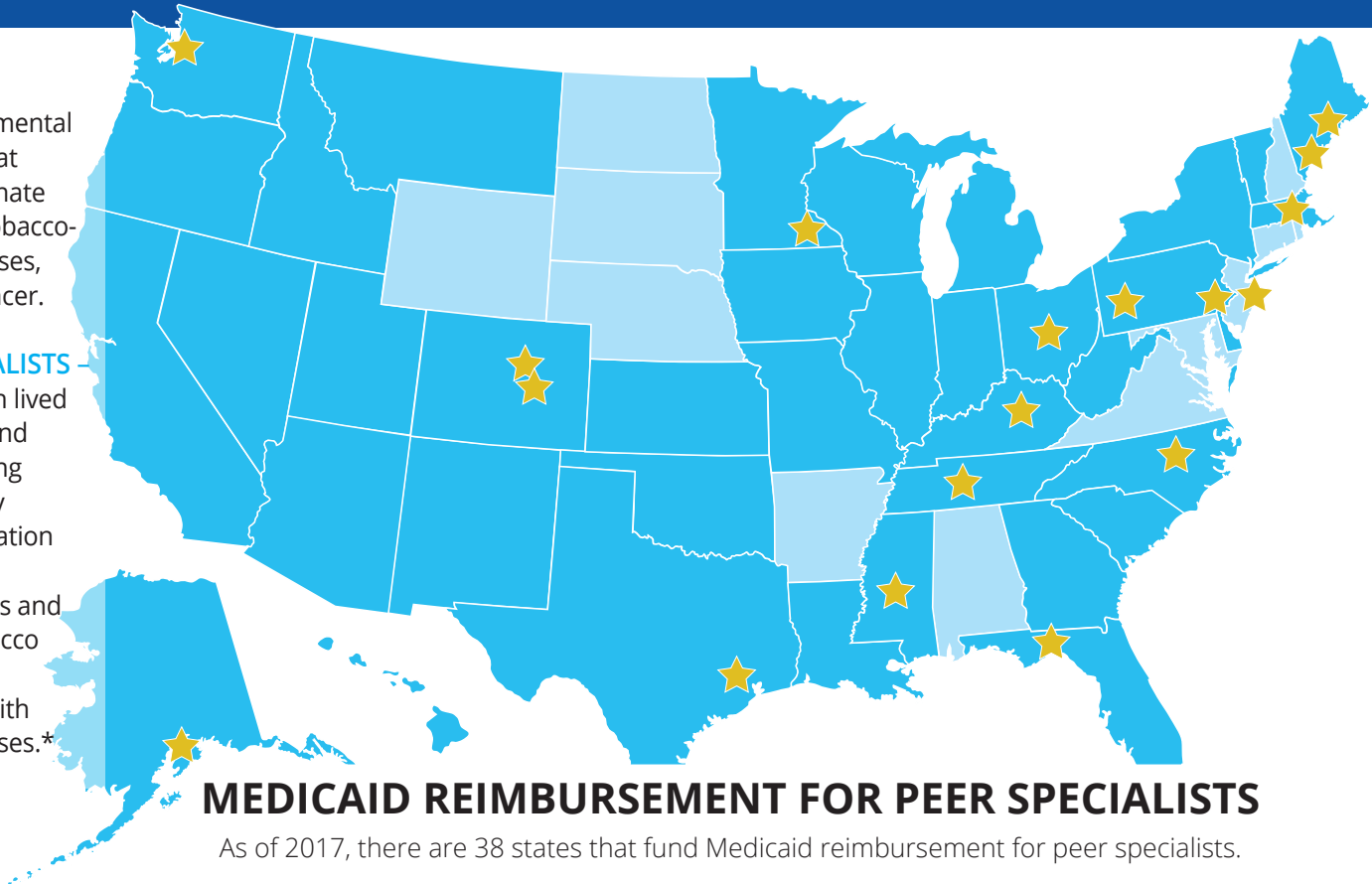


FUNDING PEER SPECIALISTS IMPROVES TOBACCO USE IN POPULATIONS WITH MENTAL ILLNESSES

People with mental illnesses die at disproportionate rates from tobacco-related illnesses, including cancer.

PEER SPECIALISTS - a person with lived experience and formal training - are one way your organization can reignite conversations and support tobacco cessation for individuals with mental illnesses.*



States **without** Medicaid reimbursement



Cities that offer tobacco treatment training for health care professionals and may have opportunities for peer specialists.

- | | | |
|------------------|------------------------|-------------------|
| Anchorage, AK | Tallahassee, FL | Seattle, WA |
| Lexington, KY | Franklin, TN | New Brunswick, NJ |
| Columbus, OH | Portland & Augusta, ME | Worcester, MA |
| Durham, NC | Rochester, MN | Jackson, MS |
| Pittsburgh, PA | Aurora & Denver, CO | Houston, TX |
| Philadelphia, PA | | |



"Research has shown that partnering with a peer specialist can improve quit rates for people with mental illnesses. Although certifications, reimbursement and requirements vary by state, all peer specialists can assist with setting a health goal and collaborate with their team to connect people with tobacco cessation resources."

★ As of September 2012, **36** States had established programs that train and certify individuals with lived experience who have initiated their recovery journey and are willing to assist others who are in earlier stages of the recovery process.

LEARN MORE about peer certification requirements and reimbursement in your state: copelandcenter.com/peer-specialists

*Note that this information applies to peer specialists working with people with mental illnesses, not for Addiction Recovery Coaches.



EXPLORE MEDICAID REIMBURSEMENT FOR TOBACCO CESSATION SERVICES

In addition to certified peer specialist services, there are reimbursement opportunities for prevention education for tobacco cessation and cancer screenings. These Medicaid codes are used to support health and wellness work by peer specialists and others to address health prevention education for tobacco use and cancer. Medicaid reimbursement varies by state.

LEARN MORE about reimbursement opportunities for various types of tobacco cessation services in your state: www.kff.org

www.bhthechange.org