



PENNSYLVANIA

**Statewide Tobacco-Free
Recovery Initiative**

**Tobacco-Free Recovery *is* Recovery
5th Annual Virtual Conference**

TOBACCOFREERECOVERYPA.COM

PA STFRI is supported by the Pennsylvania Department of Health





PA STFRI Mission/Vision

The mission of the **Pennsylvania Statewide Tobacco-Free Recovery Initiative** is to facilitate partnerships among academia, state agencies, county public health departments, treatment providers and recovery advocates to advance recovery-oriented evidence-based tobacco use disorder interventions in behavioral health services.

We envision a behavioral health system that fully recognizes that person-centered tobacco interventions serve to maximize treatment outcomes, mitigate health disparities, and allows all Pennsylvanians to thrive in their recovery.



PA STFRI Guiding Principles



- **Treating tobacco concurrently with other behavioral disorders is safe and maximizes treatment outcomes.**

Tobacco interventions integrated into substance use disorder treatment is associated with sustained drug and alcohol recovery.

Learning tobacco-free coping skills is correlated with reduced anxiety, less depression and an improvement to overall mood and quality of life.



PA STFRI Guiding Principles



- **Person-centered tobacco use disorder interventions do not interfere with treatment access or retention.**

Proposed clinical performance standards reflect evidence-based guidelines and comprise pathways of care that account for individual readiness and self-determination.



PA STFRI Guiding Principles

- **Addressing tobacco in behavioral health demonstrates a commitment to health justice.**

Tobacco use among Pennsylvanians with mental and substance use disorders is three times higher than the general population.

They have disproportional tobacco-related health disparities and inadequate access to appropriate tobacco treatment services.

Tobacco interventions tailored to the recovering community shows support for human rights and helps to mitigate social stigma.





PA STFRI Advisory Board & Community Partners

Pennsylvania DHS OMHSAS

Pennsylvania Society of Addiction Medicine

Pennsylvania Certification Board

University of Pittsburgh/PERU COE OUD

Pennsylvania DDAP Training Unit

Pennsylvania Recovery Organization Alliance

Pennsylvania Mental Health Consumers Assoc

Philadelphia Department of Public Health

Community Care Behavioral Health

Health Partners Plans

Philadelphia Department of Behavioral Health
and Intellectual disAbility Services

Community Behavioral Health

PerformCare

Carelon Health of PA, Inc.

Gaudenzia Addiction Treatment & Recovery
Services

Merakey

Community Counseling Center of Mercer County

Alpine Springs Rehabilitation & Recovery

Penndel Mental Health Center

The Alliance of Community Service Providers

Public Health Management Corporation

Health Promotion Council

Pennsylvania Department of Health

American Lung Association in Pennsylvania

Smoking Cessation Leadership Center at UCSF

National Council for Mental Wellbeing

Key Concepts Moving Forward



- Data-driven
- Recovery-oriented
- Hope-inducing
- Growth-promoting
- Person-centered
- Strength-based
- Stigma-reducing terminology
- Denormalize tobacco use behavior
- Normalize an integrated tobacco use disorder counseling narrative

BH MCO Tobacco Recovery Program Integration Project Team



Blair Drug And Alcohol Partnerships

Judy Rosser, *Executive Director*

City of Philadelphia Department of Behavioral Health & Intellectual disability Services (DBHIDS)

Todd Nickelsberg, MHA, *Health Program Administrator*

Philadelphia Single County Authority

Ricardo Tull, MHS, *Health Program Manager Philadelphia Single County Authority*

Sean Brinda, MSW, *Manager, Peer Culture & Community Inclusion Unit*

Community Care Behavioral Health Organization

Duncan Bruce, MS, LPC, LBS, *Director of MCO Integration*

Geoffrey Neimark, MD, *Chief Medical Officer*

BH MCO Tobacco Recovery Program Integration Project Team



Community Behavioral Health Managed Care Organization (DBHIDS)

Alix Gustafson, MPH, Tobacco Recovery Program Manager

Frank Johnson, PhD, MPH, LCSW, Director, Primary Care Behavioral Health

Samuel L. Williams III, MD, MBA, Chief Medical Officer

Joseph Ume, Senior Director of Clinical Specialty Programs and Populations

PA Statewide Tobacco Free Recovery Initiative

Ryan Coffman, MPH, CHES, CTTS-M, Tobacco Policy and Control Program Manager, Philadelphia Department of Public Health

Tony Klein, MPA, NCACII, Consultant and Trainer

Roland Lamb, MA, Behavioral Health Consultant

Pennsylvanian Recovery Organization Alliance (PRO-A)

