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WALPEN Webinar Series

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Louisiana's Health Initiative



# Webinar Presenters

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## **Taylor Reine** **Well-Ahead Louisiana**

- Tobacco Cessation Coordinator
- Leads Well-Ahead Louisiana Tobacco Cessation initiative supporting Louisiana Tobacco Quitline and other quit resources

## **Didi Raxworthy, TTS** **American Lung Association**

- ALA National Manager of Tobacco Grants
- Tobacco Treatment Specialist
- Served as training specialist to providers in various healthcare settings

# *Tobacco Cessation and Health Systems Change: Diving into the Million Hearts® Tobacco Cessation Change Package*

*Didi Virden Raxworthy, BS, TTS  
National Manager - Tobacco Programs*

## Conflict of Interest Statement

The author declares no relevant conflicts of interest with respect to the content of this presentation.

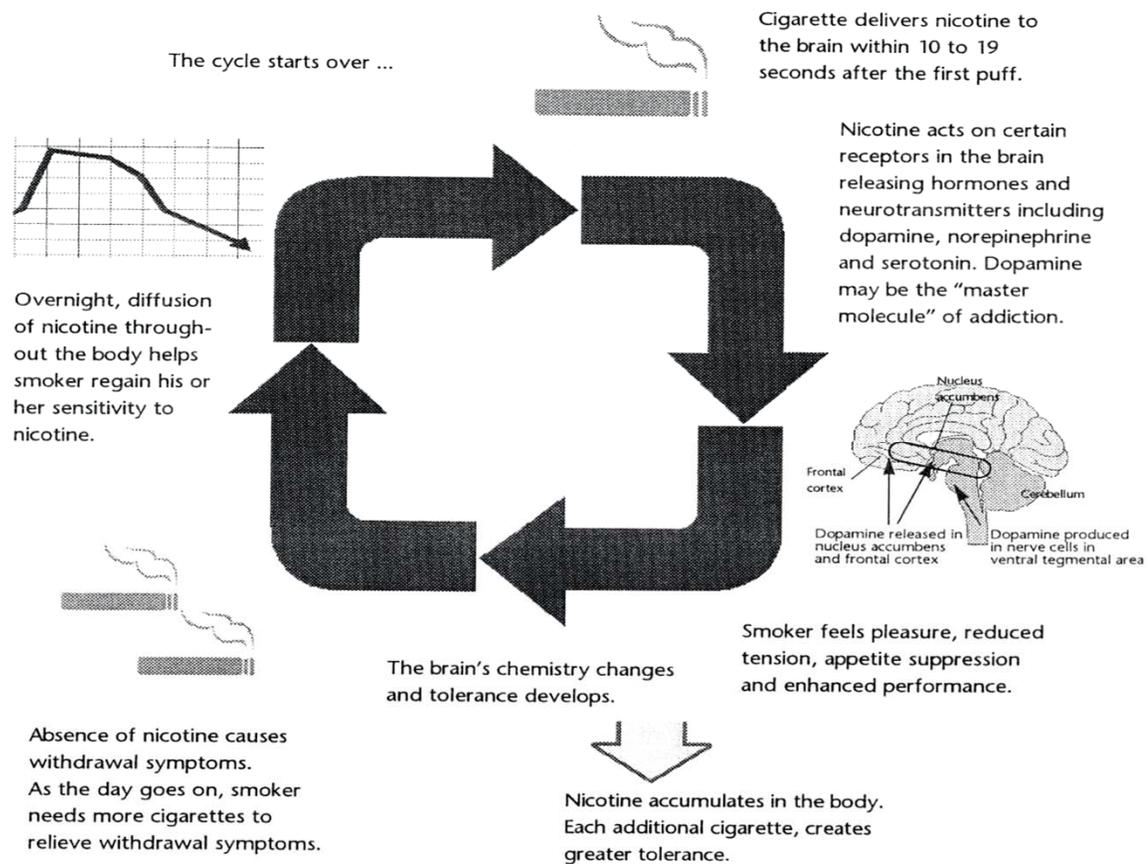
## Agenda

- Section 1
  - Tobacco 101 in the year 2020
    - Nicotine Addiction
    - E-cigarettes
  - *Ask, Advise, Refer to Quit, Don't Switch Practice*
  - ALA Resources
- Section 2
  - Million Hearts ® Tobacco Cessation Change Package



