

# “Working With Physician Advocates on Tobacco Free Policies”

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# Learning Objectives

## To understand:

- The importance of a physician's role as advocate and subject matter expert in tobacco control policies
- Be able to describe ways to engage and assist physicians in their role as tobacco free policy advocates and “champions”
- Review specific tobacco free policy topic areas (tobacco free schools) in which physicians and healthcare professionals can advocate

# No Conflicts of Interest

# Statement

Though we have made great strides in the past decade, in 2012 we still kill over 400,000 Americans a year with a legal product, that product is still the leading single cause of disease and drug addiction in the US, one out every five patients seen each day by doctors is addicted to nicotine, and it is still our leading cause of all cancers and emphysema.

**We Have to Change  
the Way We Think !**

VIACOM



# Childhood obesity. Don't take it lightly.



EAT FRUITS & VEGETABLES  
AND BE ACTIVE

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

VIACOM



I'm lovin' it



## my kinda shoppin' spree

Dollar  Menu



1152

The right panel of the billboard features a black background. On the left side of this panel is a large white cross. The top-left arm of the cross contains a white circular logo with a stylized cross inside. To the right of the main cross is a white shield containing a black Rod of Asclepius (a staff with a single snake).

Two reasons  
to stay Blue.

Blue Cross Network



# Health Care Issues Desperately Needing Advocacy

- Tobacco control
- Obesity
- Food safety
- Preventive health (heart disease, diabetes, etc)
- Access to care (medical, dental, mental health)
- Early child health
- End of life care



**....public health measures were always accompanied by a degree of social control..... not one country experienced a reduction in infectious disease mortality without first having a public health policy that imposed numerous constraints and involved changes in life-styles. It's as simple as that!**

Patrice Bourdelais,  
Professor at the École des Hautes Études en Sciences Sociales,  
Paris, France

# Why is Advocacy Important?

- The most effective mechanism to achieve long-term impacts
- Effective vehicle for the community to demand industry accountability
- Educates community members and policy makers on the issue
- Removes the focus from the individual, which many doctors are stuck in
- Policy changes are the most effective means influencing public health needs

# Community Advocacy and the Doctor

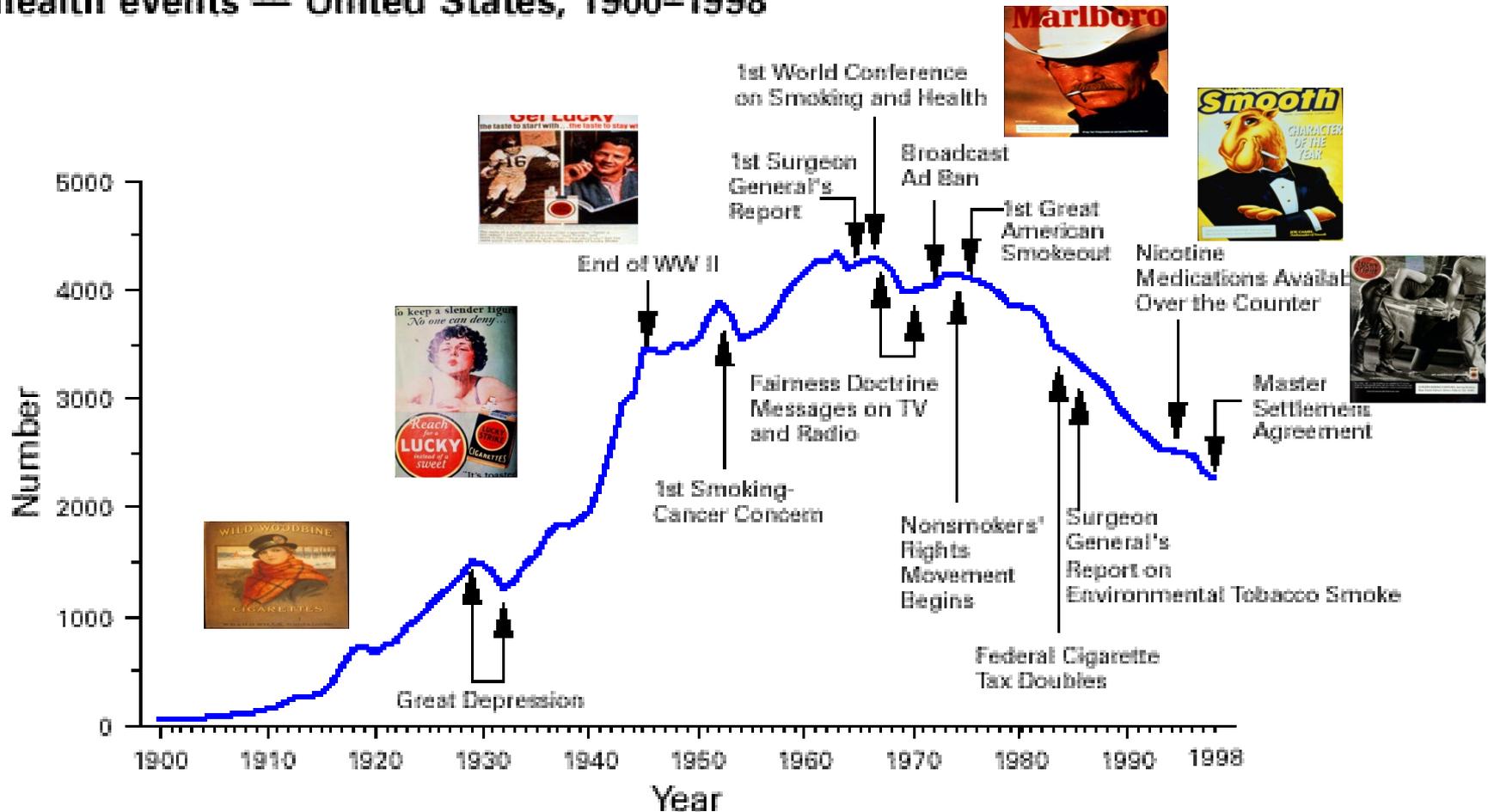
- Cannot change the direction without it
- Doctors are recognized, respected advocates, but rarely use the opportunity
- Today, the environment is a key to success, or failure
- Specialist or PCP, the behavior of the patient is key
- ALL specialties are effected, and should get involved

