

Tobacco Prevention and Cessation Education for Rural Healthcare Providers

Louisiana's Health Initiative

06/27/2025

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Objectives

At the end of this session, participants will be able to:

- Describe e-cigarettes and emerging e-cigarette varieties, trends and products.
- Understand common reasons youth use e-cigarettes and marketing tactics of tobacco companies.
- List the physiological and cognitive effects of e-cigarette use.
- Learn how to connect to Louisiana Quit Services such as the Louisiana Tobacco Quitline and Quit With Us, LA (QWULA).
- Understand the steps of brief tobacco interventions.
- Identify cessation resources for rural healthcare providers.

Speakers

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Speakers

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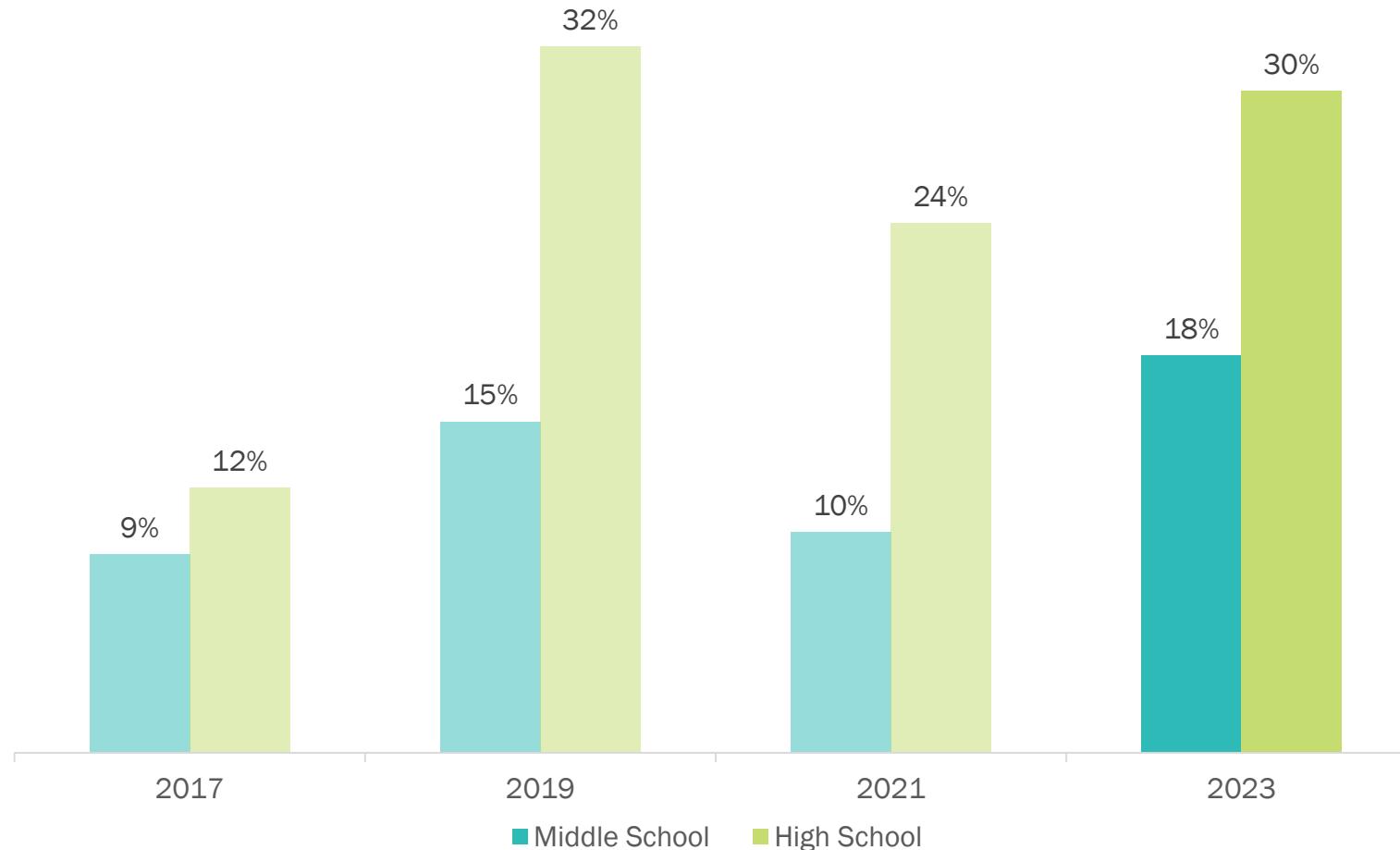
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Vaping Use Among Louisiana Youth