Bill Stauffer, LSW, PMAC, PECS, Executive Director



Tobacco Use Disorder

PHYSICAL

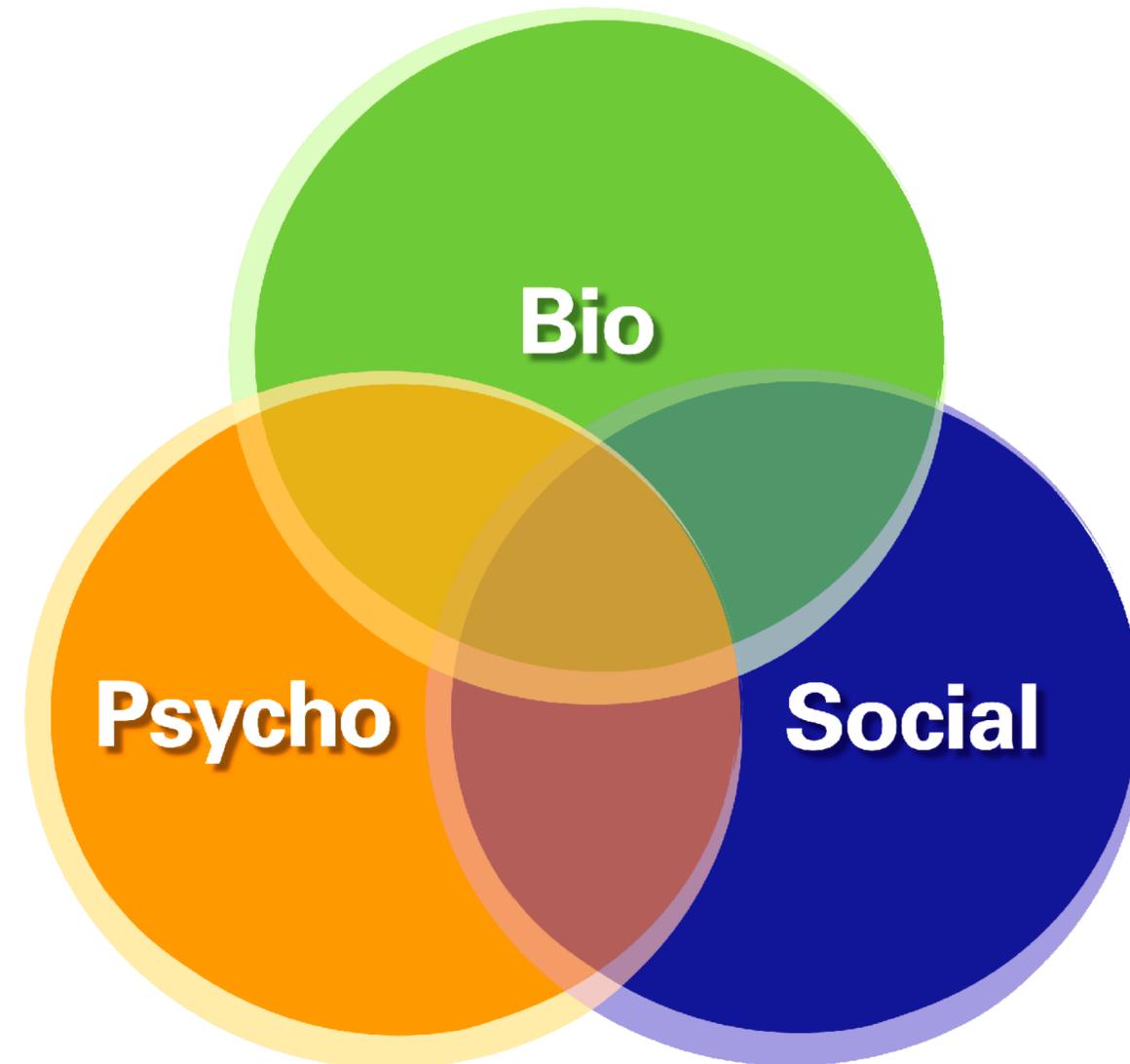
- Nicotine dependence

BEHAVIORAL

- Routines & rituals
- Environmental triggers

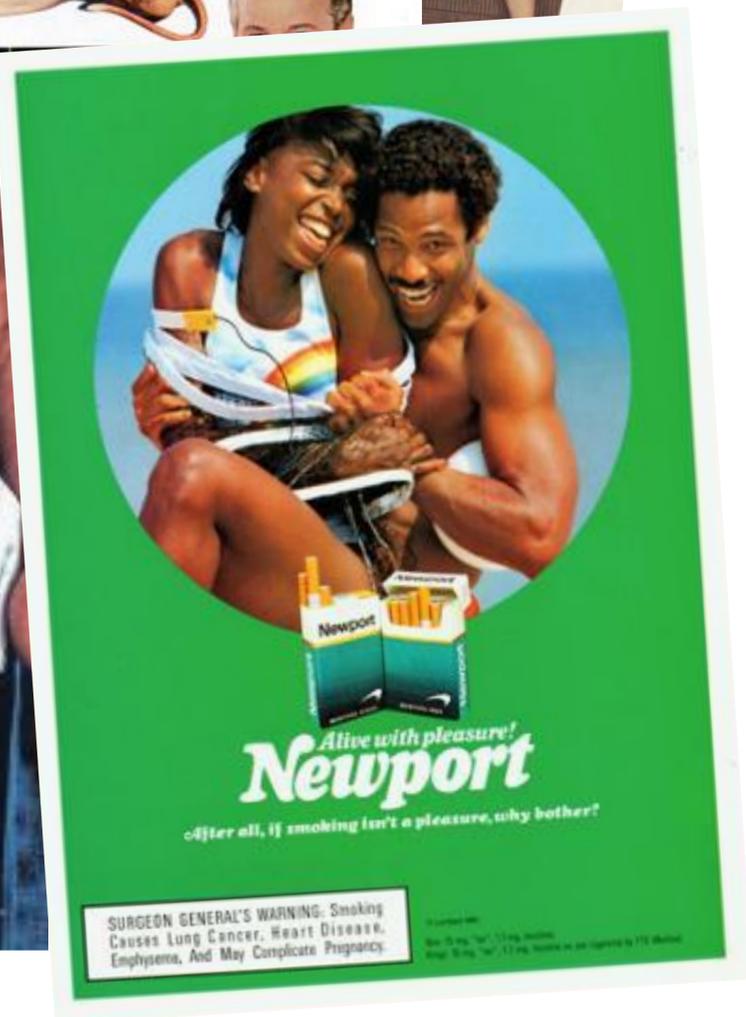
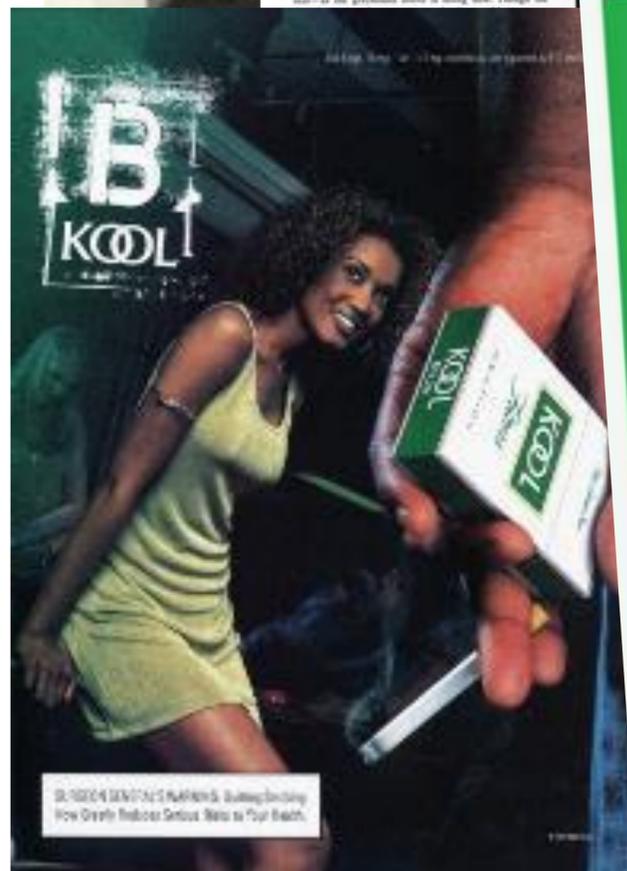
EMOTIONAL

- Mood-regulation
- “Relationship”



Industry Targeting and Misinformation

In the 1950's when medical research first validated that smoking caused lung cancer, a priority of the cigarette companies was to counter that information through misleading ad campaigns to deny the findings, create doubt, and develop a deceptive narrative that **not only glamorized smoking, but emphasized that it was beneficial to our mental and emotional wellbeing.**



Misinformation & Stereotyping

The industry created a deceptive narrative that using tobacco helps to manage stress and people with elevated life stressors should not try to stop smoking.

The messaging has and continues to significantly influence individuals living with:

- Mental health and substance use disorders
- Discrimination related to race, ethnicity, sexual orientation
- Poverty
- Trauma – adverse childhood experiences



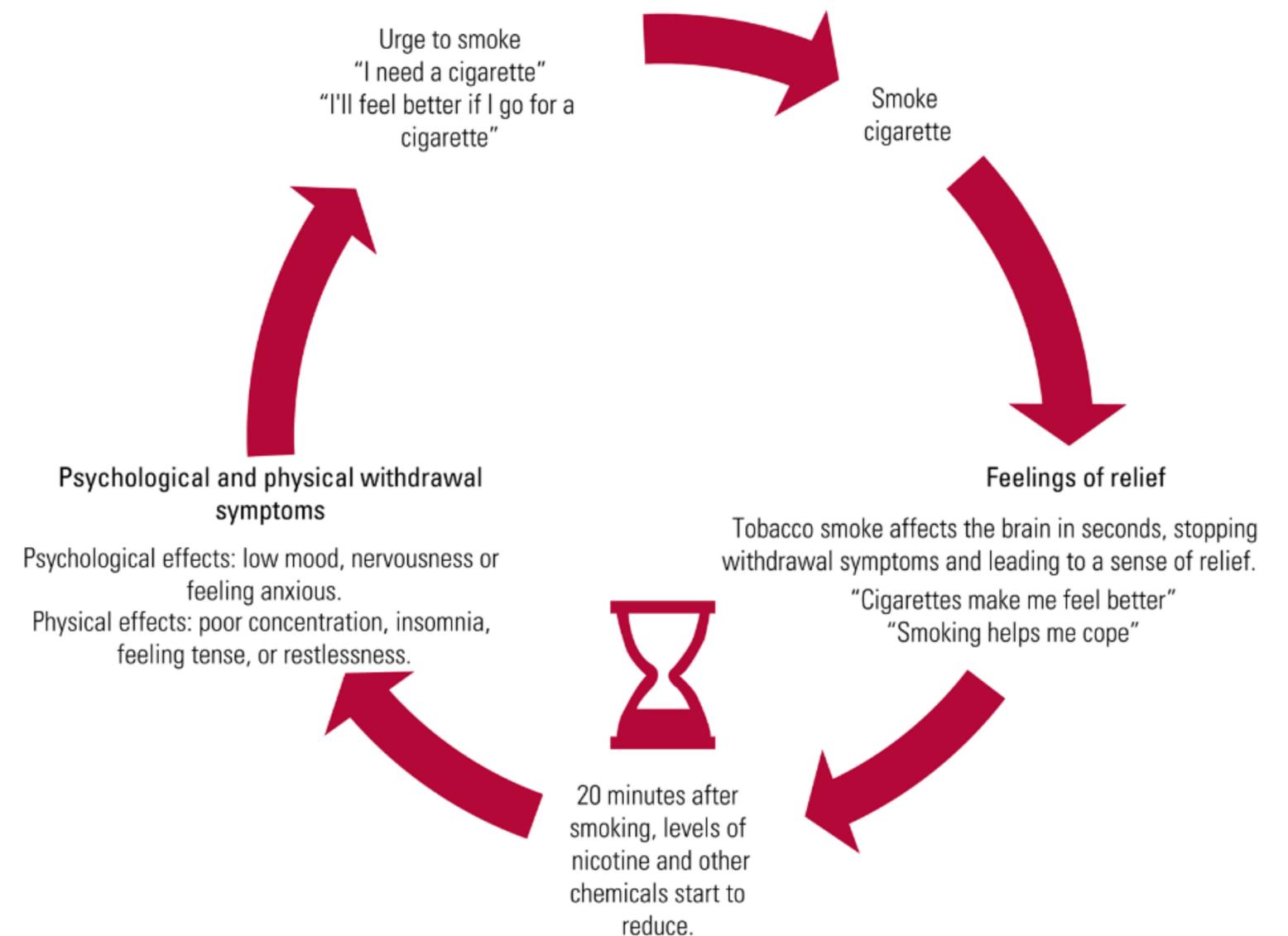
NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH

