

2010 ACTION State Grantee Project Summary

State: New England

Project Title: *New England Partnership for Smoking Cessation Policy*

Name of Lead Organization: American Lung Association of New England

Partnering Organizations: American Cancer Society, New England Division; American Heart Association, Founders Affiliate; MATCH Coalition; Health Policy Partners of Maine; Tobacco Free Massachusetts; Tobacco Free New Hampshire Coalition; Rhode Island Tobacco Control Network; Coalition for a Tobacco Free Vermont; M+R Strategic Services

Audience/System: State-level legislators and Administration officials, smokers who have Medicaid coverage

Summary: New England's project proposes that six states will work collectively as they have in recent tobacco tax and smoke-free air campaigns. The objective is to expand cessation treatment to all Medicaid recipients in New England, replicating the approach Massachusetts has taken in recent years. A region-wide partnership of health organizations and state medical societies called the New England Partnership for Smoking Cessation Policy will sponsor a regional summit this summer, followed by state summits in the fall.

Objectives:

- Convene a regional planning summit with participation from key stakeholders in all six New England states, including at a minimum advocates and Department of Health managers in each state, the American Lung Association, the American Heart Association, and the American Cancer Society;
- Convene statewide summits in each of the six New England states to engage key partners and work towards the creation and implementation of a state plan;
- Develop a detailed action plan for each of the six New England states to secure comprehensive coverage of cessation counseling and pharmacotherapy (including access to all evidence-based cessation therapies, adequate length of coverage, access to coverage more than once in a calendar year, and free or very low co-pays) for all Medicaid-covered individuals (and in some states, state employees as well) as well as adequate promotional activities to drive high utilization of benefits (per the Massachusetts experience); and
- Document and disseminate results for utilization in other states.