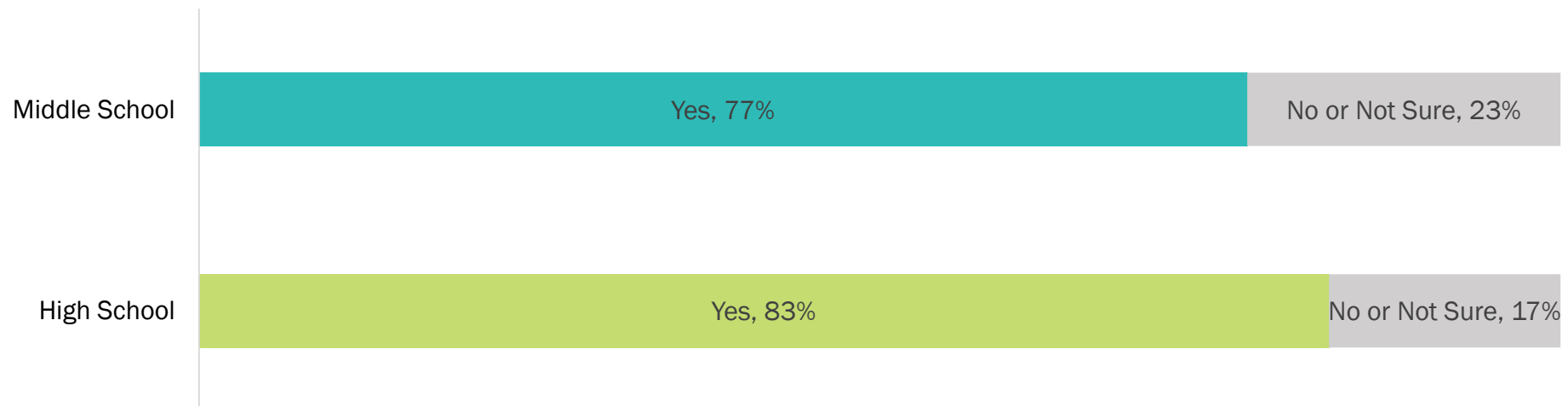
Surge in Vaping Among Youth

Current use of vapes among middle and high school students



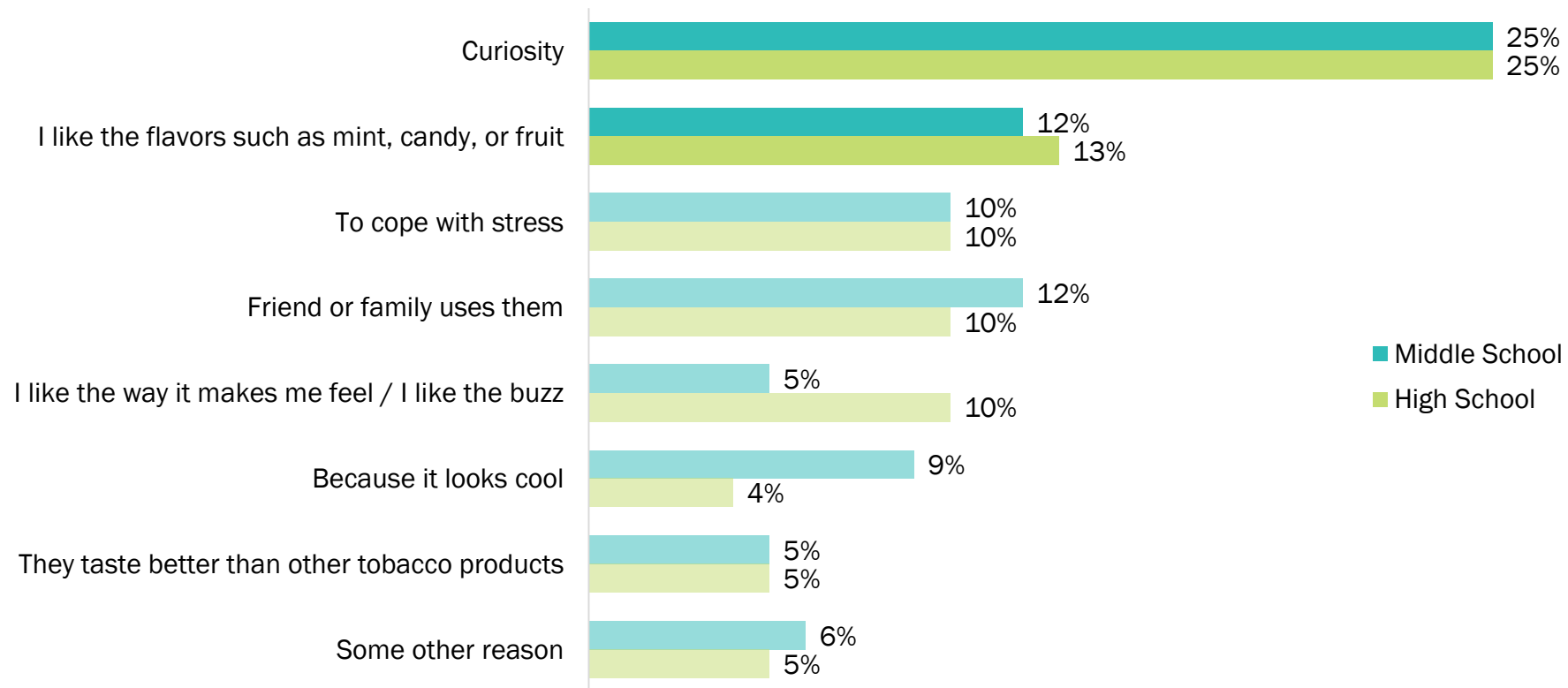