Smoking & Vaping Produces Chronic Stress

Immediately after exposure to nicotine:

- Release of adrenaline
- Increase to blood pressure
- Elevated heart rate
- Constriction to blood vessels
- Reduced oxygen supply increasing stress to heart
- Bronchospasm - tightening of the muscles that line the airways

Cycle of Tobacco Use & Withdrawal



A "sense of relief" is interpreted as being calming even though physical and psychological stress is increased.



Impact on Mental Health

Smoking cigarettes or vaping nicotine is often used as a coping strategy by individuals who have depression, anxiety or other mental disorders. However, it could potentially worsen the existing mental health conditions. Nicotine interrupts the cerebral dopamine pathway leading to an increase in depressive symptoms.

Nicotine Consumption:

- Increases sensitivity to stress and alters the coping mechanism in the brain.
- Associated with impulsivity, mood disorders, anxiety, depression and suicidality.
- Results in a bidirectional, dose-response relationship – an increase in psychiatric symptoms correlates to increased exposure to nicotine.





Deceptive Messaging

ARE YOU A PENCIL CHEWER?

How are YOUR nerves? TRY THIS TEST

Watch out for the telltale signs of jangled nerves

Other people notice them—even when you don't—little nervous habits that are the danger signal for jangled nerves. And remember, right or wrong, people put their own interpretations on them. So it pays to watch your nerves.

Get enough sleep—fresh air—recreation—and make Camels your smoke, particularly if you are a steady smoker.

For remember, Camel's costlier tobaccos never jangle your nerves—no matter how many you smoke.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!

CAMELS
SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES

IT TAKES HEALTHY NERVES TO FLY THE MAIL AT NIGHT

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. They are milder, richer in flavor. They never get on your nerves or get on your taste.

STEADY SMOKERS TURN TO CAMELS

Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

What every woman should know about her nerves

HE'S GIVING HIS NERVES A REST... AND SO IS SHE

LET UP - LIGHT UP A CAMEL!
Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves



Deceptive Messaging

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER TRY LIVING A TENSION when the more smoke you see the more you're getting? That's only natural when little cigarettes like this come. But — it's a psychological fact that pleasure helps your disposition! That's why everybody chooses — the smoking, the taste — when it comes to it you're a smoker, it's important to smoke the most pleasure giving cigarette — Camel!



For more pure pleasure... have a Camel

"I've tried 'em all — but it's Camels for me!"
Rock Hudson



NO OTHER CIGARETTE is so rich-tasting yet so mild!

ROCK HUDSON AGREES with Camel smokers everywhere. Camels make your pleasure in Camel's Blue Series, genuine nicotine! Good reason why today more people smoke Camels than any other cigarette. Remember this, pleasure helps your disposition. And for more pure pleasure — have a Camel!

The Literary Digest for February 16, 1929 47

DO YOU SMOKE AWAY ANXIETY!



... THEN YOU'LL APPRECIATE SPUD'S GREATER COOLNESS!

Do you await an important event, an important decision, lighting one cigarette from another? Then smoke Spud. Even after hours of waiting and smoking, a Spud tongue and throat are still moist and cool... tobacco enjoyment still keen, not killed... no "smoked-out" let-down to mar the good news. Spud's smoke is scientifically proved 16% cooler. This refreshing coolness brightens your enjoyment of Spud's full tobacco flavor. That's why Spud is the new freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The American Tobacco Co., Inc., Louisville, Ky.

SMOKE 16% COOLER by TEST

With the coolness of Spud smoke you'll get a refreshing, and when "Smoke 16% Cooler by Test" means to you, you will in this little book, see graphs on request.

MENTHOL-COOLED **SPUD** CIGARETTES

THE SATURDAY EVENING POST

Let up before your nerves get Tired, Tense

HE'S GIVING HIS NERVES A REST... AND SO IS HE



IT'S thrilling to watch the racing greyhound in full flight. But it's important to note that when the race is over he rests — as the greyhound shown is doing now. Though the dog's highly keeled nervous system closely resembles our own, the dog relaxes instinctively! Like us it is today leads us to ignore fatigued nerves. We carry on despite increasing tension, the kind so your nerves if you wait there to be kind to you. Pass a while, now and then. LET UP — LIGHT UP A CAMEL! Let the frequent enjoyment of Camel's mild, ripe tobacco help you take life more calmly, pleasantly, productively!

These busy, happy folks give their nerves a chance — they "Let up — Light up a Camel!"



WORKING UNDER CONSTANT STRAIN, almost Julius K. Spore finds Camels good partners in his business. "On my job, I can't afford tense nerves," says Mr. Spore, "so I use nerve smoothers. I let up and light up a Camel. A pause and a Camel gives me a fresh sense of well-being."

BLACK WINDSORIAN Rudolph D. Carver says: "My work requires great concentration. Naturally, it's a strain on the nerves. My method for avoiding regard, upon nerves is to rest now and then, and let up and light up a Camel. That's a simple, pleasant way to relieve nerve tension."

Smokes 6 packs of Camels and find out why they are the LARGEST-SELLING CIGARETTE in America

DID YOU KNOW: — that tobacco is remarkably sensitive to moisture? That at one stage, practically all the moisture is removed from cigarette tobacco, and that the proper amount returned to manufacturing progress? That there are more than 60 huge air-conditioning machines where Camels are made? Camel guards moisture to protect for you all the richness and ripe tobacco of Camel's best, more expensive tobacco.

LET UP — LIGHT UP A CAMEL!

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES



Deceptive Messaging

IB KOOL

SLIGHTLY SENSITIVE MANNERS. Slightly Smoother.
How Greatly Reduces Serious Risks to Your Health.

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**

How's your disposition today?

FEEL SCRATCHY AS A CAT? It's only human to feel "itchy" when little annoyances pile up. But one help to your disposition is your everyday pleasures. They're really important. That's why, if you're a smoker, you're wise to choose the cigarette that gives you the most pleasure -- and that's Camel.

**For more pure pleasure
...have a
Camel**

Choose your cigarette for pleasure! Because pleasure helps your disposition. And more people smoke Camels than any other cigarette because Camels give them more pure pleasure. No other cigarette has Camels' richer blend of costly tobaccos. No other cigarette is so rich-tasting yet so mild! So, for more pure pleasure -- have a Camel!

No other cigarette is so rich-tasting, yet so mild!

Alive with pleasure!
Newport

After all, if smoking isn't a pleasure, why bother?

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Deceptive Messaging

To keep a slender figure
No one can deny...



Reach
for a
LUCKY
instead of a
sweet



"It's toasted"
No Throat Irritation - No Cough.

IS THIS YOU FIVE YEARS FROM NOW?
When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—**"IT'S TOASTED," Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.



"It's toasted"
Your Throat Protection — against irritation — against cough.
*We do not say smoking luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

Cigarettes are like women.
The best ones are thin and rich.

Thin so they taste light.
Lighter than other 100's



Lighter than most kings.
Rich because—
Well, because rich is better.