# What Has Worked in Tobacco Control?

- Smoke-free worksites – restriction, policy change though legislation
- Increased prices – cost, legislation
- Anti-tobacco media campaigns – marketing, legislative funding
- Healthcare – incentives, health plans, activism
- Totally smoke-free countries and states

# Tobacco's American Ride – A Great Example

FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998



Sources: United States Department of Agriculture; 1986 Surgeon General's Report.

# Developing a Physician Champion

- Identify the champions (early adopters), and the interest
- Provide the opportunity, project
- Identify the need, fill the void – “feed the need”
- Make sure the structure and support are there
- Provide unique education and mentorship
- Doctors like to be the “experts” and like data

# Public health and clinical medicine: Why have they become so far apart?

# Part of the Problem: The Traditional Education

- Physicians receive extensive education in critical thinking, differential diagnosis, choice of treatment, immediate decision making
- Doctors are trained to act independently, not as team players
- Deference to expertise, or peer coaching, can be seen as a sign of weakness
- Decisions traditionally are “start and finish” type thinking
- Leadership skills development are not a standard part of it

# Qualities of an Effective Health Professional Advocate

- Has an important, relevant, personal or professional story to tell
- Knows the facts (data) and where to find them
- Leverages expertise—theirs and others
- Networks—with other advocates and with decision-makers

# Qualities of an Effective Health Professional Advocate

- Is consistent and persistent
- Is cooperative, courteous, and positive
- Is solutions-oriented
- Pays attention—to others, to the field, to policy developments, and to timing

# Steps to Effective Health Professional Advocacy

- Identify and understand the issue
- Get the data
- Partner and collaborate
- Frame your message
- Be descriptive

# Steps to Effective Health Professional Advocacy

- Propose solutions
- Know your audience and tailor the messages for them
- Leverage your expertise as a doctor
- Choose your method(s) of communication

# Health Professionals as Advocates

- Know your audience, know your allies and opponents adapt the message:
  - School principal – improved academics, decreased absenteeism
  - Chamber of commerce – decreased health care costs
  - Businesses – improved revenue, productivity
  - Health plans – improved HEDIS scores, decrease utilization
  - Community – awareness of the problem, devastating numbers
- Use stories or examples from your practice
- Know the facts, key talking points
  - Keep the message short and to the point