Harm Perception

In FY23, most **middle** and **high** school students believed that vaping is harmful to their health



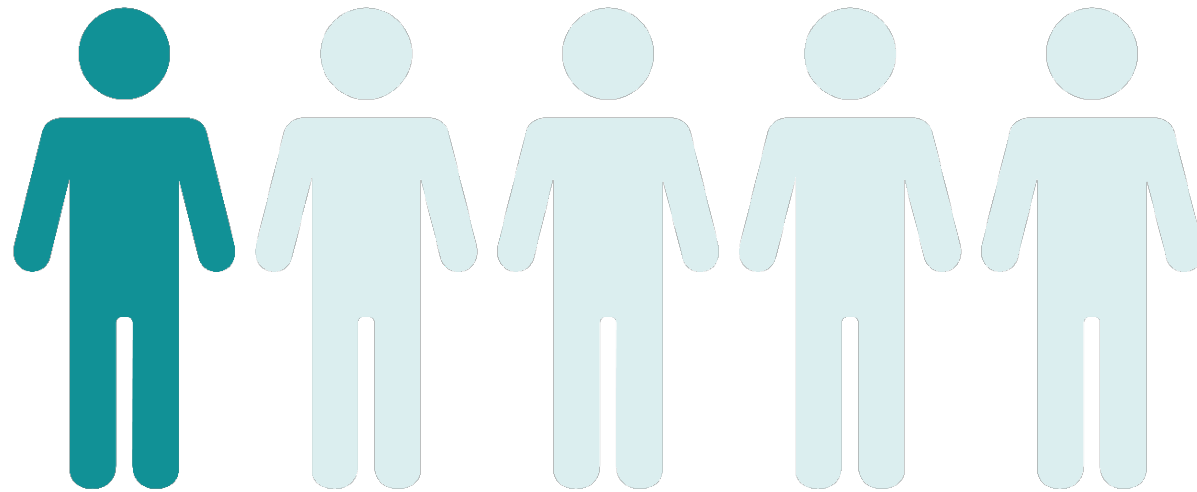
Vaping Among Youth (2023)