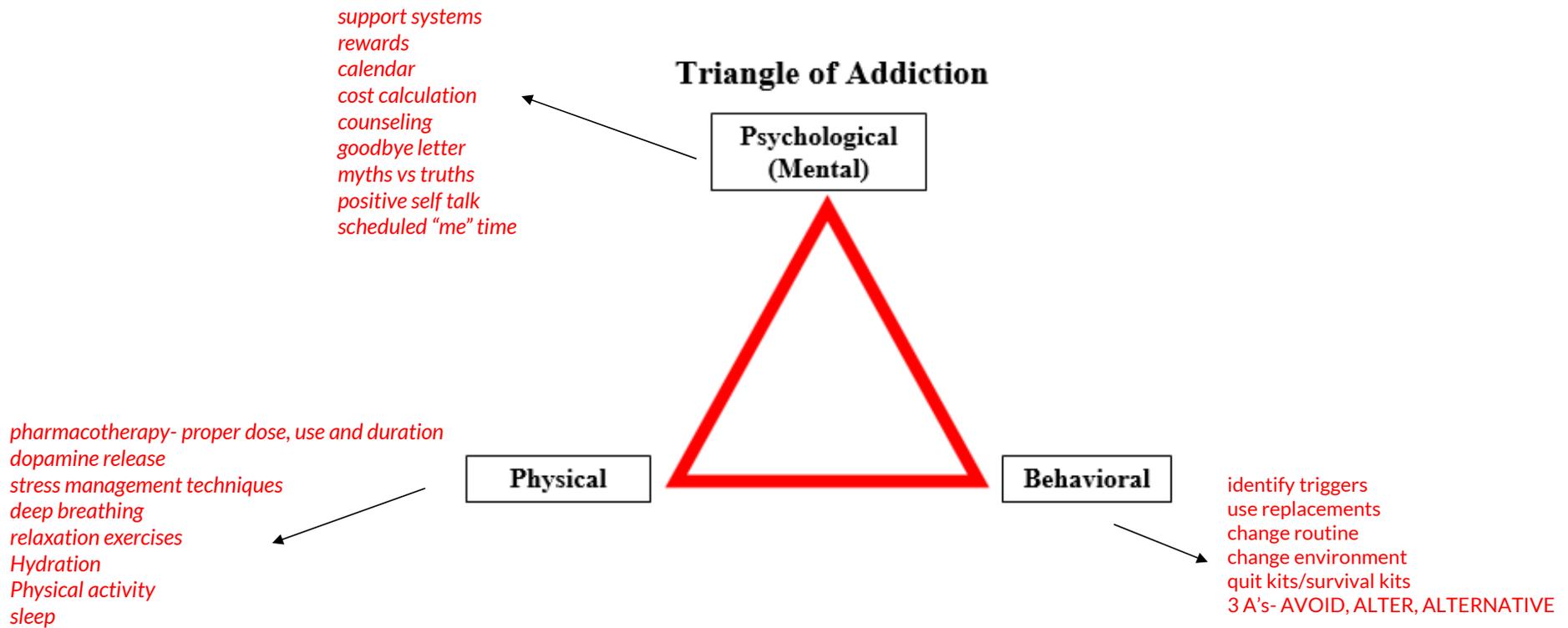
# Nicotine and the Brain: Triangle of Dependence

# Cycle of Addiction

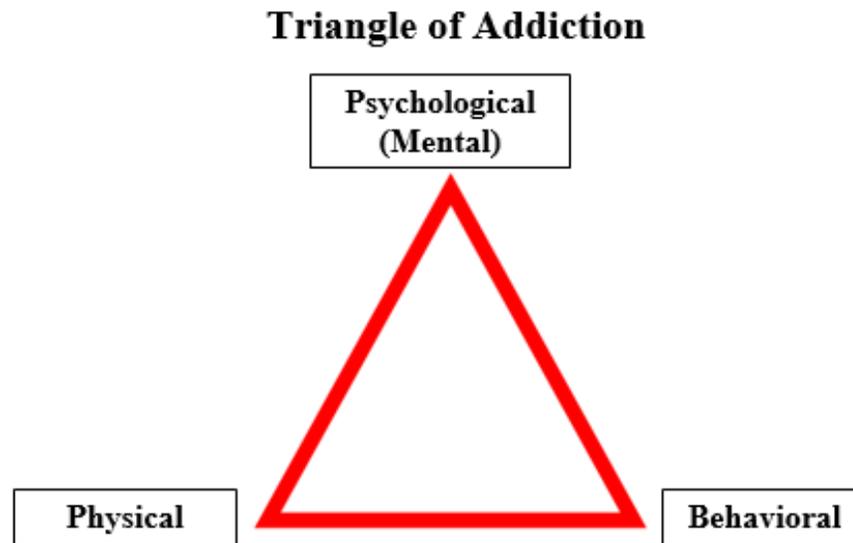


# Advise

Enrolling in a counseling program to develop a comprehensive quit plan.