Silva
THINS
Silva Thins are thin and rich.



Deceptive Messaging

YEAH.

51488/2236

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Be Happy - Go Lucky!

When fishing I just trust to luck. It seems to work for me. Perhaps because I also trust To L.S./M.F.T.!

ENJOY YOUR CIGARETTE!...
If you're not happy with your present brand (and a 38-city survey shows that millions are not), smoke Luckies! You'll get the happy blending of perfect mildness and rich taste that fine tobacco—and only fine tobacco—can give you. Remember, Lucky Strike means fine tobacco. So get complete smoking enjoyment. Be Happy—Go Lucky today!

gettyimages
Bettmann

LUCKY STRIKE
L.S./M.F.T.

All sailors are a fickle lot, On girls they can't agree, But here at Norfolk Naval Base He's L.S./M.F.T.!

I've roamed around the whole wide world From New York to Tibet— And I can tell you Lucky Strike's The finest cigarette!

LS/M.F.T.
Lucky Strike
Means
Fine Tobacco

2000-2001 NEWPORT CIGARETTES
TASTE THE DIFFERENCE

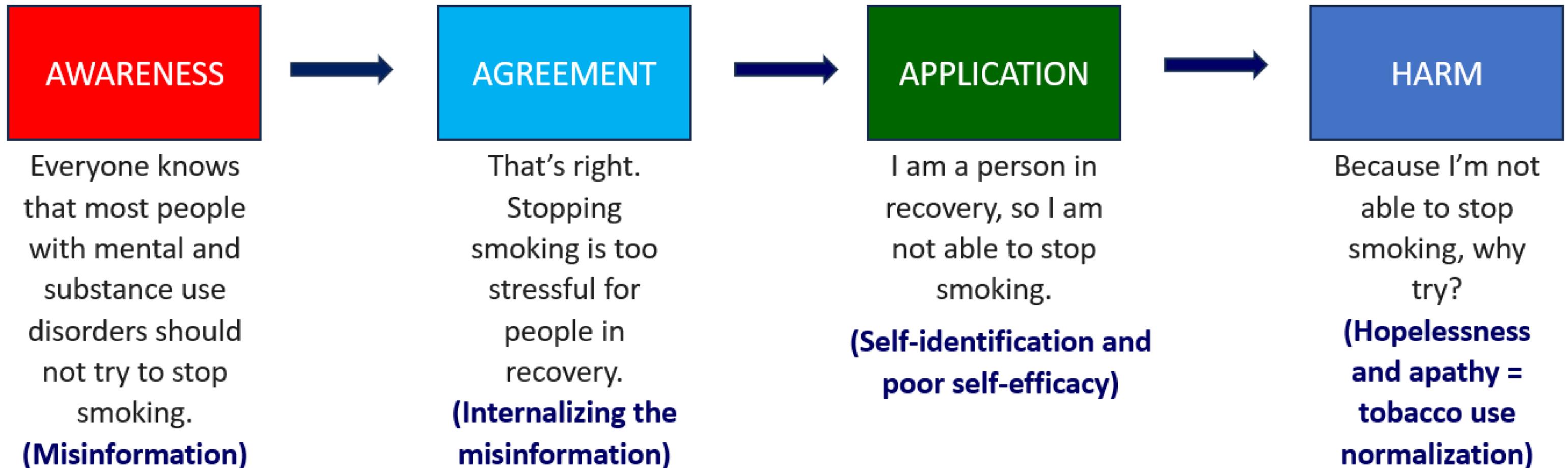
FIRE IT UP!

Newport pleasure!

2000-2001 NEWPORT CIGARETTES
TASTE THE DIFFERENCE

Self-Stigma Stage Model

Misinformation and stereotyping have led to normalizing tobacco use in the treatment and recovery community.





False Beliefs

Unfortunately, treatment providers, also subject to the tobacco industry's deception, have historically accepted and perpetuated the messaging, facilitating tobacco use with smoke breaks and not providing adequate tobacco use disorder interventions.

False beliefs within the behavioral health culture are widespread regardless of tobacco use status. **A 2020 study found that 58 to 73% of non-smoking individuals perceive smoking and vaping as beneficial to mental health.**

Consequently, tobacco use is the social norm within the treatment setting and recovery community.





Stigmatizing 20th Century Beliefs

The tobacco industry narrative passed down over the years continues to influence our views and decision-making.

Treatment Provider

- First Things First – we need to be in recovery for at least 12-months before stopping smoking.
- If you stop smoking too soon, you're at risk for relapse to other substances.
- It's too stressful to attempt to stop everything at once.
- We need to offer cigarette breaks so people can concentrate and stay calm.

Recovery Community

- Smoking is helpful to connect with others and create a network of recovery supports.
- It's not a problem – it's legal and we don't get high from smoking a cigarette.
- My NA sponsor told me that I shouldn't stop smoking.
- Nearly everyone I know in long term recovery smokes cigarettes.
- Smoking is how I manage my anxiety.



Tobacco Use Prevalence

U.S. Adult Smoking Rate = 10.8%

In Pennsylvania 14.9% of adults currently smoke cigarettes, use smokeless tobacco or electronic vapor products.

American Lung Association's State of Tobacco Control Report, 2025

www.lung.org/research/sotc



**Approximately 25%
of U.S. Adults**

**have a mental health condition
or substance use disorder
however, adults with such
conditions consume nearly 40%
of all cigarettes smoked
in the United States.**

**UCSF National Partnership on Behavioral Health
& Tobacco Use, 2025**

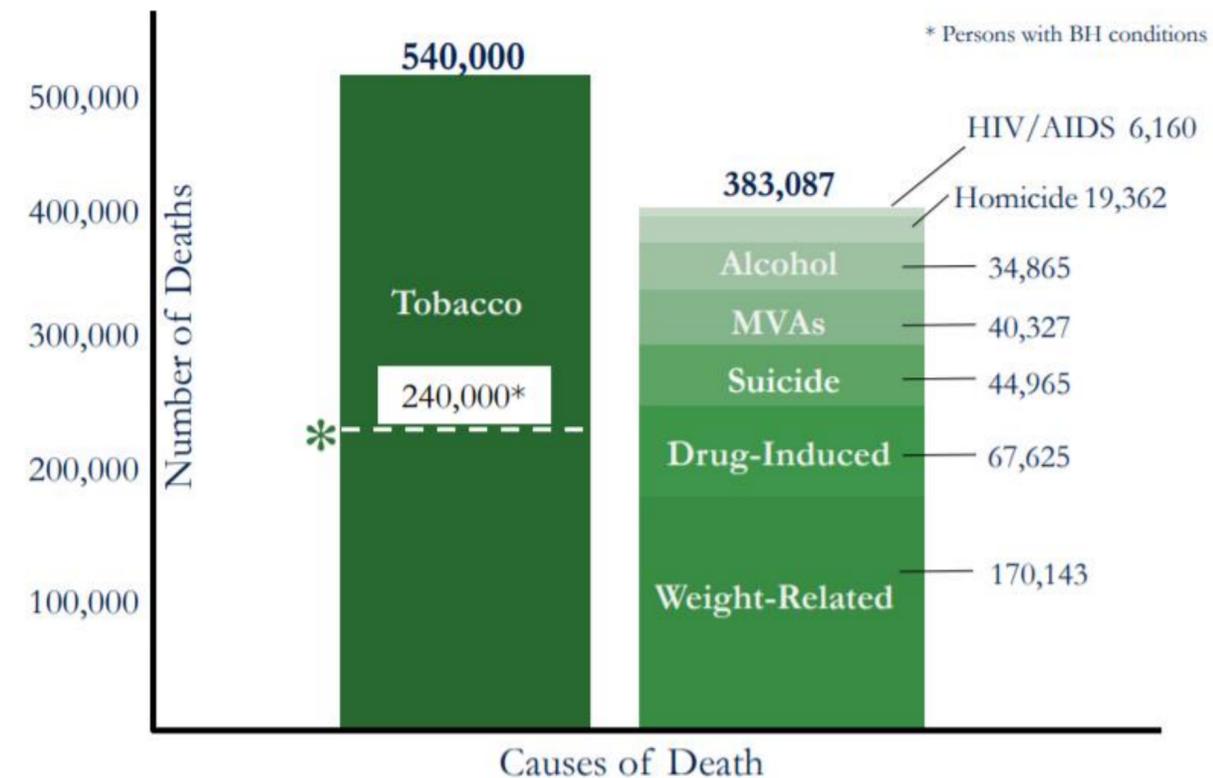
www.BH4TobaccoFree.org

Tobacco-Related Disease & Death

Over 240,000 (45%) of the 540,000 annual tobacco-related deaths are individuals with mental health and/or other substance use disorders.