The top reasons **middle** and **high** school students try vapes are curiosity and flavors



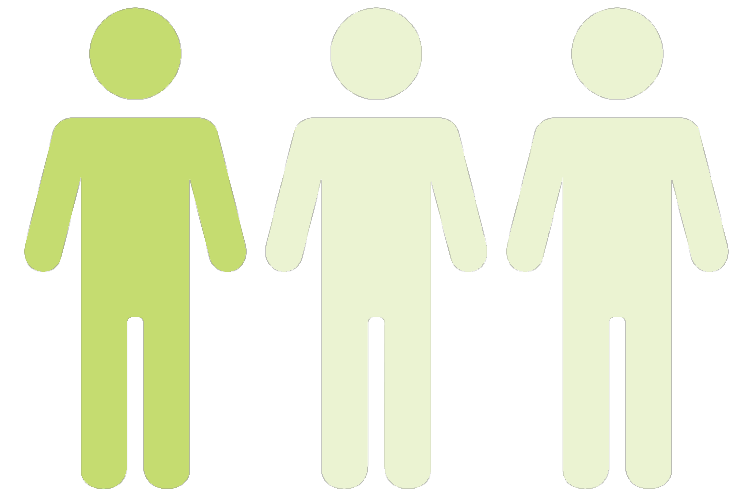
Healthcare Professionals

1 in 5
middle schoolers



and

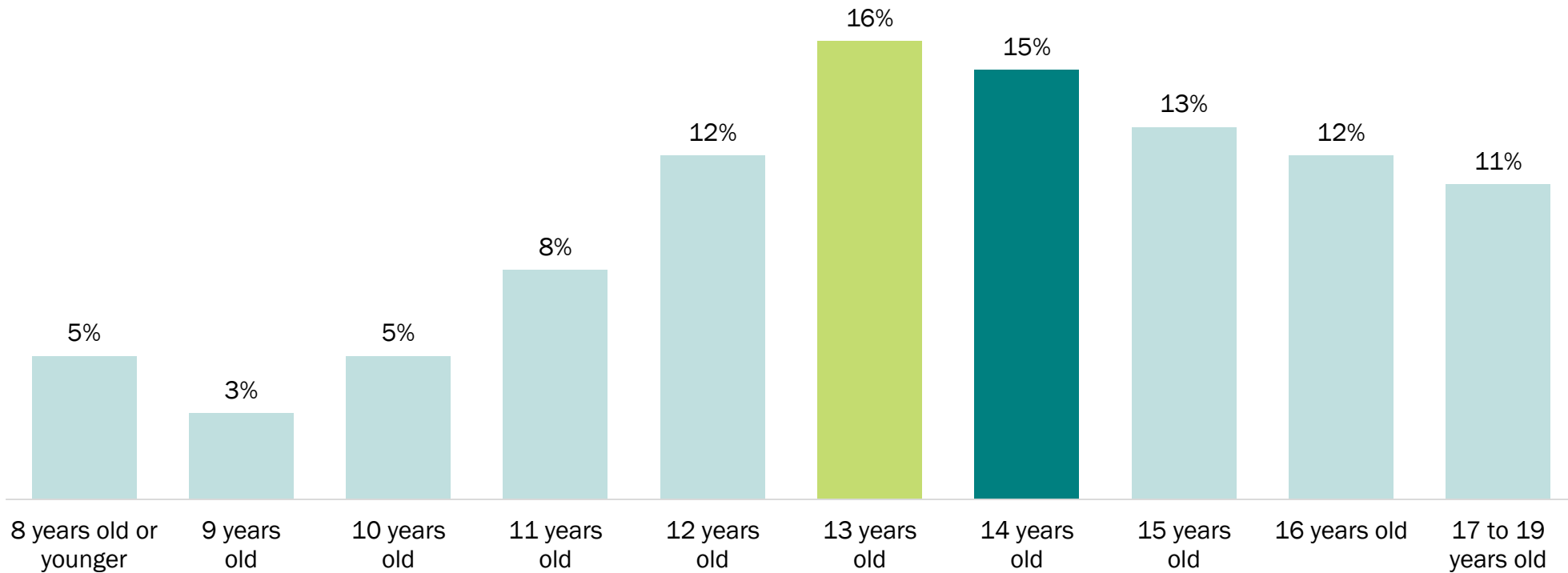
