Nicotine Recovery Tools to Help Individuals Make Healthy Changes

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https://www.streamtext.net/player?event=NicotineRecoveryTools

Cohosted by NBHN and myStrength
Wednesday, March 11
2:15 – 3 p.m. ET
Welcome!

Dana Lange  
Project Manager of Practice Improvement,  
National Council for Behavioral Health

Dr. Amy Lukowski, Psy.D  
Clinical Product Director  
Livongo (myStrength)

Chuck Tepper  
VP Public Partnerships  
Livongo (myStrength)
Housekeeping

- Webinar is being recorded. All participants placed in “listen-only” mode.
- For audio access, participants can either dial into the conference line or listen through your computer speakers.
- Submit questions by typing them into the chatbox.
- To access closed captions, see chat box for link: https://www.streamtext.net/player?event=NicotineRecoveryTools
- Slide handouts and recording will be posted here:
  - https://www.bhthechange.org/resources/resource-type/archived-webinars/
NATCON 20
Kaleidoscope
Registration is now open!

National Behavioral Health Network 2019 Annual Membership Survey:
https://is.gd/NBHN2019MembershipSurvey
Dr. Lukowski is a licensed psychologist, Certified Tobacco Treatment Specialist (CTTS) and a Motivational Interviewing Network of Trainers (MINT) trainer with over a 13 years of experience working clinically with both individual patients and populations, as well as providing clinical oversight for health behavior change products.

She has also served as Associate Professor at National Jewish Health and the Department of Psychiatry at the University of Colorado Denver.

Dr. Lukowski currently serves as Clinical Product Director at myStrength, which offers evidence-based self-help resources for emotional health and overall well-being, overseeing coaching, content and providing clinical oversight.
Chuck is a senior health care executive with over 35 years of healthcare experience. Chuck joined myStrength in 2013 and has been a driving force in digital behavioral health with public and community behavioral health partners, collaborating with over 150 partners in 33 states.

Chuck played a key role in the growth of the online learning behavioral health company, Relias Learning (formerly Essential Learning) as its Senior Vice President of Business Development and was previously the Senior Vice President of Business Development for a publicly-traded behavioral health contract management company, Psychiatric Management Resources (PMR). Chuck’s responsibilities included its national expansion of partnerships with health systems and community mental health providers that also included the national expansion of the company’s disease management Pharmacy business.

Chuck has spoken at numerous conferences and is adept at facilitating discussions and addressing issues of cost, lack of access, stigma and delivering behavioral and well being at scale.
myStrength: The Market Leader in Full-Spectrum Digital Behavioral Health
Focus Areas
• Depression
• Anxiety
• Insomnia
• Substance Use Disorders
• Chronic Pain
• Opioid/MAT
• Stress
• Mindfulness
• Balancing Emotions
• Pregnancy & Early Parenting
• Nicotine
• Trauma

Evidence-Based Interventions
• Cognitive Behavioral Therapy
• Behavioral Activation
• Mindfulness
• Motivational Interviewing
• Positive Psychology
• Acceptance and Commitment Therapy
• Dialectical Behavior Therapy
• Medication-Assisted Treatment (MAT) for Opioid Recovery

Full-Spectrum Digital Behavioral Health
Prevalence and Impact

Smoking is the leading preventable cause of death in the U.S.\(^1\)

Vaping/e-cigarette use is contributing to rising rates of nicotine addiction among youth. As a result, rates of adult combustible use are expected to rise in the coming years.\(^2\)

Approximately 25% of U.S. adults aged 18 years or older have a behavioral health disorder, and 32% are current tobacco users (compared with 23% among adults with no known mental illness).\(^3\)

Individuals with behavioral health disorders face significant tobacco-related health disparities, comprising approximately 200,000 of the 435,000 U.S. deaths per year due to tobacco use.\(^4\) In addition, these individuals consume almost 40% of all cigarettes

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Individuals with behavioral health conditions are a group heavily burdened by nicotine.

% of U.S. Adults Using Tobacco

Age 18+ With Mental Health Disorders: 32%
Age 18+ With No Known Mental Health Disorder: 23%
Introducing the Nicotine Recovery Program (Click to Open Video Intro)

Evidence-based tools for **people on their journey to nicotine recovery**. The program supports users of combustibles (cigars/cigarettes/pipes), vaping products, and smokeless tobacco.

- The DSM-5 refers to nicotine addiction as “Tobacco Use Disorder” whereas “Nicotine Recovery” encompasses **tobacco and vaping** to help both new and existing myStrength users recover from the various forms of nicotine addiction.
- Research shows high rates of nicotine dependence **comorbidity with other behavioral health issues**, including depression and anxiety.¹
- Compared to competing point solutions, myStrength offers **integrated support** for diverse comorbid behavioral health conditions and life challenges that often make nicotine recovery more complex.