Centers For Disease Control and Prevention, 2016

Behavioral Causes of Death in US, 2016



U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014. Mokdad AJAMA 2004; 291:1238-1245. Mokdad AJAMA. 2005; 293:293. Tobias, D.K., Hu, F.B., (2010). The association between BMI and mortality: implications for obesity prevention. *The Lancet*. :916-917. Xu, J., Murphy, S.L., Koshanek, K.D., Bastian, B., Arns, E. (8/26/2020) and Data for 2016. *National Vital Statistics Reports*. 67(8). United States Department of Health and Human Services. Hyattsville, MD: National Center for Health Statistics. Source: <https://www.cdc.gov/nchs/data/behavioralcauses/behavioralcauses2016.pdf>
Special thanks to Behavioral Health & Wellness Program for providing this figure.





PA Opioid & Tobacco Deaths



6,287 Pennsylvanians died from opioid related accidental overdose – September 2021 through September 2022.

CDC National Center for Statistics, 2022

22,000 Pennsylvanians die each year due to their own tobacco use.

American Lung Association's State of Tobacco Control Report, 2025

9,900 (45% of 22,000) Pennsylvanians with behavioral health conditions that die each year due to their own tobacco use.

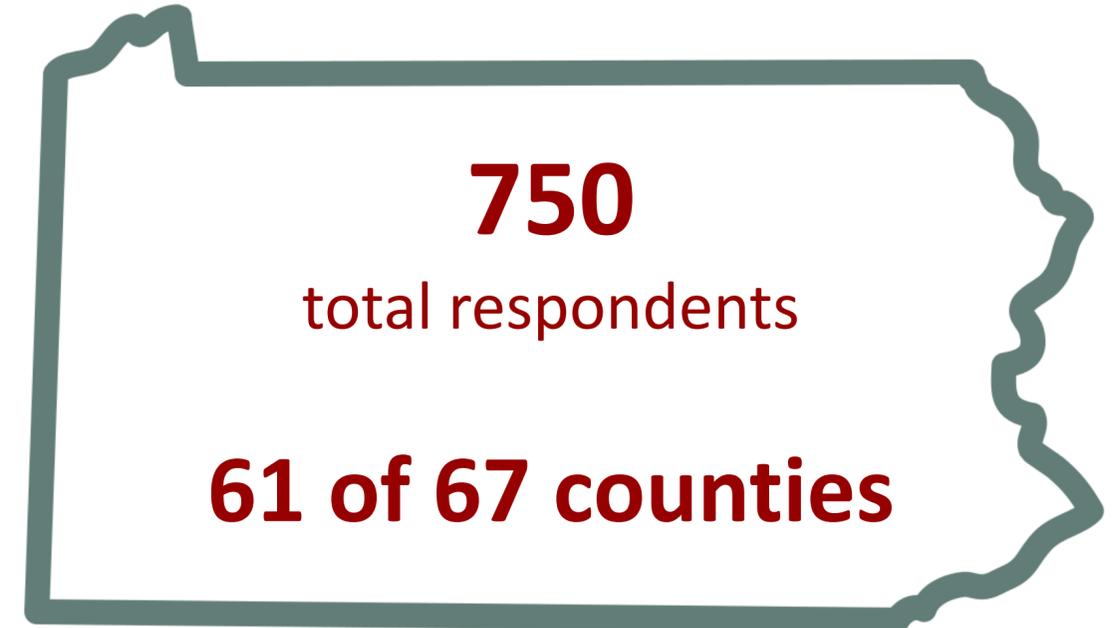


Pennsylvania Statewide Panel Survey

In May 2023, a statewide survey was distributed among individuals receiving care in behavioral health services.

Respondents were only able to complete the survey if they **screened positive for:**

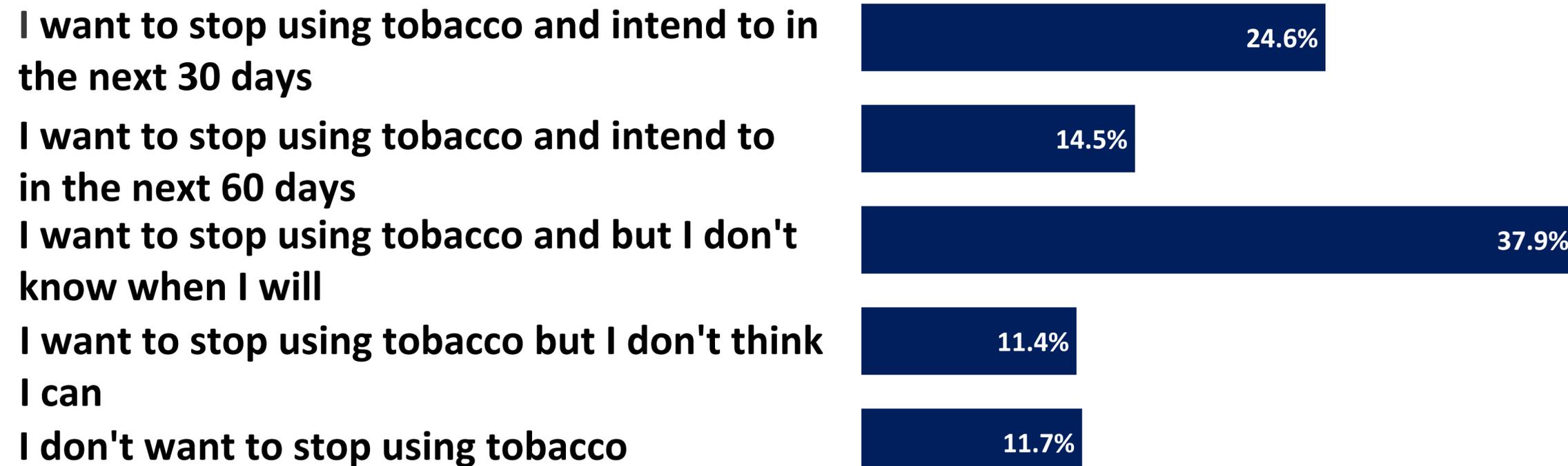
1. being over the age of 18,
2. a Pennsylvania resident,
3. having a history of tobacco use, and
4. having a mental or substance use disorder diagnosis.





Pennsylvania Statewide Panel Survey

88% of respondents indicated **wanting to stop their tobacco use** (N=600).



77% reported having previously **made a quit attempt** (N=581).



High Interest, Low Confidence

Up to 80 percent of people in behavioral health are interested in stopping smoking.

Prochaska et al. 2004,



- Many who use tobacco products have a low degree of confidence in their ability to stop their use.
- Poor self-efficacy is often driven by:
 - Misinformation
 - Stereotyping
 - Societal & Self-Stigma
 - Cultural Perpetuation
 - Lack of treatment support



Hope-Inducing Messaging



Learning tobacco-free coping skills
is achievable and can:

- decrease depression, anxiety, and stress
- increase positive mood and quality of life
- boost self-confidence and self-image
- improve physical health and wellness
- enhance the probability of long-term recovery

BMJ 2014; 348:g1151. *Change in mental health after smoking cessation: systematic review and meta-analysis.* Published 13 February 2014.

BH MCO Tobacco Recovery Program Integration Project

A Recovery-Oriented Systems Approach While Countering Tobacco Industry Marketing Misinformation

A partnership of PA STFRI, Behavioral Health MCOs, their provider networks and community allies to advance a **hope-inducing** awareness of the benefits to addressing tobacco in the recovery process and to **integrate person-centered tobacco interventions in existing treatment and recovery support services.**

Tobacco interventions reflect protocols that are strength-based, not deficit driven, and emphasize choice and recovery-oriented principles.