## E-Cigarette and Vaping Tobacco Product Users



*ATTUD and other CTTS professionals are reporting an increase in levels of dependence as well as the number of challenges associated with quitting for individuals using e-cigarette and/or vaping products compared to traditional combustible cigarettes users.*

# E-Cigarettes and Other Tobacco Products

## Definition

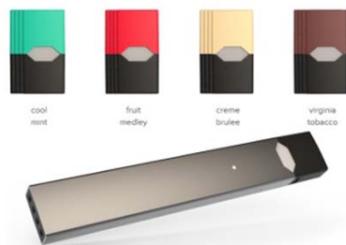
### E-cigarettes and vaping products ARE tobacco products.

**Tobacco Product:** According to the Food and Drug Administration (FDA), the term ‘**tobacco product**’ means “any product **made or derived from tobacco** that is intended for human consumption, including any component, part, or accessory of a tobacco product or a product that contains nicotine, that is **intended for human consumption** or is likely to be consumed, whether smoked, heated, chewed, absorbed, dissolved, inhaled, or ingested by any other means, including, but not limited to: a cigarette, a cigar, pipe tobacco, chewing tobacco, snuff, or snus.

By this definition, "Tobacco product" also **includes electronic nicotine delivery systems** including but not limited to: e-cigarettes, Vape Pens, Vape Boxes, Vapes, Tank systems, E-Hookah, JUUL, Mechanical Mods, E-Cigar, and E-Pipe.

*Note: FDA-approved cessation medications, available over the counter or by prescription, including nicotine replacement therapy are not considered tobacco products.*

# Electronic Nicotine Delivery System (ENDS)



Juul



Sourin Drop



Sourin Air



Smok Rolo Badge



Aspire Breeze



KADO Stealth

## Heat-Not-Burn – new and emerging products



- The IQOS product heats tobacco through its Marlboro-branded Heat Sticks, the holder, and charger.
- At its first store in a high-end Atlanta mall, IQOS is being sold and sampled inside a special store that looks like an “Apple store.”
- likely to lead to use of more than one tobacco product or dual use among smokers
- While Altria may market IQOS as a heat-not-burn tobacco product, combustion may be occurring.
- No tobacco product is safe.

## Electronic Nicotine Delivery Systems (ENDS): What's in Them?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES: [4]

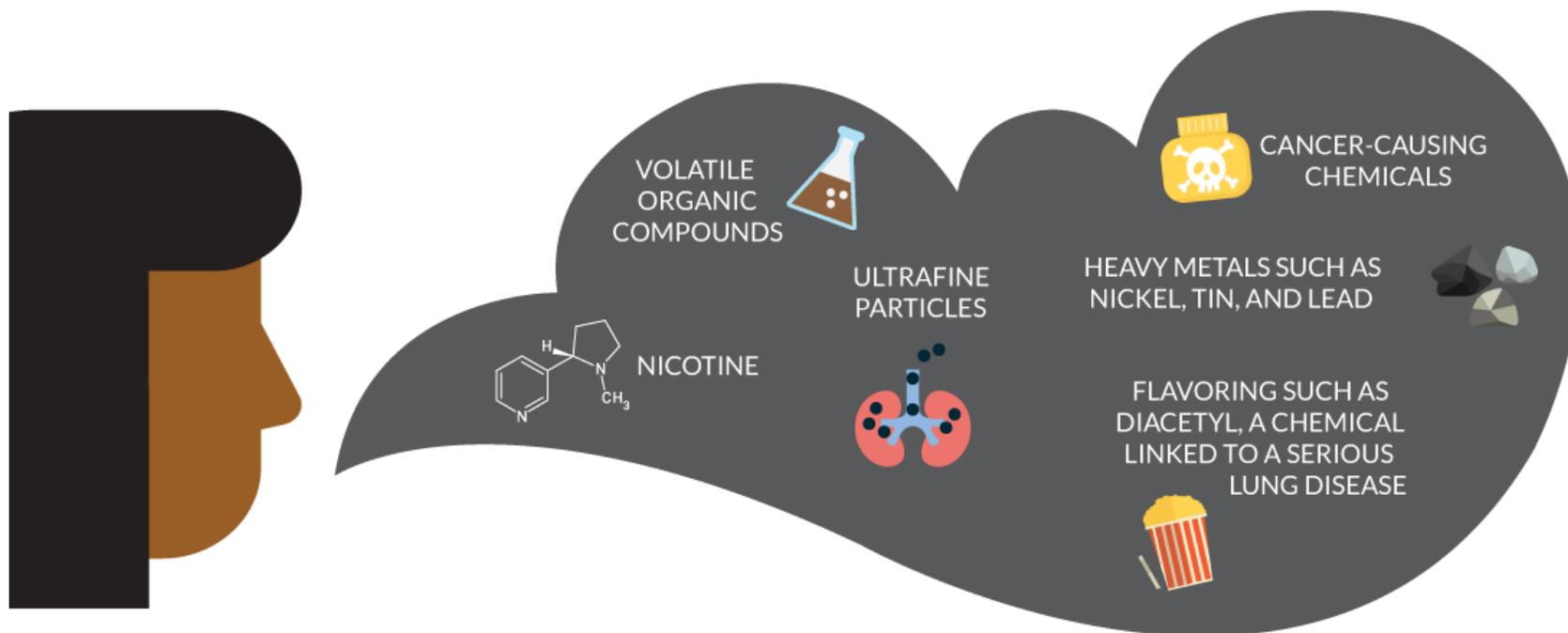
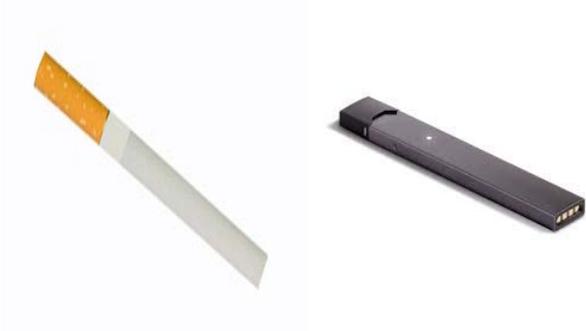


