Chronic Disease Directors Forum: COVID Updates and Discussion

May 7, 2020
Agenda

• Welcome – Jeanne Alongi
• NACDD Updates – John Robitscher
• Policy update – Dr. David Hoffman
• Center updates – Dr. Karen Hacker
• Q and A/Discussion – Jeanne Alongi
• Tips 2020 Presentation – Robin Scala
Today’s speakers

John Robitscher  
Chief Executive Officer  
NACDD

David Hoffman  
Board Member  
NACDD
Today’s speakers

Dr. Karen Hacker
Director,
NCCDPHP
CDC

Robin Scala
Health Communication Specialist
Office on Smoking and Health
NCCDPHP
CDC
Poll results from webinar in March

What percentage of your workforce is being detailed to the COVID-19 response?

- 0-25%: 9
- 26-50%: 3
- 51-75%: 11
Poll results from webinar in March

Where is your current workplace?

- Home: 25
- Regular office: 6
- Other: 1
NACDD COVID Survey Results

Q5. Has your role in the organization changed since March 15th?

- Yes to COVID response part time: 34%
- Yes to COVID response full time: 10%
- Yes to something else: 4%
- No: 52%
NACDD COVID Survey Results

Q10. What impact do you foresee on activities related to the following:

- Arthritis:
  - Little to no impact: 15%
  - Many activities postponed: 10%
  - Most activities postponed: 18%
  - Most activities cancelled: 33%
  - Not applicable: 25%

- Cancer:
  - Little to no impact: 13%
  - Many activities postponed: 15%
  - Most activities postponed: 26%
  - Most activities cancelled: 36%
  - Not applicable: 7%

- Diabetes:
  - Little to no impact: 7%
  - Many activities postponed: 16%
  - Most activities postponed: 27%
  - Most activities cancelled: 43%
  - Not applicable: 7%

- Heart Disease & Stroke:
  - Little to no impact: 8%
  - Many activities postponed: 14%
  - Most activities postponed: 26%
  - Most activities cancelled: 42%
  - Not applicable: 9%

- Oral health:
  - Little to no impact: 22%
  - Many activities postponed: 21%
  - Most activities postponed: 22%
  - Most activities cancelled: 27%
  - Not applicable: 8%

- Physical activity/nutrition/obesity:
  - Little to no impact: 10%
  - Many activities postponed: 14%
  - Most activities postponed: 22%
  - Most activities cancelled: 40%
  - Not applicable: 13%

- Tobacco:
  - Little to no impact: 7%
  - Many activities postponed: 18%
  - Most activities postponed: 20%
  - Most activities cancelled: 41%
  - Not applicable: 15%
NACDD COVID Survey Results

Q11. To what extent are you experiencing the following

- Personnel being reassigned
  - Not at all: 12%
  - Somewhat: 23%
  - Frequently: 41%
  - Completely: 24%

- Not being able to hire
  - Not at all: 26%
  - Somewhat: 10%
  - Frequently: 26%
  - Completely: 36%

- Core administrative functions
  - Not at all: 0%
  - Somewhat: 23%
  - Frequently: 51%
  - Completely: 20%

- Facilities no longer available
  - Not at all: 20%
  - Somewhat: 33%
  - Frequently: 20%
  - Completely: 14%

- Contracts
  - Not at all: 7%
  - Somewhat: 46%
  - Frequently: 32%
  - Completely: 15%

- Required to pause activities
  - Not at all: 14%
  - Somewhat: 52%
  - Frequently: 34%
  - Completely: 0%
David Hoffman

Policy/Legislation Update
Dr. Karen Hacker

Center Update
Q & A
Discussion
2020 TIPS FROM FORMER SMOKERS® (TIPS®) CAMPAIGN
TIPS FROM FORMER SMOKERS® CAMPAIGN OVER THE YEARS
More than 16 million Americans tried to quit smoking because of the Tips campaign.

Approximately 1 million have successfully quit.

People who smoke who receive more exposure to Tips ads are more likely to make a quit attempt.
**TIPS® MOTIVATES PEOPLE TO QUIT SMOKING**

- **Focusing on** living with the health consequences of smoking, rather than dying.
- **Disrupting** their belief that: “I will quit later.” “I’m going to die anyway.”
- **Offering new information** linking smoking to health conditions that they may not be aware of.
- **Providing free resources** to encourage cessation. 1-800-QUIT-NOW CDC.gov/tips

New!

Showing how smoking can impact family members and loved ones who may have to care for them.
Smoking causes immediate damage to your body, which can lead to long-term health problems.

For every person who dies because of smoking, at least 30 people live with a serious smoking-related illness.

Now is the time to quit smoking. If you need help, free assistance is available by calling 1-800-QUIT-NOW.
2020 TIPS® CAMPAIGN OVERVIEW
DENISE & BRIAN H.
GERI
Rebecca C.: It’s Real
2020 MEDIA BUY

• Launched March 23
• National broadcast & cable TV, streaming radio, digital
• Targeted subpopulation outreach
• Local market media tour
NRT AND QUITLINE SUPPORT

• Nicotine replacement therapy (NRT)
• NRT promotion starts on May 11 and will include Quitline number
• State quitlines Manage 1-800-Quit-Now
• More about Quitlines on Tips® website: https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/quitline
QUITLINE CALL VOLUME OVER THE YEARS
**TIPS® RESOURCES – DOWNLOADABLE MATERIALS**

**Download Center**

Free materials including low-resolution TV ads, radio, online, print, and out-of-home ads; and public service announcements

**Media Campaign Resource Center**

Broadcast-quality *Tips* ads and other tobacco countermarketing ads for paid campaigns
HOW THE TIPS® CAMPAIGN CAN SUPPORT YOUR EFFORTS

• Include Tips in your earned media efforts
• Highlight the impact of the Tips campaign on your organization’s website, and in other materials
• Syndicate Tips content on your organization’s website. The quitting content is especially useful!
• Engage the healthcare community and work with them to place Tips campaign resources to promote conversations about quitting.
• Share the ways you’ve successfully leveraged Tips with your colleagues!
VISIT our website: CDC.gov/tips

FOLLOW us on social media

@CDCTobaccoFree

Pinterest.com/cdcgov/quitspiration
Pinterest.com/cdcgov/tips-from-former-smokers

Youtube.com/user/CDCStreamingHealth
  • Playlist: Tips From Former Smokers

SHARE Tips content:
CDC.gov/tobacco/campaign/tips/resources/social
THANK YOU!
Next Chronic Disease Directors Forum

June 4, 3-4 pm Eastern

• *Presentation*: Rhode Island’s Health Equity Measures
Please complete the evaluation!

The evaluation will be launched as a poll momentarily.

We value your feedback!
NACDD Contact

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