funding - \$1,250,000**

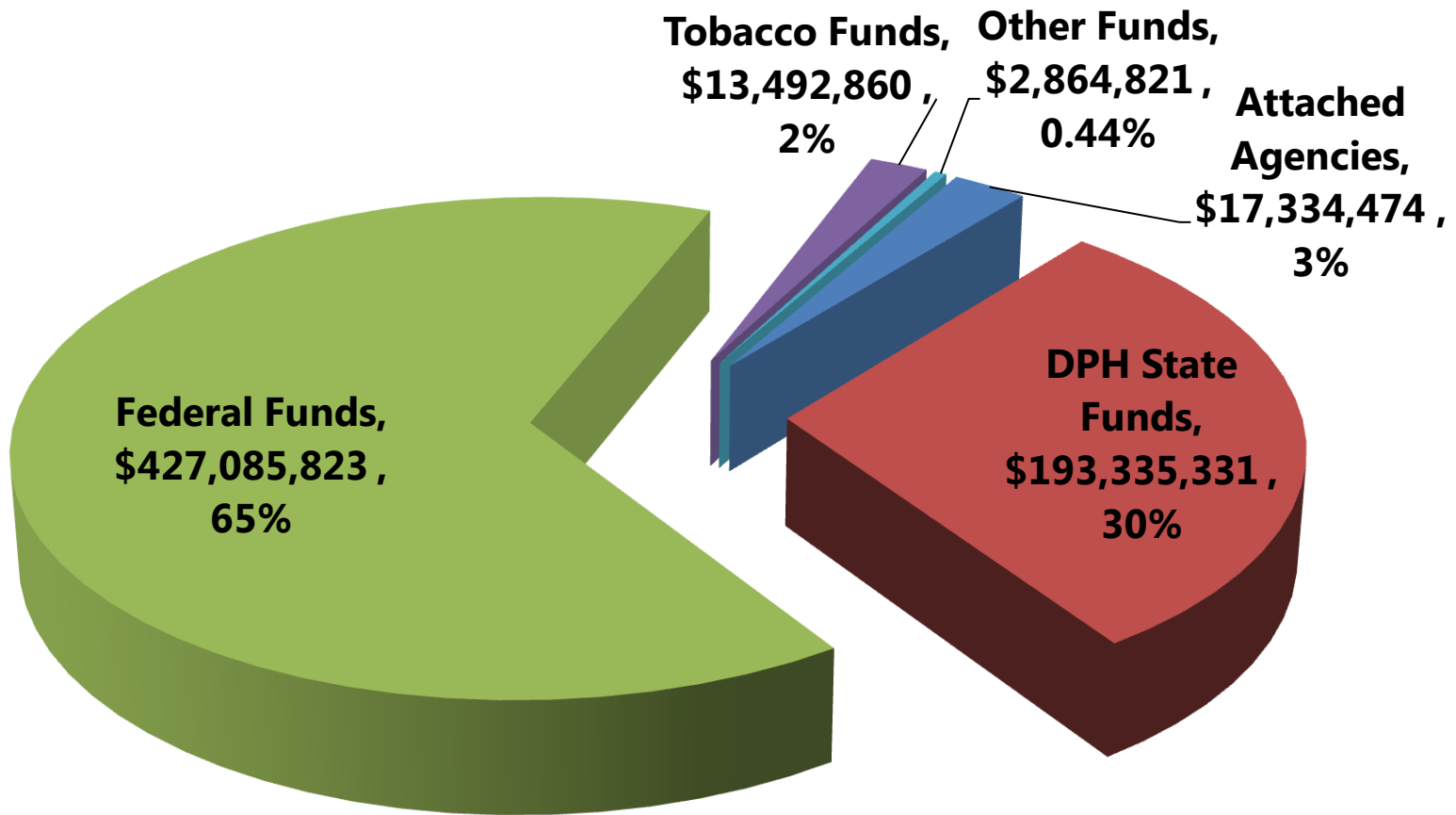
- Planning and Assessment for a clinical information system

