

# Skills & Knowledge Recommendations to Support National Performance Measure 14 – Smoking



## 1. Population Health

A renewed focus on MCH population health is key to achieving the NPMs in the era of health transformation. These skills enable Title V professionals to analyze how program interventions and their related health outcomes are distributed among a state’s MCH population. Population health skills complement all of Title V’s work, including program design and implementation, strategic partnerships and communication.

- a. Ability to conduct surveillance of tobacco use during pregnancy and adolescence that allows public health practitioners to understand and respond to disparities in smoking rates
- b. Ability to develop estimates of death rates and implications based on tobacco use rates
- c. Ability to calculate quality-adjusted life years (QALYs) to quantify impact of tobacco use in local communities

## 2. Strategic Planning & Program Design

Effective strategic planning and program design require the ability to base programs on defined goals and desired outcomes. Strategic planning should include a monitoring and evaluation system to track and monitor progress and inform program alterations as needed. Program design skills must ultimately be coupled with implementation, where program design is carried out.

- a. Ability to effectively leverage home visiting and other programs for which Title V has authority as a way to assess and address household tobacco use
- b. Ability to apply the socio-ecological framework to smoking during pregnancy and household smoking

## 3. Strategic Alliances & Effective Partnerships

The wide array of stakeholders and partners in the field of MCH, from providers and insurers to women and children, require a set of skills in strategically aligning Title V goals with those of their partners. In the Title V world, there is an increasing interest in engaging unlikely or nontraditional partners to achieve the NPMs. The skills in this category take that into account and include unique partner groups linked to this measure.

- a. Ability to collaborate to promote policy solutions with public housing officials, Medicaid and other payers for secondhand smoke interventions
- b. Ability to address economic interests related to tobacco use among various stakeholders
- c. Ability to effectively negotiate and utilize conflict resolution skills to support local partners in enforcement of smoke-free areas

## 4. Consumer Engagement/Cultural & Linguistic Brokering

Consumers are arguably the most important stakeholders in MCH work, thus skills in consumer engagement and cultural and linguistic brokering are essential to moving the needle for each NPM. In some cases, consumer engagement includes negotiating with other stakeholders on behalf of MCH populations. Closely linked with this skills category are skills in communication and strategic alliances.

- a. Skills to engage consumers in needs assessment regarding tobacco and alternative tobacco delivery use
- b. Ability to effectively engage youth as peer educators for tobacco prevention efforts

## 5. Policy & Program Implementation

These skills ensure that MCH priorities are integrated into all aspects of policy and program implementation, as well as ensuring that policies and programs selected are well-aligned with NPMs and other MCH program goals. Implementing policies and programs with fidelity also requires skills in the implementation science drivers: technical and adaptive leadership; selection; training; coaching; systems intervention; facilitative administration; and decision support data systems.

- a. Ability to ensure health care providers have access to tools and best practices regarding tobacco use/reduction/cessation and are trained to use the tools in an evidence-based manner
- b. Skills to ensure high quality tobacco counseling is embedded in programs for which Title V has authority
- c. Skills to support robust and effective referral systems for tobacco cessation, especially for pregnant women
- d. Skills to effectively use electronic medical records for tobacco screening
- e. Skills to develop memoranda of understanding with Medicaid and other payers to develop policies that reduce tobacco exposure
- f. Ability to navigate political sensitivities around tobacco use and find common ground for action

## 6. Communication

Communication skills support the creation and delivery of effective messages between MCH professionals, professional and community partners, and populations served by Title V. Effective communication ensures the delivery of appropriate messages to audiences in the way that they were intended and is key to all aspects of MCH work. These skills are linked closely with skills in strategic partnerships and cultural and linguistic brokering.

- a. Skills to communicate effectively with tobacco users
- b. Ability to build capacity at local level to facilitate coalitions of partners to mobilize tobacco prevention and control messages
- c. Ability to communicate with policymakers about health and financial impacts of secondhand smoke exposure and pregnant women's tobacco use
- d. Ability to work with young adults as part of preconception health campaigns
- e. Ability to effectively reach young adults with tobacco messages specific to their local community and demographic profile

## Knowledge

In addition to skills, each NPM requires a knowledge base that will help Title V progress effectively in the measure. Knowledge should be considered at the foundation of achieving all measures.

### *1. Tobacco Background, Recommendations & Guidelines*

- a. Knowledge of health risks and costs of tobacco exposure
- b. Knowledge of benefits of reduction/elimination of tobacco exposure for pregnant women, children and families, including secondhand smoke exposure among children
- c. Knowledge of trends and health impacts of alternative tobacco delivery systems such as e-cigarettes
- d. Knowledge of state/territory supportive services available to MCH populations such as quitlines
- e. Knowledge of tobacco reduction/cessation tools and strategies, including their strengths, weaknesses and contexts for use
- f. Knowledge of historical and cultural context of tobacco use in a given geographic area

### *2. Tobacco Policies & Strategies*

- a. Knowledge of policy and environmental strategies that reduce smoking rates among adolescents and pregnant women, and the relative effectiveness of these policies
- b. Knowledge of essential components of the Affordable Care Act (ACA) and other state and federal policies that facilitate access to tobacco treatment services for pregnant women, such as reimbursable counseling in prenatal care settings by Medicaid and other payers