# Health Professionals as Advocates

- Use simple terminology, but use data
- Show your passion, be the expert
- Be careful with humor, use visuals as needed
- Prepare for the tough questions, tough audience
- Always thank the audience
- Have fun, you are the right one

# Policy Opportunities

- Tobacco free schools
- Increasing tobacco taxes
- Increasing comprehensive coverage of evidence based tobacco use treatment
- Smoke-free campus
- Smoke-free beaches and housing

# Examples of Audiences

- Chamber of commerce
- Hospital staff and administration
- School boards, teachers and educators
- Local business's
- Physicians
- Middle, high school, nursing and medical students

# Examples of Audiences

- Community coalitions, Rotary clubs, etc
- Non-profits, foundations
- State legislators
- State health plan committees
- Academies
- Radio, TV and newspaper
- Medical Society's (local and statewide)

# Personal Examples

- Medical school community programs (Nicoteam)
- Smoking cessation programs – local, hospital
- Provider education – AAP, AAFP, MSMS, etc
- Health plans
- Smoke-free worksites

# Personal Examples

- Local coalitions (TFP)
- Smoke-free campuses – schools, hospitals and universities
- City smoke-free properties
- School presentations

# Understand the Committed Organizations

- The Joint Commission – hospitals
- NCQA – health plans
- Academies – AMA, AAP, AAFP, MSMS
- MDCH – worksites, beaches, etc
- Residency certifications

# Public Role of a Providers and Educators

## *-A Call To Action-*

Is part of treating obesity, smoking, and sedentary lifestyle actually treating ourselves?

- Credibility and effectiveness
- Walking the walk
- The need to be healthy ourselves
- Cannot remain as a “non-discussed” item for long

# The Public Health Role of the 21<sup>st</sup> Century Physician

- Lead by example
- Legislative advocacy
- Local coalitions
- Schools
- Local media
- Your institution

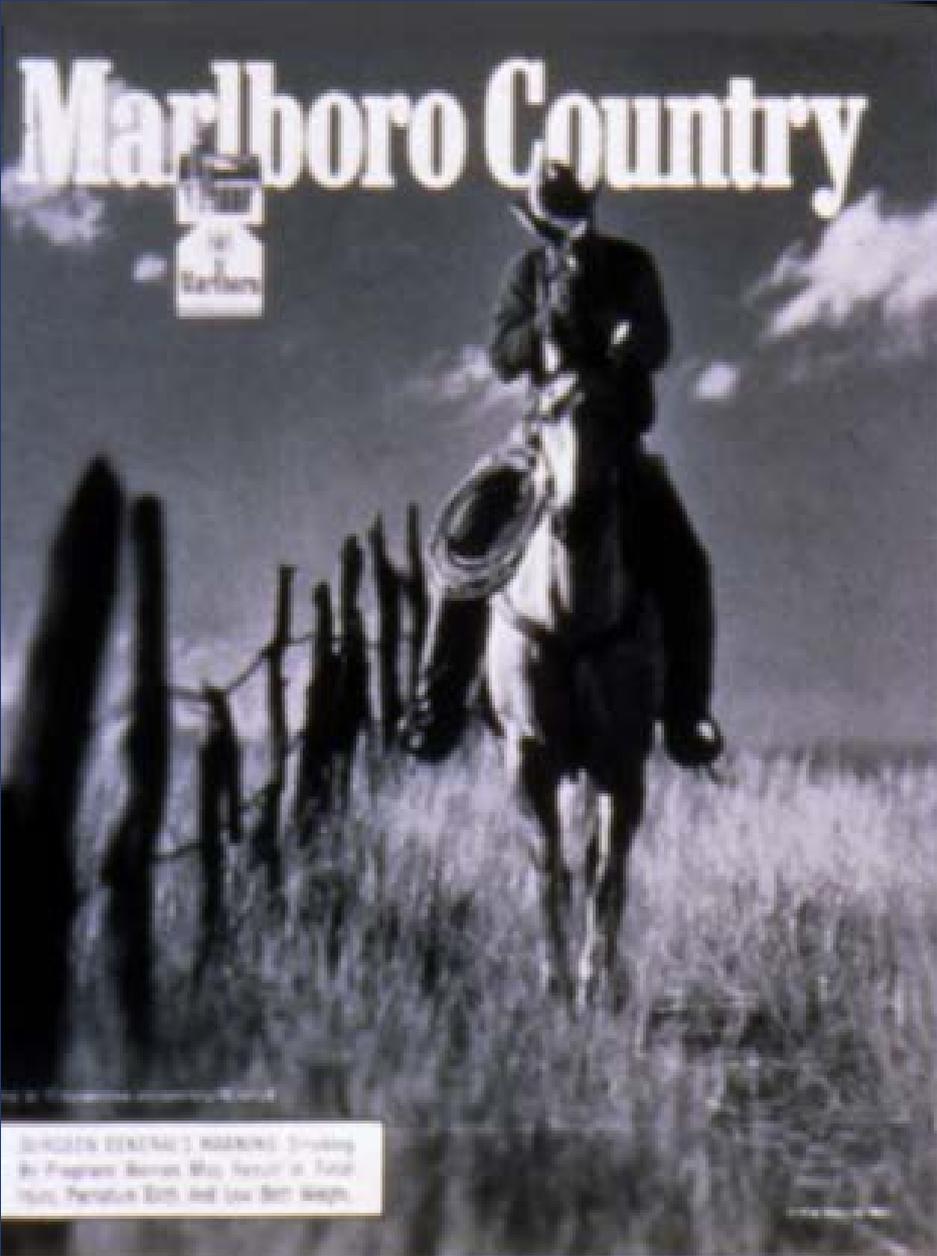
# The Public Health Role of the 21<sup>st</sup> Century Physician