Themes

- **Personalized** interventions matched to an individual’s readiness to change
- **Non-judgmental** approach
- Normalization of many quit attempts and slips or lapses before success
- Education on the **complexity of nicotine addiction**, including the physiological, behavioral and emotional aspects
- Encourages **evidence-based** treatment (including medication and counseling) rather than a “cold turkey” approach
# Nicotine Recovery Program Clinical Philosophy

40+ personalized myStrength activities based on:

- **Stage of Change**: to provide the appropriate content based on personal readiness or stage in the change process
- **Quitting History**: learning from previous quit attempts, slips and relapses
- **Compassion and Coping**: self-compassion and positive coping strategies

**Evidence-based techniques:**

- myStrength’s Nicotine Recovery program provides problem solving and skills training, in addition to activities to develop mindfulness and cognitive-behavioral skills. Participants are also educated about:
  - **Motivational Interviewing (MI)**: the gold standard treatment for nicotine users who are in the pre-contemplative or contemplative stages of change.\(^1\)
  - **Medication-Assisted Treatment (MAT)**: for individuals who are ready to quit. This approach addresses the physiological, behavioral, and emotional aspects via:
    - Prescription Medications (Varenicline, Bupropion) or Nicotine Replacement Therapy (NRT)
    - Behavioral Coaching/Counseling (group/individual/phone)\(^2\)

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Nicotine Recovery Foundational Resources
Journey to Quitting Video Series
Clinical and Consumer Sources

Expert Advisor

Dr. Amy Lukowski, Psy.D.
- Clinical Product Director, myStrength
- Tobacco Treatment Specialist (TTS)
- Motivational Interviewing Network of Trainers (MINT) Trainer
- Former Clinical Director of Health Initiatives, National Jewish Health
- Former Board of Director, North American Quitline Consortium (NAQC)

Consumer Panel

Current and Former Nicotine Users representing diverse backgrounds and stages of change advised myStrength as the program was developed.

How many times have you attempted to quit smoking in the past?

- 7.4% I’ve never tried to quit
- 40.0% I’ve tried to quit 1-3 times
- 29.5% I’ve tried to quit 4-6 times
- 11.6% I’ve tried to quit 7-10 times
- 11.6% I’ve tried to quit 11 or more times
Nicotine Recovery Outline

• The Truth About Nicotine
  - Why Is Quitting So Hard?
  - What I Heard: Common Myths About Nicotine Use
  - Try This: Manage Stress Naturally
  - Understanding the Stages of Change

• To Quit or Not?
  - One Step Closer
  - What Happens When You Quit Smoking?
  - Medication and Nicotine Replacement
  - Nicotine Is My Best Friend

• Nicotine and You
  - Try This: Be Kind to Yourself
  - Stress: The #1 Reason for Use and Relapse
  - I Quit, You Can Too: Stories of Hope
  - Try This: Where Are You on the Path?

• On the Fence
  - Try This: Looking Ahead
  - The Crystal Ball
  - Try This: Decisions, Decisions
  - Can Someone Like Me Really Quit?

• Getting Going: Your Path to Success
  - Try This: Learn from Quit Attempts
  - Try This: Know Your Triggers
  - Try This: FLOAT in Mindfulness
  - The Big List of Tips for Managing Cravings
  - Try This: The Reduction Strategy
  - Try This: Catch Your Mood, Catch Your Thoughts

• Making a Plan & Sticking to It
  - Your Secret Sauce
  - Try This: Adjust Your Routine
  - Try This: Avoid High Risk Situations
  - Try This: Alternatives
  - Your Quit P.L.A.N.

• Slips and Relapses
  - Try This: Red Flag Thoughts
  - Try This: Breathe, Be Mindful
  - Review the Three A’s
  - Try This: Learn from Slips

• The Nicotine-Free Life
  - The Wolf and the Bucket
  - Try This: Nicotine Free Rewards
  - More Stories of Hope

• What About Vaping?
  - What Parents Need to Know.
  - Busting Myths About Vaping
  - The Rise of Vaping
  - I Started Vaping. What Should I Do?

• What’s Your Routine?
  - 7-Day Challenge for Nicotine Recovery
Media-Rich Activities

- Quizzes
- Whiteboard Animation Videos
- Guided Meditations
- Video Interviews with Clinicians
- Inspirational Messages from Former Nicotine Users
Sample Nicotine Recovery Activities

- The #1 Reason for Nicotine Use and Relapse
- The Big List of Tips for Managing Cravings
- Busting Myths About Vaping
- Understanding the Stages of Change
- Review the Three A’s
- I Quit, You Can Too: Stories of Hope
Thank you
Thank you for joining us!

Please be sure to complete the brief post-webinar evaluation.

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