

CDC'S 6|18 INITIATIVE

Accelerating Evidence into Action

SIX WAYS TO SPEND SMARTER
FOR **HEALTHIER PEOPLE**



REDUCE
TOBACCO USE



CONTROL
BLOOD PRESSURE



IMPROVE
ANTIBIOTIC USE



CONTROL
ASTHMA



PREVENT UNINTENDED
PREGNANCY



PREVENT TYPE 2
DIABETES

New Jersey: Promoting Increased Use of Medicaid Tobacco Cessation Benefits

The Centers for Disease Control and Prevention's (CDC) [6|18 Initiative](#) highlights CDC and partners targeting six common and costly health conditions with 18 proven interventions. The following example from New Jersey showcases some of the strategies used to address one condition under the *6|18 Initiative*. These profiles are stories reported by the state officials based on their work within the *6|18 Initiative*.

Under the Centers for Disease Control and Prevention's (CDC) *6|18 Initiative*, New Jersey's Medicaid agency, housed within the Department of Medical Assistance and Health Services (DMAHS), and public health agency, the New Jersey Department of Health (NJDOH) worked simultaneously to increase access to tobacco cessation treatments and promote treatments through a public awareness campaign.

New Jersey's 6|18 Accomplishments

- ✓ Developed a public awareness campaign to increase access to services.

NEW JERSEY KEY FACTS

- State population: **9.3 million**
- Medicaid population: **2.2 million**
- Medicaid enrollees in managed care: **1.6 million**
- Prevalence of smoking among adults: **10.8 percent of population**



6|18 Project Activities

New Jersey's Medicaid and public health agencies partnered to implement the following activities to increase access to and promote the use of tobacco cessation treatments:

Specific activities undertaken by the New Jersey 6|18 team include:

1. Public Awareness Campaign

In 2018, New Jersey Medicaid implemented regulations aimed to reduce barriers to accessing tobacco treatment and increase the utilization of cessation services. These included: (1) coverage of all seven FDA-approved cessation medications, with a prescription; (2) coverage of all three types of cessation counseling interventions (individual, group, and telephone); and (3) elimination of the prior authorization requirement for cessation medications.

Due to concerns that patients and providers might not be aware of these new opportunities, in 2019, NJDOH launched a statewide public awareness campaign aimed at Medicaid beneficiaries and people who are likely to use tobacco. To reach Medicaid enrollees, the health department used a multimedia approach that included transit, print materials, and radio ads.

- **Print materials** — NJDOH disseminated flyers and other print materials to its five Medicaid managed care organizations to include in their newsletters, federally qualified health centers, and other provider practices to share on-site, and local municipalities and county health departments to circulate widely.
- **Transit materials** — NJDOH created and distributed bus placards, and rail and bus terminal signs to encourage people who use tobacco to speak to their doctor about tobacco cessation options.
- **Radio ads** — NJDOH released radio ads, including internet spots, in parallel with the transit and print material.

2. Statewide Quit Centers

In April 2019, the Department of Health established 11 Quit Centers across the state to provide people with the resources to stop or reduce their use of tobacco products. With the goal of having a Quit Center in every county, the state initially reviewed relevant demographics, such as smoking prevalence, to determine the areas for the first 11 Quit Centers and competitively selected a mixture of organizations either already integrated into the existing health care system or stand-alone non-profit organizations. The Quit Centers provide direct treatment services for tobacco use and dependence — face-to-face and/or group tobacco dependence counseling as well as nicotine replacement therapy (NRT). Quit Centers have several unique features, one of which is that they not only use a drop-in center model, but also explore how to reach at-risk communities. For example, they have access to a mobile unit that can travel to specific locations where there may be populations with higher use of tobacco products, such as near casinos. New Jersey's Medicaid program currently reimburses for tobacco cessation counseling services provided to Medicaid enrollees through the Quit Centers. NJ Medicaid/NJ FamilyCare is working with NJDOH on operationalizing [Medicaid reimbursement for tobacco cessation medications](#), via the NJ Quit Centers.

This publication was supported by the Centers for Disease Control and Prevention (CDC) contract #47QRAA20D001M, awarded to the National Opinion Research Center (NORC) in partnership with the Center for Health Care Strategies (CHCS). The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



CDC would like to thank Nashon Hornsby and Carolyn Thompson of the New Jersey Department of Health; Thomas Lind, Vanessa L. Wills, Pruthvika Patel, and Deborah Hicks of the Division of Medical Assistance and Health Services; and NORC and CHCS for their significant contributions to the 6|18 series of profiles with public health innovators across the United States. Please contact 618@chcs.org with any questions.