

Colorado



Presentation by:

Bob Doyle

Executive Director, Colorado Tobacco Education
and Prevention Alliance (CTEPA)

Michele Patarino

Consultant

Colorado

Back ground:

- CTEPA – The oldest statewide coalition founded in 1963. Primary focus on public policy
- Population: 5.2 million (est) – growth of 750,000 since 2000
 - 20% Latino
 - 3% African American
 - 2% Asian
- Average 300 sunny days per year
- Diverse Politics
 - Last 10 presidential elections - voted for Republican 8 out of 10 times
 - Colorado currently has a Democratic Governor and Democratic majority in state house and senate



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Tobacco Control History - Data:

- Adult smoking rate: 18%

Disparities

- Low SES: 32%
- Latino/Hispanic: 22%

Colorado Tobacco Control Program and Policy History:

- **November 2004** - Tobacco tax approved by voters (Colorado tax currently at .87 ranking in the bottom third)
- **May 2006** – State smoke-free law passes – exemptions for cigar bars, tobacco retail stores

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Colorado Tobacco Control Program and Policy History:

- **December 2008**, a public/private partnership convened by Colorado Department of Public Health and Environment (CDPHE) to bring all stakeholders to the table to provide insight, expertise and leverage to:
 - Encourage private and public health plans to provide a comprehensive and effective tobacco cessation benefit for their membership.
 - Identify opportunities to increase sustainability for cessation services, including the Colorado Quitline.
- **May 2009** – state legislation requires (January 1, 2010) health plans to provide fully insured members with preventative health services, including screening and treatment for tobacco use
- **October 2009** – Colorado Medicaid changes benefit from 1 quit per lifetime to two 90-day quit attempts, including free/low cost OTC and prescription cessation aids

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Colorado Tobacco Control Program and Policy History:

- **January 2010** – Health plans requirement for preventive health services goes into effect
- **April 2010** – ACTION Grant
- Colorado Quitline
 - Free NRT – no callers turned away even during recent budget cuts (current proposal is \$7 million for entire program)
 - 1/3 of callers uninsured
 - Available in Spanish, English, Cantonese, Korean, Vietnamese, and Mandarin.
 - Thanks to legislative requirement and work of TCSP– health plans covering cost of their fully insured use of Quitline

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ACTION Grant Outline:

- **Outcome:** A strategic plan to provide comprehensive cessation or treatment, and effective utilization by, Colorado's uninsured tobacco users.
- **Recruit 75 stakeholders**
 - Conduct key informant interviews
 - Roundtable series by expertise
 - State summit
- **Uninsured profile for Colorado:**
 - Estimated to be more than 800,000
 - Tobacco use rate: 32%

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Individuals and Organizations Representing:

- Medical providers/professionals serving the uninsured
 - Mental health and substance abuse treatment providers and professionals
- Advocacy/policy organizations and funders serving the uninsured
- Cessation/addiction experts
- Media professionals with knowledge of reaching low income populations (focus on increasing utilization)
- Uninsured Coloradans
- Health plans
- Colorado health systems experts
- Workforce/employee/employer organizations serving/employing the uninsured

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ACTION Grant Outline:

- **Uninsured profile for Colorado:**
 - Estimated to be more than 800,000
 - Tobacco use rate: 32%

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Colorado's Work Toward Comprehensive Coverage for All

Tobacco Users:

Insured

- HB09-1204 requires coverage for group insured and Colorado's TCSP is leading the effort for improving/monitoring group utilization and extending coverage to self-insured

Uninsured

- CTEPA's ACTION grant proposes to address this population

Public Option

- Medicaid provided recent coverage improvement and CDPHE ARRA grant focusing on increasing utilization.

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ACTION Grant Partners:

- Colorado Department of Health Care Policy and Finance (Medicaid), Colorado's State Tobacco Education and Prevention Partnership (STEPP), National Jewish Health (Quitline Contractor), Colorado Association of Health Plans, Community Managed Care Network, National Association of Hispanic Nurses /Colorado Chapter, Colorado Community Coalition for Health Equity, Action 22, Inc., and Jefferson County Health Department.

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Looking Ahead:

- Federal Legislation's Impact on Cessation Coverage
- Colorado Tobacco Tax