Project Goal

While the journey to recovery is an intensely personal one, the basis of all recovery is hope and belief that our current circumstances can be improved, managed, and overcome.

As we learn healthy ways to manage our day, it allows us to let go of unhealthy ways.

So, if you haven't yet thought about it, you may consider Tobacco Recovery.

Rather than approaching tobacco use disorder as an adjunct to treatment and from an abstinence-only perspective, the goal is to **integrate sustained messaging and information sharing** into behavioral health services to advance insight into the benefits of learning tobacco-free coping skills and provide a therapeutic environment where, **if interested**, individuals receiving care may progressively adapt to the behavioral and social skills necessary to include “tobacco recovery” in their personal recovery journey.



Reframe Language

The language we use is fundamental in creating environments conducive to a recovery process.

Common Terminology

- Smoking
- Smoker
- Quit Date
- Habit
- Cessation

Preferred Terminology

- Tobacco Use Disorder
- Person with a Tobacco Use Disorder
- Recovery Start Date
- Chronic Disorder
- Tobacco Treatment, Recovery



Embrace Life!

Be Physically, Emotionally & Spiritually Healthy... Be Alcohol, Tobacco & Drug-Free



Developing tobacco-free coping skills is achievable and a “growth-promoting” process.



Project Strategy

SHARED
VISION

CULTURE
CHANGE

SERVICE
STANDARDS

TRAINING

PROGRAM
INTEGRATION

SUSTAINABILITY

A comprehensive strategy of reinforced messaging, community engagement, education, professional training, coaching, and technical assistance is provided and evaluated.



PENNSYLVANIA

Statewide Tobacco-Free
Recovery Initiative



Project Timeline

TOBACCO RECOVERY PROGRAM INTERVENTION PROJECT TIMELINE



PENNSYLVANIA

Statewide Tobacco-Free
Recovery Initiative



Independent Evaluation

For more than 40 years, **PHMC's Research & Evaluation Group (R&E Group)** has collaborated with communities, government agencies, the health care sector and other nonprofit agencies to address public health in southeastern Pennsylvania and across the country.

Public Health Management Corporation, Research & Evaluation Group provides assessment of all aspects of the project.

PHMC is measuring organization stage-readiness, MCO employee, member and provider interest, knowledge gaps to target education and awareness messaging, and evaluation of all PA STFRI education and training.

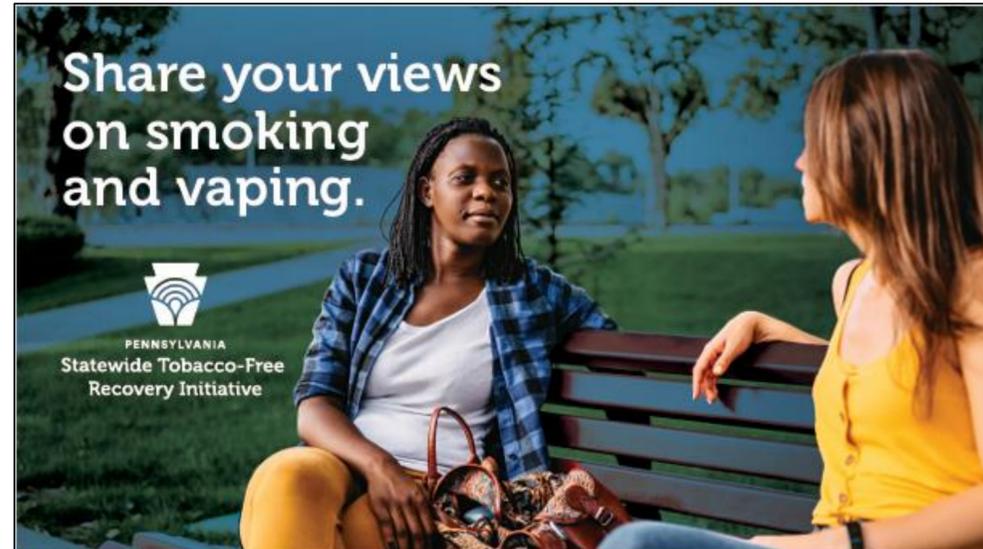


Project Baseline Surveys

Identify Knowledge Gaps and Common Misinformation

Employee/Provider N = 2,254

Individuals Receiving Services N = 274



Share your views on smoking and vaping.


PENNSYLVANIA
Statewide Tobacco-Free
Recovery Initiative

Tobacco Survey for Individuals Receiving Services

The Pennsylvania Statewide Tobacco-Free Recovery Initiative would like to strengthen our support for individuals seeking to stop smoking, vaping, or using other tobacco products. Understanding the point of view of everyone in our behavioral health community whether or not you use tobacco will help to advance the initiative.

Please scan the QR code or use the link to access a brief anonymous survey. It only takes a few minutes to complete.

Thank you for your help!



survey.alchemer.com/s3/8363859/CBH-Member-Tobacco-Use-Survey
The Pennsylvania Statewide Tobacco-Free Recovery Initiative is supported by the Pennsylvania Department of Health.



Share your views on smoking and vaping.


PENNSYLVANIA
Statewide Tobacco-Free
Recovery Initiative

Tobacco Survey for Employees and Providers

The Pennsylvania Statewide Tobacco-Free Recovery Initiative would like to strengthen our support for individuals seeking to stop smoking, vaping, or using other tobacco products. Understanding the point of view of everyone in our behavioral health community whether or not you use tobacco will help to advance the initiative.

Please scan the QR code or use the link to access a brief anonymous survey. It only takes a few minutes to complete.

Thank you for your help!



survey.alchemer.com/s3/8366078/CCBH-Employee-and-Provider-Tobacco-Survey
The Pennsylvania Statewide Tobacco-Free Recovery Initiative is supported by the Pennsylvania Department of Health.

Education & Training

Instructor-Led Webinar Training

The Rationale: Addressing Tobacco Use in Behavioral Health Services

Tony Klein, MPA, NCACII

Tobacco Recovery: Learning to be Tobacco-Free!

Tony Klein, MPA, NCACII

Pharmacotherapy: Managing Tobacco Withdrawal with Confidence

Katie Gassner, BA, NCTTP

Vaping: What we know and what we don't know

Ryan Coffman, MPH, CHES, CTTS-M

On-Demand eLearning

Course 1: The Rationale for Addressing Tobacco Use in Behavioral Health Services

Course 2: Tobacco Use Disorder Treatment in Behavioral Health Services: Pharmacological Treatments

Course 3: Tobacco Use Disorder Treatment in Behavioral Health Services: Behavioral Counseling Interventions

Course 4: Tobacco Recovery in Behavioral Health Services

Module 1: Proposed Clinical Performance Standards

Module 2: Tobacco Policy

University of Pennsylvania Tobacco Treatment Specialist Training



UPenn's Tobacco Treatment Specialist Training

for Behavioral Health
Providers in PA



Monday November 4th-
Thursday, November 7th, 2024

9:00am-4:00pm EST
This training will be virtual.

Click link below or scan QR code to apply for a
full tuition scholarship to attend training
(\$1250 value).

[https://upenn.co1.qualtrics.com/jfe/form/
SV_bs9aiHNWqpqVO5M](https://upenn.co1.qualtrics.com/jfe/form/SV_bs9aiHNWqpqVO5M)



www.pennmedicine.org/tobaccotraining

Contact Us

888-PENN-STOP

pennstop@uphs.upenn.edu

Tobacco-Free Recovery is Recovery Annual Statewide Conference



TOBACCO-FREE RECOVERY *IS* RECOVERY
5TH ANNUAL VIRTUAL CONFERENCE

NOVEMBER 12 2025

12:30-4 PM

Join us for dynamic presentations and panel discussions with treatment, MCO, and recovery advocate stakeholders to advance tobacco interventions in Pennsylvania's behavioral health services.

[REGISTER HERE](#)



KEYNOTE SPEAKER
Robert K. Jackler, MD
Principal Investigator
Stanford Research Into the Impact of Tobacco Advertising
Stanford University School of Medicine

SAVE THE DATE





MCO Employee / Provider Awareness



A **shared vision** of the project's goals and objectives by all employees is essential to the success of the project. There are many misconceptions about tobacco use in the MH/SUD treatment and recovery community.