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# Lead by example

- Be Healthy – Everyone sees you
- Smoke-free worksite efforts
- Keep your office healthy
  - Meals, staff, environment, messages
- Local walks, runs, events, fairs, etc

# Marlboro Country



URGENT WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth and Low Birth Weight.

## How Can We Keep Our Children Safe?

# LIFE

NEGLECT

VIOLENCE

DRUGS

VULGARITY

ALIENATION

SEXUAL ABUSE

ABDUCTION

TELEVISION

ACCIDENTS



front and back covers of the July 1995 issue of Life magazine. Submitted by Daniel J

# The Public Health Role of the 21<sup>st</sup> Century Physician

- Lead by example
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# Legislative advocacy

- City council
- Chamber of commerce
- City ordinances
- County health boards and departments
- State legislation and coalitions
- County medical societies and Academies

# The Public Health Role of the 21<sup>st</sup> Century Physician

- Lead by example
- Legislative advocacy
- Local coalitions
- Schools
- Local media
- Your institution

# Local coalitions

- Tobacco coalitions
- Wellness and prevention coalitions
- Health departments
- Collaboratives/grants
- AHA, ALA, ACS, YMCA, etc
- Non-profit foundations

# Local Tobacco Structures

- Tobacco Free Partners
- GRCC smoke-free campus committee
- Spectrum Health Tobacco Cessation committee
- RDV corp Nicoteam docs and poster committee
- Medical school student school talk group

# The Public Health Role of the 21<sup>st</sup> Century Physician

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# Schools

- School boards
- 24/7 smoke-free campus policies
- Presentations to students
- School wellness groups
- School initiatives (poster contests, TATU)
- Teen cessation programs



# School Policies in Michigan

- 73% of our approximate number (always changing) of 550 public school districts in Michigan

# Schools Policies in Michigan

- 21.1% have traditional comprehensive 24/7 tobacco-free policies (on/off-campus)
- 47.8% have traditional on-campus tobacco-free policies
- Nearly 1% (N=3) have comprehensive 24/7 that include emerging products
- 24.4% have policies that are no more restrictive than the Michigan Tobacco-free Schools Act (tobacco use allowed after 6pm and on the weekends)

# The Public Health Role of the 21<sup>st</sup> Century Physician

- Lead by example
- Legislative advocacy
- Local coalitions
- Schools
- Local media
- Your institution

# Local media - *Keep them as Allies*

- Radio talk shows
- Local TV stations
- Newspaper
- Media activism

# The Public Health Role of the 21<sup>st</sup> Century Physician

- Lead by example
- Legislative advocacy
- Local coalitions
- Schools
- Local media
- Your own institution

# Your Own Institution

- Lead or participate in committees
- Student coalitions
- Medical group, PHO, PCMH
- Smoke-free campus or interventions
- Research
- Community programs as electives
- Local medical society
- Quality improvement project