## **Goals:**

- Improve data and program integrity
- Expand third party billing capability

# AFY14 Total Funds Budget

**Total Funds= \$654,113,309**



**Attached Agencies**  
Georgia Trauma Commission - \$15,345,972  
Brain & Spinal Injury Trust Fund - \$1,988,502



# AFY2014 Budget Changes

DPH Programs	FY14 Budget	Changes	AFY14 Budget
Administration	\$20,756,090	\$1,250,000	\$22,006,090
Adolescent and Adult Health Promotion	\$3,648,684		\$3,648,684
Adult Essential Health Treatment Services	\$3,171	(\$3,171)	\$0
Emergency Preparedness	\$2,451,132		\$2,451,132
Epidemiology	\$4,026,204		\$4,026,204
Immunization	\$2,507,264		\$2,507,264
Infant and Child Essential Health Treatment Services	\$20,694,891		\$20,694,891
Infant and Child Health Promotion	\$12,192,738		\$12,192,738
Infectious Disease Control	\$31,228,127		\$31,228,127
Inspections and Environmental Hazard Control	\$3,620,859		\$3,620,859
Public Health Grants to Counties	\$87,317,646		\$87,317,646
Vital Records	\$3,641,696		\$3,641,696
<b>DPH State General Funds:</b>	<b>\$192,088,502</b>	<b>\$1,246,829</b>	<b>\$193,335,331</b>
Attached Agency:			
Georgia Trauma Care Network Commission	\$15,345,972		\$15,345,972
<b>Total State General Funds</b>	<b>\$207,434,474</b>	<b>\$1,246,829</b>	<b>\$208,681,303</b>

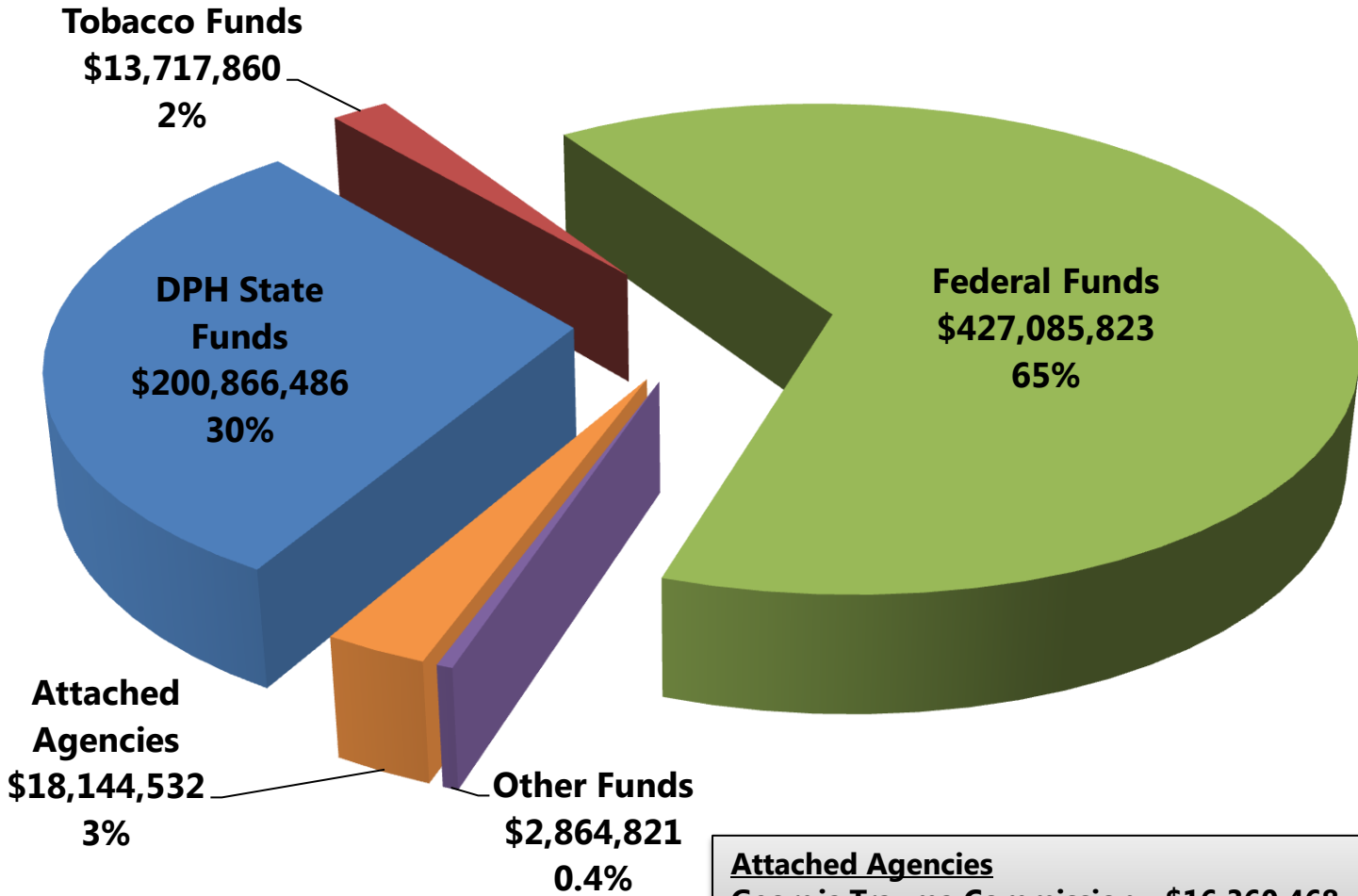
Administration	\$131,795		\$131,795
Adolescent and Adult Health Promotion	\$6,632,179		\$6,632,179
Adult Essential Health Treatment Services	\$6,613,249		\$6,613,249
Epidemiology	\$115,637		\$115,637
<b>Total Tobacco Settlement Funds</b>	<b>\$13,492,860</b>	<b>\$0</b>	<b>\$13,492,860</b>