The project is designed to promote recommendations for the use of stigma-reducing terminology and messaging by employees when engaging providers, members and community allies.





Tobacco Awareness Polling Exercise

BRIEF virtual 15-minute information sharing activity provided at existing team meetings.

5 Minutes – Conduct Poll/Review

5 Minutes – Share Research Data

5 Minutes – Feedback



Tobacco Awareness Polling Exercise

Most people with a mental health condition and/or substance use disorder are not interested in stopping their tobacco use.

PRO-A "The Call" Zoom Meeting

People with Lived Experience

10/21/25 N=12

11% Strongly Agree

56% Agree

11% Neither Agree nor Disagree

22% Disagree

0% Strongly Disagree

Community Care Behavioral Health

Provider Network – Monthly Support Call

10/21/25 N= 34

15% Strongly Agree

26% Agree

24% Neither Agree nor Disagree

24% Disagree

12% Strongly Disagree

Project Baseline

Surveys **Employee/Provider N=2,249**



Most people with a mental health condition and/or substance use disorder are not interested in stopping their tobacco use.

6% Strongly Agree

25% Agree

32% Neither Agree nor Disagree

28% Disagree

1% Strongly Disagree

1% Prefer not to answer

People in early substance use recovery shouldn't attempt to stop smoking or vaping because it places them at great risk for relapse to alcohol and/or other drug use.

4% Strongly Agree

21% Agree

36% Neither Agree nor Disagree

27% Disagree

10% Strongly Disagree

2% Prefer not to answer

Project Baseline

Surveys **Employee/Provider N=2,249**



Nicotine reinforces the rewarding effect of alcohol, opioids, and other substances.

- 11% Strongly Agree
- 34% Agree
- 39% Neither Agree nor Disagree
- 15% Disagree
- 3% Strongly Disagree
- 2% Prefer not to answer

Smoking or vaping nicotine sustains a cycle of craving for alcohol, opioids and other substances.

- 7% Strongly Agree
- 34% Agree
- 39% Neither Agree nor Disagree
- 15% Disagree
- 3% Strongly Disagree
- 2% Prefer not to answer

Project Baseline

Surveys **Employee/Provider N=2,249**



Addressing tobacco use disorder is not within my scope of practice.

- 5% Strongly Agree
- 13% Agree
- 20% Neither Agree nor Disagree
- 28% Disagree
- 23% Strongly Disagree
- 2% Prefer not to answer

More people with mental health and/or substance use disorders die every year from tobacco use than from suicide and accidental drug overdose.

- 7% Strongly Agree
- 26% Agree
- 44% Neither Agree nor Disagree
- 15% Disagree
- 7% Strongly Disagree
- 6% Prefer not to answer

Project Baseline

Surveys **Individuals Receiving Services N=275**



I find great pleasure in smoking or vaping.

- 27% Strongly Agree
- 40% Agree
- 16% Neither Agree nor Disagree
- 11% Disagree
- 3% Strongly Disagree
- 3% Prefer not to answer

I smoke or vape to cope with uncomfortable thoughts or feelings.

- 40% Strongly Agree
- 36% Agree
- 11% Neither Agree nor Disagree
- 7% Disagree
- 10% Strongly Disagree
- 3% Prefer not to answer

Project Baseline

Surveys **Individuals Receiving Services N=275**



I smoke or vape because I don't know how to stop.

- 13% Strongly Agree
- 26% Agree
- 19% Neither Agree nor Disagree
- 29% Disagree
- 10% Strongly Disagree
- 4% Prefer not to answer

Daily craving and feelings of withdrawal are bothersome.

- 29% Strongly Agree
- 39% Agree
- 16% Neither Agree nor Disagree
- 10% Disagree
- 6% Strongly Disagree
- 1% Prefer not to answer

Project Baseline

Surveys **Individuals Receiving Services N=275**



Smoking or vaping helps in social situations.

26% Strongly Agree

26% Agree

19% Neither Agree nor Disagree

19% Disagree

10% Strongly Disagree

1% Prefer not to answer

My physical health has been impaired due to smoking or vaping.

17% Strongly Agree

34% Agree

17% Neither Agree nor Disagree

17% Disagree

10% Strongly Disagree

4% Prefer not to answer

Project Baseline

Surveys **Individuals Receiving Services N=275**



Smoking or vaping helps people in recovery to manage stress.

9% Strongly Agree

27% Agree

34% Neither Agree nor Disagree

16% Disagree

11% Strongly Disagree

3% Prefer not to answer

Smoking or vaping nicotine increases anxiety or depression.

10% Strongly Agree

37% Agree

33% Neither Agree nor Disagree

11% Disagree

6% Strongly Disagree

3% Prefer not to answer

Media Campaign Channels & Tactics



ALOYSIUS BUTLER & CLARK

WILMINGTON | PHILADELPHIA | BLOOMSBURG | LAMBERTVILLE



Paid Media

LinkedIn, Facebook, PulsePoint ad network – ads promote education activity and link to website

Organic Social Media Kit

Ready to use messages distributed to all stakeholder social channels

Email Newsletter

Brief tobacco awareness messages with links to research articles, instructor-led webinars and On-Demand e-Learning

Website Hub (TobaccoFreeRecoveryPA.com)

A new section to aggregate all of the available campaign resources

E-Learning Modules and Videos

Complete On-Demand e-Learning Tobacco Recovery Series and downloadable testimonial available on website hub.

Tobacco Recovery is Recovery Media Toolkit

tobaccofreerecoverypa.com/resources/

Campaign Social Media Messages

Recovery is Recovery Videos



Download content [here](#).

Campaign Social Media Messages

Recovery is Recovery Videos

Posters *English*



Download content [here](#).

Posters *Spanish*



Download content [here](#).

Banner Ads

Provider



Download content [here](#).

Mesmerize Screens

597x768



Download content [here](#).

Brochure



Download content [here](#).

SUD Media Campaign - Let's Talk About it!



Technical Assistance



PA STFRI provides technical assistance, coaching and oversight to help facilitate program integration.

An implementation timeline is strategically determined based employee awareness and readiness.

Community education and staff training with validation of a positive response are prerequisites to implementation.