Image courtesy of cdc.gov

## ENDS: Quit, Don't Switch

### ENDS Sustain the Addiction to Nicotine and Tobacco Products



- More than half of all adult e-cigarette users continue to use traditional cigarettes at the same time
- Only 10% of the smokers who used ENDS had quit smoking combustible cigarettes after six months, compared to 26.6% smokers who did not use ENDS

# Electronic Nicotine Delivery System (ENDS): Additional Resources

Visit: [Lung.org/ecigs](https://www.lung.org/ecigs)

- What Are E-Cigarettes? 
- What's in E-Cigarettes? 
- Are E-Cigarettes a Gateway to Youth Smoking? 
- What Are the Health Consequences of E-Cigarette Use? 
- Can E-Cigarettes Help Smokers Quit? 
- How Can Smokers Quit? 
- Are There Risks of Secondhand E-Cigarette Emissions? 
- Why Isn't More Being Done to Protect Kids from E-Cigarettes? 



The Impact of E-Cigarettes on the Lung [PDF]

Download



E-Cigarettes, "Vapes" and JUULs: What Teens Should Know [PDF]

Download



E-Cigarettes, "Vapes" and JUULs: What Schools Should Know [PDF]

Download



E-cigarettes, "Vapes" and JUULs: What Parents Should Know [PDF]

Download



E-Cigarette Resources [PDF]

Download

# Tobacco Trends Brief

New online data resource, updated year-round

## CONTENT

- Trends
- Disparities
- Descriptions

## FEATURES

- Charts
- Tables
- Maps

## POPULATIONS

- Youth
- Adult
- By Demographic

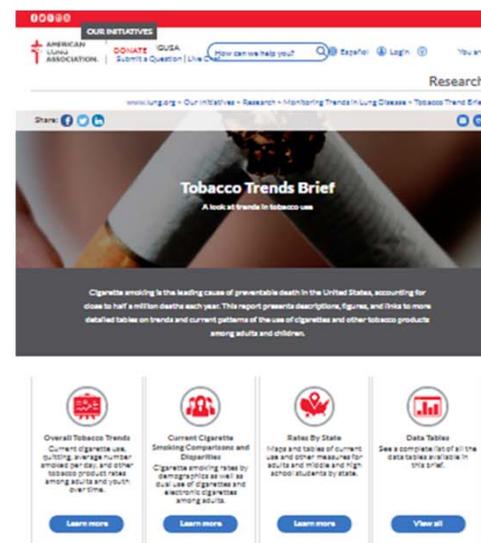
## MEASURES

- Cigarettes
- Other Tobacco Products
- Cessation

Perfect for answering tobacco-related statistical questions, such as:

- *What portion of adults in my state use electronic cigarettes?*
- *What is the cigarette smoking rate among those without health insurance?*
- *How many cigarette smokers have quit?*

[Lung.org/tobacco-trends](https://Lung.org/tobacco-trends)



