

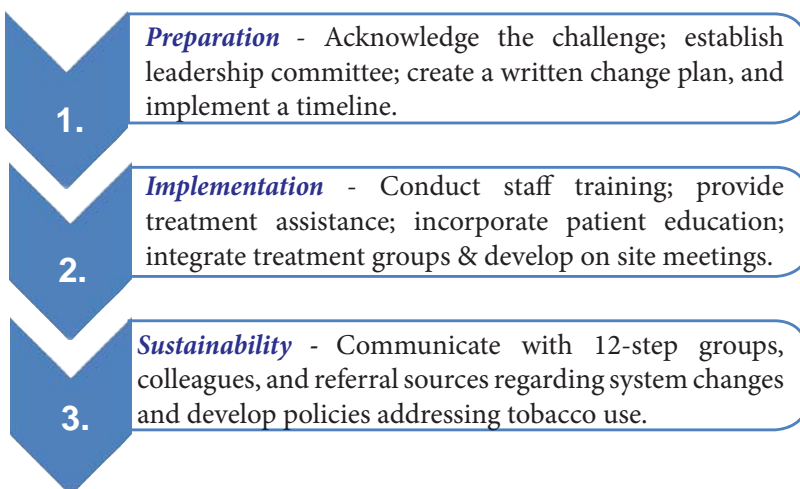
## Addressing Tobacco Through Organizational Change (ATTOC)

- People with mental illness smoke 44% of all cigarettes produced in the U.S.
- Up to 75% of individuals with serious mental illnesses or addictions smoke cigarettes
- 30-35% of treatment staff smoke
- Almost half of the 435,000 deaths that occur each year from smoking are among people with mental illness and/or substance use disorders
- Although the burden of illness and economic costs of nicotine addiction are elevated in mental health and drug treatment populations, treatment programs rarely address co-morbid nicotine addiction

### The Value of ATTOC

ATTOC is an intervention that provides services and ongoing support for agencies and organizations that are interested in learning how to initiate, improve, and or provide treatment for tobacco addiction; reduce tobacco addiction amongst employees; restrict or eliminate tobacco use on campus; and change the work environment to promote health and wellness.

### 3 Main Components of ATTOC



### Outcome of the ATTOC Approach

- ATTOC is utilized as the model for organizations such as West China Hospital to create Tobacco Free environment and other organizations to initiate Tobacco Free policy and nicotine dependence treatment.
- The ATTOC approach has resulted in an Organizational Change Toolkit, Clinical Treatment Toolkit, Staff Training Toolkit and the establishment of the UMass Consult and Training ATTOC Institute.
- ATTOC has been evaluated in NIH studies, statewide initiatives, and local performance improvement evaluations. Articles and presentations regarding ATTOC have appeared in professional forums.

### Current ATTOC Projects:

- **Massachusetts:** Researchers led a major initiative in supporting the Dept of Mental Health Tobacco Free Campus Initiative providing training, and technical assistance.
- **Connecticut:** Hiring and training tobacco counselors & champions for organizational change; implementing tobacco cessation education, pre-treatment, treatment, and behavioral counseling programs; website and social media to disseminate information; and providing training aimed at other local mental health authorities.
- **China:** Adapted clinical tools and organizational change infrastructure materials from English into Chinese language and culture. Researchers worked with Sichuan University West China Hospital's Mental Health Center to help it become one of the first smoke-free hospitals in China.

### References

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Guydish, J., Hobart, M., Meltzer, B., Oliver, K., Seward, G., Zammarelli, L., Ziedonis, D.M. (2007). Addressing tobacco use through organizational change: A case study of an addiction treatment organization. *Journal of Psychoactive Drugs*, Volume 39(4), 451 – 459.