

MDCH Tobacco Program Initiatives to Reduce Smoking Among the Medicaid Population

- The Michigan Department of Community Health Tobacco Section, in collaboration with the Michigan Chapter of the American College of Obstetricians and Gynecologists, Planned Parenthood Affiliates of Michigan, and the MDCH Maternal and Infant Health Program, has recently begun the "Smoke-Free Women in Michigan" (SWIM) initiative. The purpose of the SWIM initiative is to increase cessation services to women in Medicaid who smoke and are of reproductive age.
- The Michigan Pharmacist Partnership Program: Under this pilot program, pharmacists in some of the most rural sections (8 counties) of Michigan are assisting their customer patients in quitting smoking by referring them to the Michigan Quit Line for comprehensive quit smoking cessation counseling.
- The MDCH Tobacco Program is collaborating with the MDCH Maternal and Infant Health Program to increase quit attempts and quit rates among prenatal clients enrolled in Medicaid who smoke.
- The Tobacco Program is working with Medicaid health plans to increase access and availability of cessation services for clients. Five Medicaid health plans currently share the cost of providing Quit Line services to their patients.
- A two hour Continuing Education training module is being written to assist diabetes educators in helping their diabetes patients quit tobacco, many of whom are Medicaid patients who smoke.
- The Tobacco Program has developed a fax referral system to assist and encourage health care providers serving Medicaid clients to refer their patients who smoke to the Quit Line.
- The Tobacco Program is providing education and training to health care providers serving pregnant women and others on Medicaid, to help their patients quit smoking.
- Local tobacco coordinators are promoting prenatal cessation services to low income pregnant women in their communities.
- Local coordinators work with housing commissions, which serve low income individuals and families, to implement smoke-free policies, protecting children and families from secondhand smoke exposure and helping to reduce smoking rates.
- Michigan Health and Hospital Association Collaboration: Over 85% of Michigan's hospitals now have smoke-free campuses. Tobacco cessation efforts are underway at the hospitals to assist patients, including the Medicaid population, in quitting tobacco while they are inpatients and/or visitors at the hospital.

