



ALCOHOL, DRUG & MENTAL HEALTH SERVICES
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FUNDING AVAILABLE TO MENTAL HEALTH CLINICS FOR TOBACCO TREATMENT INTERVENTIONS FOR FY 11-12

Background: Behavioral Health Care Services (BHCS) is pleased to announce that awards in the amount of two thousand dollars (\$2000) will be available to fund Nicotine Replacement Therapy (NRT) with Mental Health Services Act funds. NRT funding will be used to fund up to two (2) Mental Health Clinics to promote more assertive tobacco treatment interventions for consumers. A maximum of two (2) awards will be given to selected agencies to promote tobacco cessation activities and systematic interventions with consumers from **November 1, 2011 to June 30, 2012**. To apply, applicants must submit a detailed plan of how they would promote more tobacco interventions with consumers. Providers are encouraged to choose at least one activity from the below list of suggested activities, or develop their own creative ideas.

List of Suggested Activities:

1. Assess all consumers for tobacco-dependence and advise them to quit smoking; and offer a proactive tobacco educational/motivational and cessation-oriented intervention;
2. Conduct a regular Healthy Living Program that would include tobacco in all aspects of the program and maintain progress notes on sessions. (The Learning About Healthy Living program is an available, easy-to-use example);
3. Provide an ongoing motivational support group for consumers who are considering quitting smoking, in order to encourage them during contemplation; and/or
4. Provide tobacco dependence treatment through counselor and psychiatrist interventions and prescribing and monitoring tobacco treatment medications.
5. Develop or enhance a program to involve and train tobacco-free consumers to lead peer-to-peer tobacco cessation interventions, and offer/promote to consumers at the provider site. Must be supervised by provider staff and utilize an approved curriculum, such *Learning About Healthy Living*, available on the BHCS website under Tobacco Treatment/Resources tab.

Incentives:

Incentives may help entice consumers to participate in the intervention and may help to reward their progress. Incentives may include, but are not limited to the following:

- Providing small incentive rewards for consumer activities, such as:
 1. Completing a comprehensive tobacco-use history
 2. Participating for two to three weeks in a tobacco cessation, motivational support group
 3. Attending four sessions of the Healthy Living group
- Larger incentives may be given to consumers who come to six to eight or more weeks of Healthy Living groups, or who quit smoking, such as:
 1. \$5, \$10 or \$20 gift cards to stores that do not sell cigarettes, such as Trader Joe's, Whole Foods, Blockbusters, etc.
 2. Gift certificates to restaurants, movies and other entertainment activities.
- Using part of the incentive funds to purchase alternative activities equipment, such as an art cart (a cart with art supplies that consumers can use instead of going outside to smoke). Other ideas could include a basketball hoop, or other simple exercise equipment to encourage movement in group activities.

Applicant Eligibility Criteria

Applicants must:

- Be a BHCS contracted mental health program serving adults, 18 years and older



- Be compliant with Alameda County Provider Tobacco Policies and Consumer Treatment Protocols (see attached);
- Have a program infrastructure that supports consumer tobacco-use assessment, education and treatment;
- Have staff who have been trained and possess the skills to treat tobacco-use with consumers.

Selection Criteria: A BHCS Selection Committee will evaluate each proposal meeting the criteria as outlined in this announcement. The Selection Committee may be composed of County staff and other parties that have expertise or experience in the delivery of these services.

Notice of Award: All applicants will be notified of the evaluation decisions by **October 26, 2011**.

Provider Criteria:

If a provider is funded to provide tobacco treatment interventions, the provider must:

- Conduct a Consumer Tobacco-Use Survey, among a reasonable representative (@15-20) sample of consumers, to assess consumer current attitudes, knowledge and behaviors regarding tobacco-use. This will be done at the beginning of the project. Surveys will be submitted to the ATOD Network staff to compile and produce survey results.
- Agree to work closely with BHCS and the ATOD Network staff, Dr. Cathy McDonald and Judy Gerard, who will provide staff training and technical assistance to implement the program.
- Agree to make necessary systems changes in order to be successful.
- Have a designated staff person to serve as the tobacco champion/coordinator for the NRT Best Practices Protocol program who will:
 - Attend monthly meetings to check in and/or receive technical assistance to ensure that provider meets requirements of the project;
 - Maintain ongoing communication with BHCS and contracted ATOD Network staff;
 - Provide bi-monthly one-page reports summarizing activities performed each month, including type of activities and the number of consumers participating in the intervention and their progress;
 - Provide a final one-page report using the format provided by BHCS by July 10, 2012.

How to Apply:

To be considered for funding, please submit:

1. A brief plan with the following information:
 - a. Verification: that your agency is an ACBHCS-contracted mental health provider; that your agency is compliant with ACBHCS Provider Tobacco Policies and Consumer Treatment Protocols; and, that your program(s) has an infrastructure that supports consumer tobacco-use assessment, education and treatment;
 - b. How your agency will provide tobacco interventions with your consumers that includes a specific description of the activities/interventions to be provided, the frequency and duration of these activities; and,
 - c. A budget showing exactly how the funds will be spent, including the specific program names that will benefit from the NRT.

Submit application materials by Wednesday, October 5, 2011, by 5:00pm to:

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 (QIC: 22711)

For more information, please contact Lupe Mariscal @ BHCS at 510-567-8123 or lmарiscal@acbhcs.org