

The ReThink Tobacco Program

Mission Statement

ReThink Tobacco was funded to help reduce the use of tobacco products by adults in Indiana and to protect citizens from exposure to tobacco smoke. In response to the extremely high rate of tobacco use among individuals with mental illness and substance abuse disorders, this program will use its unique position as a subsidiary of Mental Health America of Indiana to encourage practical systems change among MI/SA providers across the state of Indiana. Through a process of public education and coalition building, ReThink Tobacco will encourage the adoption of forward-thinking tobacco policies among MI/SA providers that will assure the provision of tobacco-free grounds and which will fully integrate tobacco dependence treatment for every tobacco dependent MI/SA patient. ReThink Tobacco will also work proactively with the Indiana State Legislature and state-wide health agencies (Indiana Department of Health and Division of Mental Health and Addiction) to bring about lasting systems-wide change.