# Ask, Advise, Refer to Quit, Don't Switch Brief Intervention

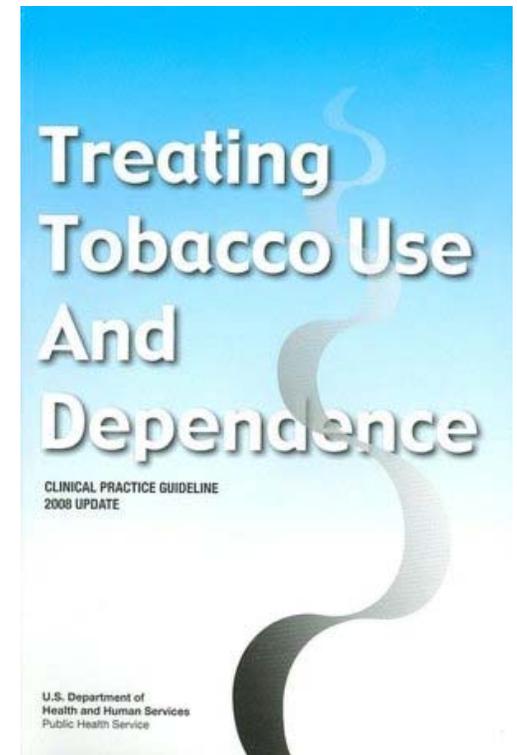
## Clinical Practice Guidelines

To do an intervention, follow the 5 A's:

- Ask
- Advise
- Assess
- Assist
- Arrange

### Chapter 5: Systems Interventions— Importance to Health Care Administrators, Insurers, and Purchasers

- Providing adequate training, resources, and feedback to ensure that providers consistently deliver effective treatments (Systems Strategy 2).
- Dedicating staff to provide tobacco dependence treatment and assessing the delivery of this treatment in staff performance evaluations (Systems Strategy 3).



## Ask, Advise, Refer to Quit, Don't Switch

### Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

- CDC evidence-based protocol for healthcare professionals<sup>[10]</sup>
  - *Ask*
  - *Advise*
  - *Refer to **Quit, Don't Switch***



**Quit,**  
Don't Switch



## Ask

- **Ask** every patient about tobacco use at every visit
- **Ask** if patient is current, former, or never tobacco user
- **Ask** what kind of tobacco product is used and how often
  - **Including electronic tobacco products such as e-cigarettes, vapes, mods, JUUL, and smokeless tobacco**
- **Ask** if they're interested in quitting all tobacco products

## Advise

### Advise every tobacco product user to quit

- Advise those who've tried and failed to try again
- Employ the teachable moment
  - Link positive benefits of quitting that may be specific to their tobacco-related or chronic condition
- Use clear, nonjudgmental, and personalized suggestions for quitting
- Redirect those considering e-cigarettes as a cessation aid to *Quit, Don't Switch*
- Suggest a quit plan that includes both counseling and medication

## Advise: Tobacco Product Users with Comorbidity

Recovering from tobacco product dependence will:

Cold/Flu	Chronic Allergies	Asthma	COPD	Cardiovascular Disease
<ul style="list-style-type: none"> <li>• Lessen the symptoms associated with respiratory health complications</li> <li>• Strengthen the body's immune system</li> <li>• Decrease risk of influenza infections</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease sneezing, coughing, and itching</li> <li>• Lessen the symptoms associated with respiratory infections</li> <li>• Strengthen the body's immune system</li> <li>• Decrease chances of developing more serious chronic conditions like sinusitis and COPD</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce irritation in airways and lessen the possibility of triggering an attack</li> <li>• Enhance the effectiveness of asthma medications</li> <li>• Decrease asthma symptoms</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease serious flare ups</li> <li>• Allow them to be more active</li> <li>• Slow the progression of the disease</li> <li>• Help making breathing easier</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease their risk of heart attack and stroke</li> <li>• Decrease their chance of long-term disability</li> <li>• Make it easier to manage both blood pressure and cholesterol levels</li> </ul>

## Advise: Tobacco Product Users with Comorbidity

Recovering from tobacco product dependence will:

Diabetes	Cancer	HIV/AIDS	Mental Health Disorders	Communication Barriers
<ul style="list-style-type: none"> <li>• Increase their control over their diabetic symptoms, including improved blood sugar levels</li> <li>• Decrease complications such as blindness as well as reducing the chances of amputation, through improved blood flow</li> <li>• Decrease risk of developing neuropathy</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer and less serious side effects from cancer treatment, including surgery, chemotherapy, and radiation therapy</li> <li>• Faster recovery from treatment</li> <li>• Lower risk of secondary cancers</li> <li>• Decrease their risk for many other serious illnesses, including secondary infections, heart attacks and pneumonia</li> </ul>	<ul style="list-style-type: none"> <li>• Allows therapies to work as intended</li> <li>• Provide a better quality of life with fewer HIV-related symptoms</li> <li>• Decrease their risk for many serious illnesses, including heart attacks and pneumonia</li> </ul>	<ul style="list-style-type: none"> <li>• Improve their mental health</li> <li>• Decrease anxiety/depression</li> <li>• Improve overall mood</li> </ul>	<ul style="list-style-type: none"> <li>• Make them healthier</li> <li>• Make life a little easier</li> <li>• Give them more money for other things</li> </ul>