# Taking it State-Wide

- Identify and participate in state-wide coalitions or committees
- Prove it locally first
  - smoke-free hospital campus initiative
  - Asthma Network of West Michigan
  - FitKids360
  - CHAP medical home
- Don't just think local, get outside your box

# Taking it State-Wide

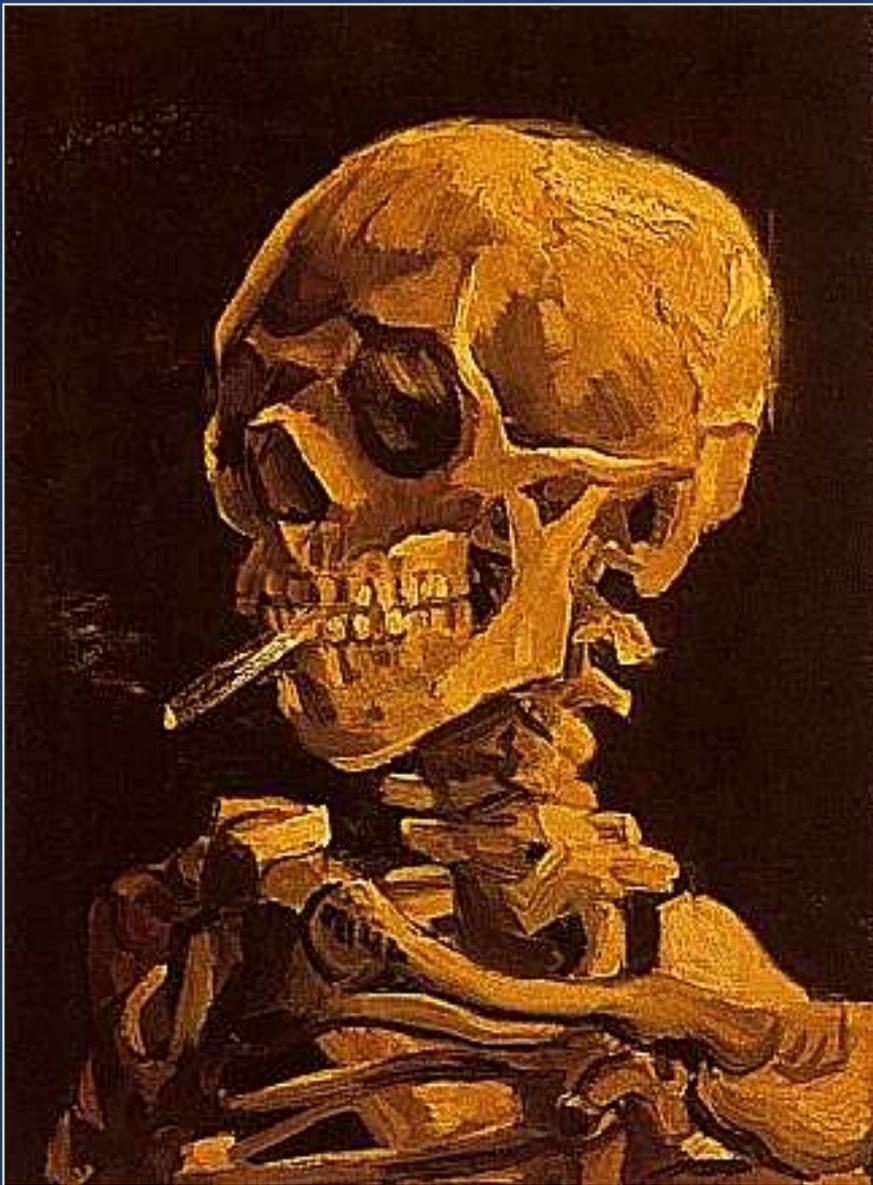
- Network with key players
  - Health plans
  - Academies
  - Coalitions
  - Legislators
  - Local leaders, identify a “champion”
- Use electronic or social marketing resources
- Face to face is still most effective
- Take a risk, be a leader

**“The normal physician treats the  
problem;  
The good physician treats the  
person;  
The best physician treats the  
community.”**

Old Chinese Proverb



We've Come a  
Long Way, Baby



Questions?

***Skull of a Skeleton with  
Burning Cigarette***  
**Antwerp 1885-1886**  
**Van Gogh Museum**  
**Amsterdam**