

Survey of Residential Substance Abuse Treatment Facilities in New Jersey

by Bernice Order-Connors, LCSW, CADC, Martha Dwyer, MA, CADC, Monifa Springer, MPH

This past fall, as part of a larger research study, the Tobacco Dependence Program conducted a semi-structured survey to gain a better understanding of the process of integrating tobacco dependence treatment into residential substance abuse treatment in New Jersey. Executive and clinical directors of New Jersey residential addiction treatment programs, which are licensed or are applying for licensure, were invited to respond to the survey. The survey covered current and past policies and procedures regarding tobacco use and tobacco dependence treatment. The participants were also asked about their attitudes towards the tobacco provisions of the Residential Licensure Standards adopted in November 1999 by the Division of Addiction Services of the Department of Health and Human Services.

Thirty-two of the 34 programs contacted responded to the survey. A range of treatment modalities were represented including detoxes, short-term and long-term facilities, therapeutic communities, and halfway houses. The survey had three sections. The first section addressed policies regarding tobacco use and the implementation of tobacco treatment for two points in time, June 1999 and the present (fall, 2002). This provided a "snapshot" view of practices pre- and post- licensure standards. The second section of

the survey addressed current and past policies regarding tobacco use on the grounds. The third section of the survey focused on the participants' impressions of the tobacco provisions of the licensure standards. They were asked their opinion about the impact of the provisions on the residential clients and on the program employees as well as what they felt were the most beneficial and most problematic aspects of the provisions.

Some preliminary results indicate that since 1999 there has been a significant change in how New Jersey residential addiction treatment programs address tobacco dependence. There seems to be a general consensus among those interviewed that there is a need to address tobacco in chemical dependence treatment, that there are strategies that work in addressing tobacco dependence, and while there are challenges in addressing tobacco, they are not insurmountable.

We were pleased with the number of programs that responded to the survey. We are grateful to those administrators who took the time to help us with this project. Their sharing, both in terms of experience and insight, has increased our understanding of the process of integrating tobacco dependence treatment in residential addictions treatment in New Jersey.

The New Jersey Comprehensive Tobacco Control Program Gains National Recognition For Its Public Awareness And Media Campaigns

by Nancy Speelman, CSW, CADC, CMS

In 2002, the New Jersey CTCP was honored with eighteen national and state awards for their public relations and advertising campaigns. New Jersey's awareness campaigns are based on extensive consumer research that explored the needs and attitudes of teens and young adults to tobacco use and the attitudes of adult smokers toward quitting. The Master Settlement Agreement funds have enabled NJ to budget \$6.3 million annually to conduct public awareness and media campaigns using television, radio, print advertising, billboards, and bus advertising. The campaign was also designed to target New Jersey's multicultural population and included advertising in 25 different ethnic publications.

Edward Kazimir, PhD, and Lillian Pfaff, DPA, from NJDHSS, along with their team from Fleishman-Hillard Inc., developed a campaign to inform New Jersey residents about free and low-cost services available to tobacco users (NJQuitline, NJQuitnet and NJQuitcenters); help smokers prepare themselves to get ready to quit; portray the negative aspects of smoking to inform New Jersey youth. The youth campaign focused on empowering NJ teens to make an informed choice by uncovering the tobacco industry's lies and seduction.

The NOT-FOR-SALE CAMPAIGN was launched in February 2001 when 700 NJ teens, members of REBEL (Reaching Everyone by Exposing Lies), came together at Liberty Science Center in Jersey City. The Not-For-Sale message has been carried on billboards, on television, radio and theater ads, and in national magazines and newspapers. These ads and articles emphasize that teens are standing up to Big Tobacco and are NOT FOR SALE! Other advertising slogans,

developed for the adult smoking cessation advertising campaign include: "Actually, Quitters Do Win", "Who Cares If You Quit Smoking", "Give Your Lungs a Breather, Light Up Our Phones Instead", "You Have Enough Things Telling You to Quit. We'll Tell You How" and "Get Off Your Butts."

New Jersey CTCP was honored in 2002 with three **Silver Anvils**, the Public Relations Society of America's (PRSA) highest national awards. Often considered "The Oscars" of public relations, the Silver Anvil is "the Icon of Best Public Relations Practices," and is the most coveted award in the industry. DHSS received more Silver Anvils than any other company or organization in 2002.

Silver Anvil Awards:

"Actually, Quitters Do Win"

Marketing Consumer Services, Healthcare Services

"REBEL NJ's Youth Anti-Tobacco Movement"

Public Service, Government

"New Jersey REBEL Beach Butt Clean-Up"

Special Events & Observances, Seven or Fewer Days

Other awards include:

Three national SABRE Awards, three NJ PRSA Pyramid Awards, including "Best In Show", four NY PRSA Big Apple Awards, as well a PRWeek Award, a WEPR Award (Women Executive PR Awards), two Health Information Resource Center Awards, and a New York Festivals Television and Cinema Advertising Competition finalist award. Each of these awards recognizes effective, strategic, superior communication approaches on both national and state levels.



Dr. Ed Kazimir receives 2002 Silver Anvil Award on behalf of NJDHSS's Comprehensive Tobacco Control Program for the "Actually Quitters Do Win" Tobacco Cessation Campaign.