## Advise: Tobacco Product Users in Stages of Life

Recovering from tobacco product dependence will:

Teens and Young Adults	Pregnancy	Parenting	Older Adults
<ul style="list-style-type: none"> <li>• Improve athletic performance</li> <li>• Improve dental health</li> <li>• Prevent wrinkles and skin damage</li> <li>• Give them more money for cool stuff</li> <li>• Give them freedom from their addiction</li> <li>• Give them control back from Big Tobacco's manipulation</li> </ul>	<ul style="list-style-type: none"> <li>• Help the baby get more oxygen</li> <li>• Help the baby grow better with lower risk of birth defects</li> <li>• Decrease the chances of a premature birth and NICU</li> <li>• A healthier start at life with lower risk of colic, asthma and childhood obesity</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer coughs and chest colds</li> <li>• Lower risk for chronic lung problems</li> <li>• Fewer ear infections in children</li> <li>• Fewer asthma attacks</li> <li>• A child that is less likely to use tobacco products themselves</li> </ul>	<ul style="list-style-type: none"> <li>• Breathe more easily</li> <li>• Improve blood circulation</li> <li>• Decrease risk of eye diseases that can lead to vision loss and blindness</li> <li>• Lower risk of developing osteoporosis</li> <li>• Set a healthy example for your children and grandchildren</li> </ul>

## Advise: E-Cigarette and Vaping Tobacco Product Users

Recovering from tobacco product dependence will:

### E-cigarettes and vaping

- |   |   |  |   |   |
|---|---|--|---|---|
| <ul style="list-style-type: none"> <li>• Lower risk of lung injury, disease or death</li> <li>• Freedom from all tobacco product addiction</li> <li>• Allow you to spend your hard earned money on making memories you've never been able to</li> <li>• Enhanced taste and smell</li> </ul> | <ul style="list-style-type: none"> <li>• More time to do what you want to do, not what the addiction is making you do</li> <li>• Decreased phlegmy persistent cough</li> <li>• Reduced anxiety</li> <li>• Get rid of that "jittery" feel</li> <li>• End those "nic sick" headaches</li> </ul> | <ul style="list-style-type: none"> <li>• Increased athletic ability</li> <li>• Lower risk of children and grandchildren becoming tobacco users</li> <li>• Experience a sense of pride and accomplishment</li> <li>• Reduced risk of fall from dizziness</li> </ul> | <ul style="list-style-type: none"> <li>• Make medications you are taking work better</li> <li>• Relieved guilt</li> <li>• No longer need to hide</li> <li>• End the dependence and lead your life</li> <li>• The places you can be and length of time to enjoy them are limitless.</li> </ul> | <ul style="list-style-type: none"> <li>• Increased employment opportunities</li> <li>• Increased dateability</li> <li>• Inspire friends and family to live their best lives free from tobacco products</li> <li>• Stop toxic chemicals from damaging your body</li> </ul> |
|---|---|--|---|---|

# Refer

The highest success rates for patients come from using counseling and medication to quit.

Why referrals to the Quitline are so powerful.



Call now **1-800-QUIT-NOW** or **Enroll Online**



**AMERICAN LUNG ASSOCIATION.**  
**Tobacco Treatment Planning**

Date: \_\_\_\_\_

Patient Name: \_\_\_\_\_

**Reasons to Quit:**

- 1.
- 2.
- 3.
- 4.
- 5.