Sustainability

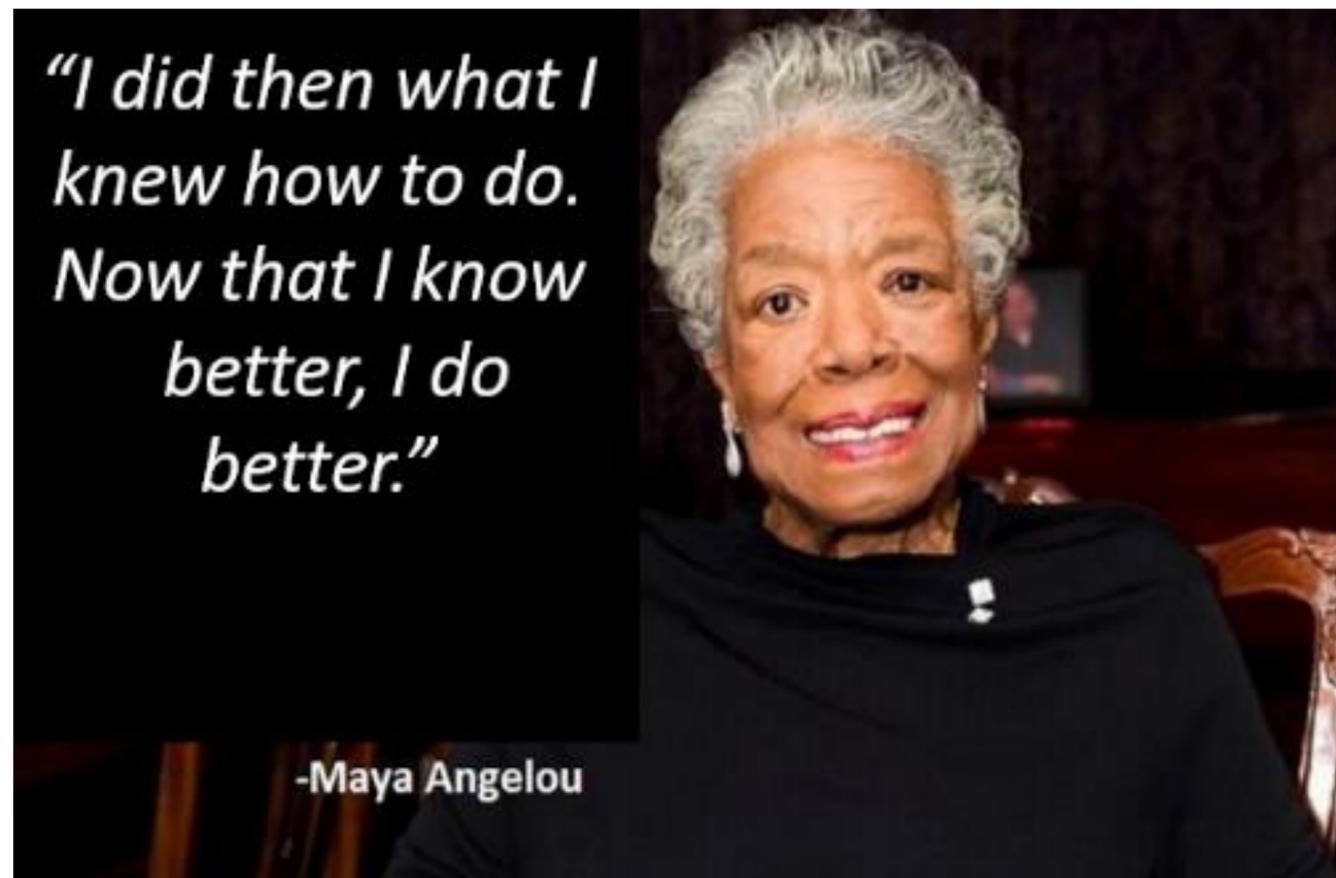


PA STFRI assists the leadership of the BH MCOs with development of all internal messaging, educational aids, facilitator guidelines, and consultation for mentoring, clinical supervision and quality assurance indicators.



Maximize Outcomes

Tobacco Use Disorder treatment tailored to the needs of people with mental and substance use disorders.



- The best outcomes are provided when tobacco treatment is **integrated** into ongoing care, combining **pharmacotherapy, motivational enhancement interventions and cognitive-behavioral therapies.**

Hitsman et al., *Canadian Journal of Psychiatry*, 2009. Treatment of Tobacco Dependence in Mental Health and Addictive Disorders.



Maximize Outcomes

Tobacco Use Disorder interventions require a longitudinal care model, the same as with the assessment and management of other SUDs and chronic illnesses



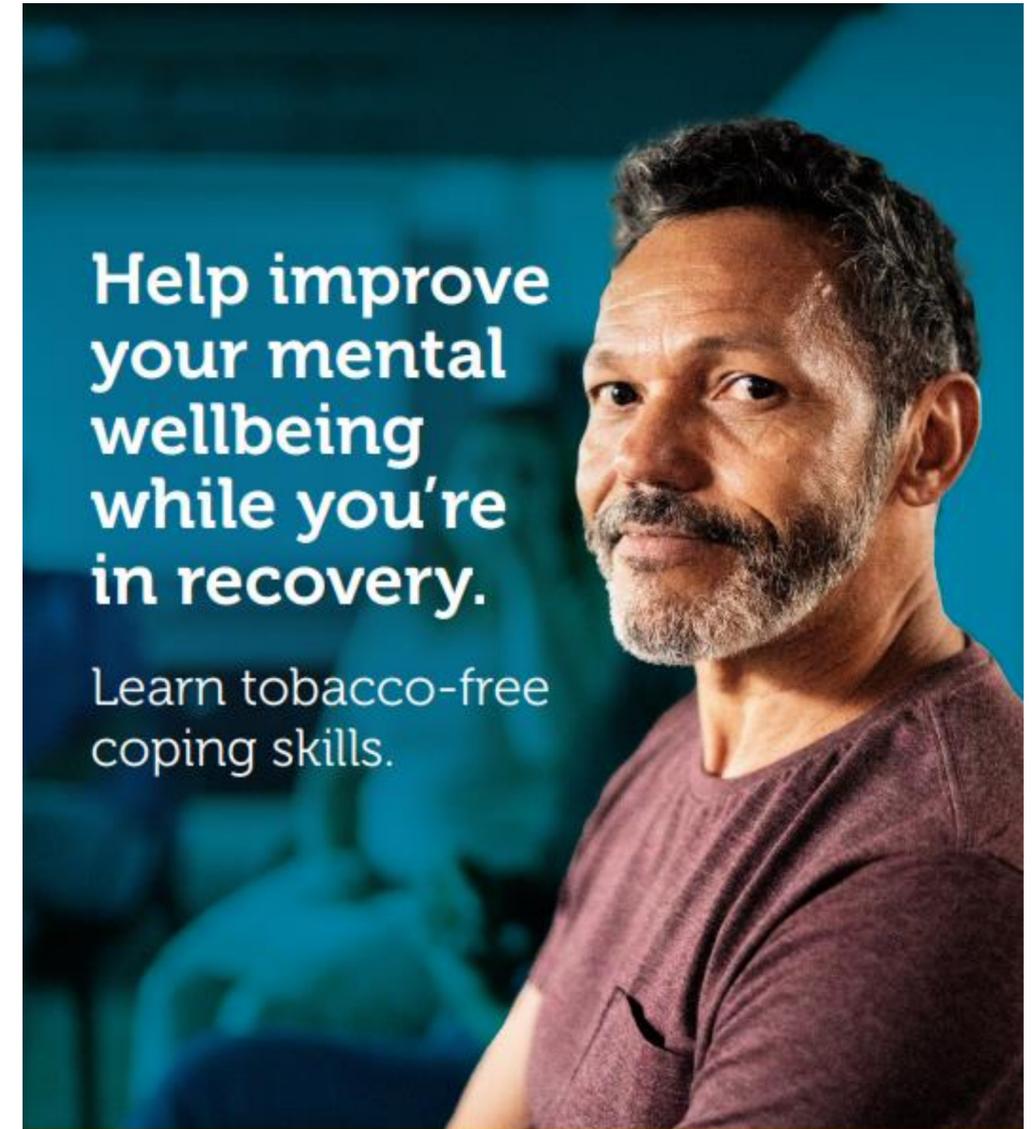
- Recovery-Oriented Model
- Integrated into Existing Care Components
(screening, diagnosing, charting, discharge planning)
- Pharmacotherapy
- Practical Counseling (problem/skills training)
- Social support delivered as part of treatment



Maximize Outcomes

- Tobacco treatments do not appear to have an adverse effect on psychiatric symptoms. On the contrary, patients may demonstrate significantly improved clinical status following tobacco treatment regardless of abstinence status.
- All tobacco users with psychiatric disorders, including substance use disorders, should be offered tobacco treatment, and clinicians must overcome their reluctance to treat this population.

Treating Tobacco Use and Dependence: 2008 update. Clinical Practice Guideline. Rockville, MD. PHS, USDHHS.



Help improve your mental wellbeing while you're in recovery.

Learn tobacco-free coping skills.

Tobacco recovery is recovery. Let's talk about it.



Maximize Outcomes

JAMA Psychiatry

Cigarette Smoking During Recovery From Substance Use Disorders

Parks MJ, Blanco C, Creamer MR, Kingsbury JH,
Everard CD, Marshall D, Kimmel HL, Compton WM.
JAMA Psychiatry. 2025 Aug 13

Among 2652 adults... change from current to former cigarette use was positively associated with a **30% increase in odds of recovery**. ...This association remained significant after lagging predictor by 1 year.

Summary



- People in behavioral health services are disproportionately affected by tobacco use and are not receiving the support they deserve.
- A data driven, integrated system of hope-inducing tobacco recovery messaging will serve to counter false beliefs and denormalize tobacco use in the behavioral health culture.
- Tobacco use disorder interventions reflect protocols that are strength-based, not deficit driven, and emphasize choice and recovery-oriented principles.
- PA STFRI looks forward to collaborating with BH MCOs, provider networks and community allies to advance person-centered tobacco interventions into existing treatment and recovery support services.