# FY 2015 Budget Changes

	<b>Senate Version</b>
<b>Statewide Changes</b>	<b>\$6,288,155</b>
Adjustment in employer share of the Employees' Retirement System	\$5,906,860
Merit based pay adjustments and employment recruitment and retention initiatives	\$332,809
Adjustment in TeamWorks Financials billings	\$48,486
<b>Adult Essential Health Treatment Services</b>	<b>(\$3,171)</b>
Reduce funds for operations	(\$3,171)
<b>Epidemiology</b>	<b>\$453,000</b>
Increase funds for Hepatitis C screenings and training	\$343,000
Increase funds to establish an Alzheimer's Registry	\$110,000
<b>Infant and Child Essential Health</b>	<b>\$700,000</b>
Increase funds for personnel for a State Autism Coordinator	\$110,000
Increase funds for early intervention providers for earlier detection and diagnosis of autism in children	\$250,000
Increase funds for the training of early autism intervention providers and one coaching position to support families receiving early intervention services	\$340,000
<b>Public Health Grants to Counties</b>	<b>\$1,340,000</b>
Increase funds for the fourth year phase-in of the new grant-in-aid formula to hold harmless all counties	\$1,340,000
<b>Total State General Fund Changes</b>	<b>\$8,777,984</b>
<b>Adolescent and Adult Health Promotion</b>	<b>\$225,000</b>
Transfer funds from the Department of Community Health for the Georgia Center for Oncology Research and Education (CORE)	\$225,000
<b>Total Tobacco Funds Changes</b>	<b>\$225,000</b>

# FY2015 Total Funds Budget

**Total Recommendation= \$662,679,522**



**Attached Agencies**  
Georgia Trauma Commission - \$16,360,468  
Brain & Spinal Injury Trust Fund - \$1,784,064

# FY2015

DPH Programs	FY14 Budget	Senate Version	FY15 Rec.
Administration	\$20,756,090	\$928,437	\$21,684,527
Adolescent and Adult Health Promotion	\$3,648,684	\$36,588	\$3,685,272
Adult Essential Health Treatment Services	\$3,171	(\$3,171)	\$0
Emergency Preparedness	\$2,451,132	\$80,632	\$2,531,764
Epidemiology	\$4,026,204	\$499,149	\$4,525,353
Immunization	\$2,507,264	\$13,363	\$2,520,627
Infant and Child Essential Health Treatment Services	\$20,694,891	\$55,334	\$20,750,225
Infant and Child Health Promotion	\$12,192,738	\$777,325	\$12,970,063
Infectious Disease Control	\$31,228,127	\$282,664	\$31,510,791
Inspections and Environmental Hazard Control	\$3,620,859	\$94,079	\$3,714,938
Public Health Grants to Counties	\$87,317,646	\$5,925,309	\$93,242,955
Vital Records	\$3,641,696	\$88,275	\$3,729,971
<b>DPH State General Funds:</b>	<b>\$192,088,502</b>	<b>\$8,777,984</b>	<b>\$200,866,486</b>
Attached Agency:			
Georgia Trauma Care Network Commission	\$15,345,972	\$1,014,496	\$16,360,468
<b>Total State General Funds</b>	<b>\$207,434,474</b>	<b>\$9,792,480</b>	<b>\$217,226,954</b>

Administration	\$131,795		\$131,795
Adolescent and Adult Health Promotion	\$6,632,179	\$225,000	\$6,857,179
Adult Essential Health Treatment Services	\$6,613,249		\$6,613,249
Epidemiology	\$115,637		\$115,637
<b>Total Tobacco Settlement Funds</b>	<b>\$13,492,860</b>	<b>\$225,000</b>	<b>\$13,717,860</b>

# FY2015 Capital Outlay Recommendation

**Recommendation: \$560,000**

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## Priority

## Project Description

- 1 Albany and Waycross District Offices - Chiller Replacement
- 2 Decatur Laboratory - Upgrade Chiller
- 3 Decatur Laboratory - Replace/Repair 7 Fan Coil Units
- 4 Waycross Laboratory - Replace/Repair Water Pump Valves
- 5 Albany District Office - ADA compliant restroom and conference room

# Closing Comments

Kathryn Cheek, MD, FAAP  
Chair

The next Board of Public Health meeting  
is currently scheduled on  
Tuesday, April 8, 2014 @ 1:00 PM.

To get added to the notification list for upcoming meetings, send  
an e-mail to [hhlewis@dhr.state.ga.us](mailto:hhlewis@dhr.state.ga.us).