**Counseling**

- Face to Face / Freedom From Smoking Clinic ([www.lung.org](http://www.lung.org))
- Online / Freedom From Smoking Plus ([www.freedomfromsmoking.org](http://www.freedomfromsmoking.org))
- Phone / Lung Helpline & Tobacco Quitline (1-800-LUNG-USA)
- Self-Help Booklet (1-800-LUNG-USA)
- Support Group ([www.inspire.com/groups/freedom-from-smoking](http://www.inspire.com/groups/freedom-from-smoking))

**Medication**

**Nicotine Dependence Level:** \_\_\_\_\_

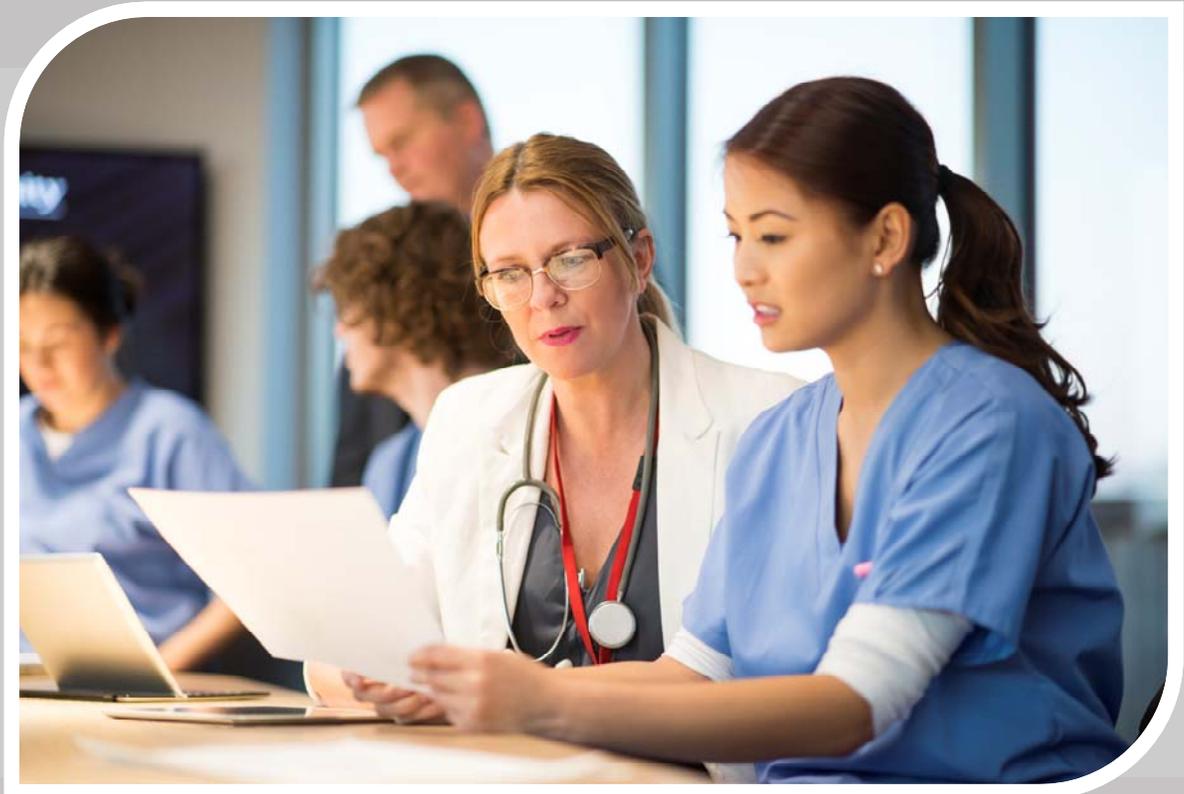
- Bupropion (Zyban™ or Wellbutrin™) (RX)
- Varenicline (Chantix™) (RX)
- Nicotine Inhaler (RX)
- Nicotine Nasal Spray (RX)
- Nicotine Patch (OTC)
  - o Step 1- 21 mg
  - o Step 2- 14 mg
  - o Step 3- 7 mg
- Nicotine Gum (OTC)
  - o 4 mg
  - o 2 mg
- Nicotine Lozenge (OTC)
  - o 4 mg
  - o 2 mg

Quit Date: \_\_\_\_\_ Follow Up Appt: \_\_\_\_\_

## Conclusion: **American Lung Association Resources!**

- Contact your local American Lung Association office or email [FreedomFromSmoking@Lung.org](mailto:FreedomFromSmoking@Lung.org) for more information
- ALA Cessation email inquiries: [cessationta@lung.org](mailto:cessationta@lung.org)
- ALA listserv: [support@cessationta.lung.org](mailto:support@cessationta.lung.org)
- ALA Website: [lung.org/cessationta](http://lung.org/cessationta)
- More on E cigarettes: [lung.org/ecigs](http://lung.org/ecigs)
- More on Quit Don't Switch: [lung.org/quit-don't-switch](http://lung.org/quit-don't-switch)

# Conclusion



Conclusion: *You make a difference!*



 AMERICAN LUNG ASSOCIATION®

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# Health Systems Change



# Million Hearts Tobacco Cessation Change Package



Download the PDF version: <https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html>



## Million Hearts Tobacco Cessation Change Package

### What Is the Tobacco Cessation Change Package?

The Tobacco Cessation Change Package (TCCP) is a quality improvement tool created by the Centers for Disease Control and Prevention (CDC) that:

- Is intended for health care professionals in outpatient, inpatient, and behavioral health settings and public health professionals who partner with these groups.
- Presents a list of process improvements that clinicians can implement as they seek to deliver optimal treatment to patients who use tobacco.
- Gives clinical teams a practical resource to increase the reach and effectiveness of tobacco cessation interventions and to incorporate these interventions into the clinical workflow.



[Download the PDF Guide](#)

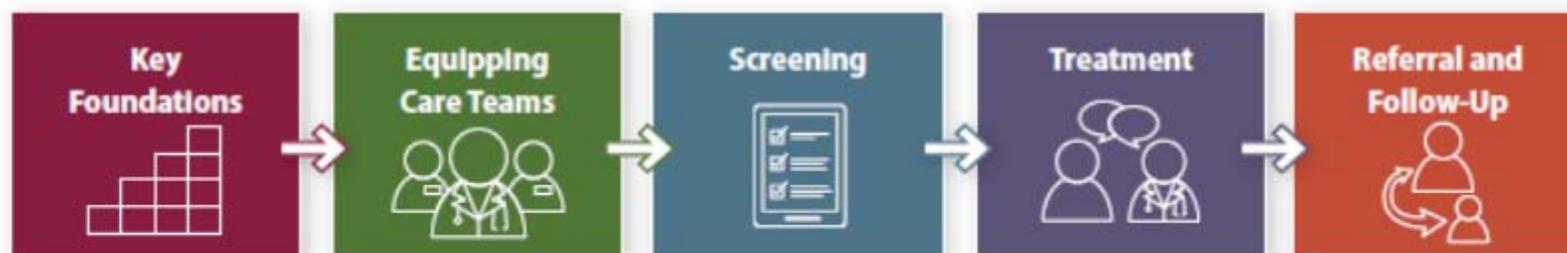
## Million Hearts Tobacco Cessation Change Package

- American Academy of Family Physicians (AAFP)
- American College of Cardiology (ACC)
- American Lung Association
- Arizona Smokers' Helpline (ASHLine)
- California Quits
- California Smokers' Helpline
- Cayuga Medical Center
- Center of Excellence for Health Systems Improvement for a Tobacco-Free New York
- Essentia Health
- Group Health Cooperative of South Central Wisconsin
- HealthyHearts NYC
- Heart Health Now!
- Hospitals Helping Patients Quit
- Institute for Clinical Systems Improvement (ICSI)
- Institute for Healthcare Improvement (IHI)
- Kansas Health Foundation
- Legacy (now Truth Initiative®)
- MultiCare Health System
- National Alliance on Mental Illness Kansas (NAMI KS)
- National Behavioral Health Network for Tobacco & Cancer Control
- National Cancer Institute (NCI)
- National Quality Forum (NQF)
- Navy and Marine Corps Public Health Center
- New York City Department of Health and Mental Hygiene (NYC DOHMH)
- New York City Health + Hospitals (NYC Health + Hospitals)
- New York State Department of Health
- New York State Smokers' Quitline
- North American Quitline Consortium (NAQC)
- Northern Lakes Community Mental Health
- Oklahoma Health Care Authority
- Oklahoma State Department of Health, Center for Chronic Disease Prevention and Health Promotion
- Oklahoma Tobacco Settlement Trust (OK TSET)
- Oregon Health Authority
- Partnership for Prevention
- Plymouth Family Physicians
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Telligen
- University of California Quits (UC Quits)
- University of California, San Francisco Schools of Pharmacy and Medicine (UCSF Schools of Pharmacy & Medicine)
- University of California, San Francisco, Smoking Cessation Leadership Center (UCSF SCLC)
- University of Colorado, Anschutz Medical Campus (CU Anschutz Medical Campus)
- University of Maryland School of Medicine (UM Medicine)
- University of Wisconsin Health (UW Health)
- University of Wisconsin – Madison, School of Medicine and Public Health (UW-Madison SMPH)
- University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI)
- US Department of Veterans Affairs (VA)
- Wisconsin Hospital Association
- Wisconsin Nicotine Treatment Integration Project (WiNTiP)

## Million Hearts Tobacco Cessation Change Package

### Tobacco Cessation Change Package — Quick Reference

#### Focus Areas



Key used for each resource showcased:

Key:    Outpatient:     Inpatient:     Behavioral Health: 

# Million Hearts Tobacco Cessation Change Package



Download the PDF version: <https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html>