1 in 3
high schoolers



were asked by health professionals about tobacco use.

Age of Initiation

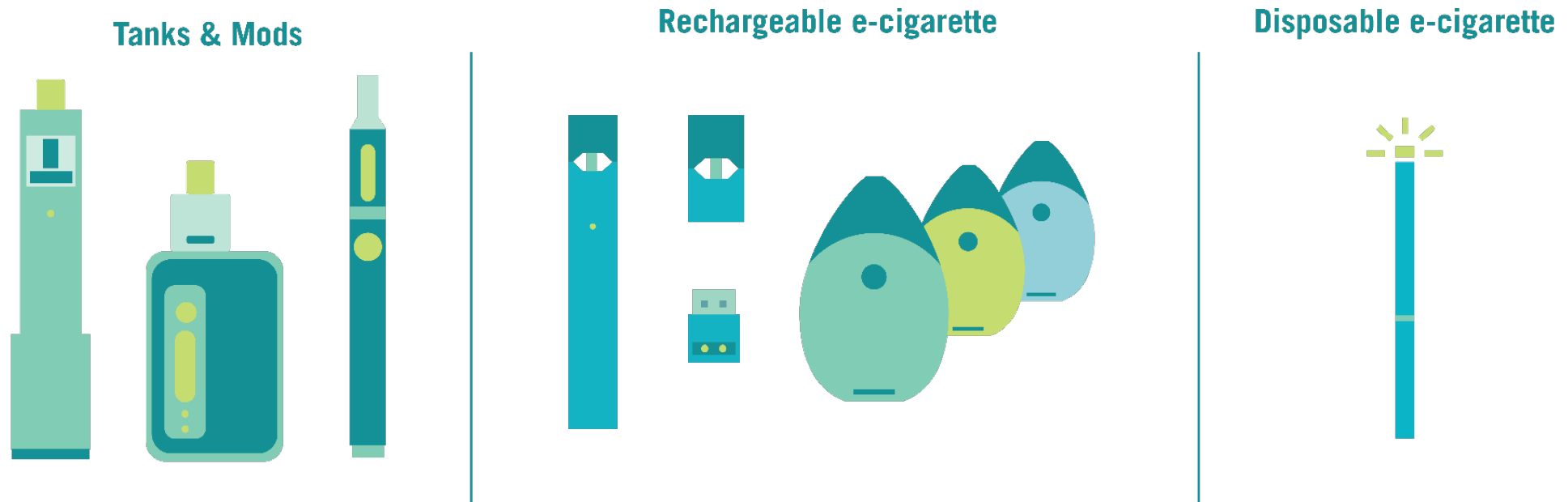
Youth are most likely to first try tobacco at the age of **13** or **14**.



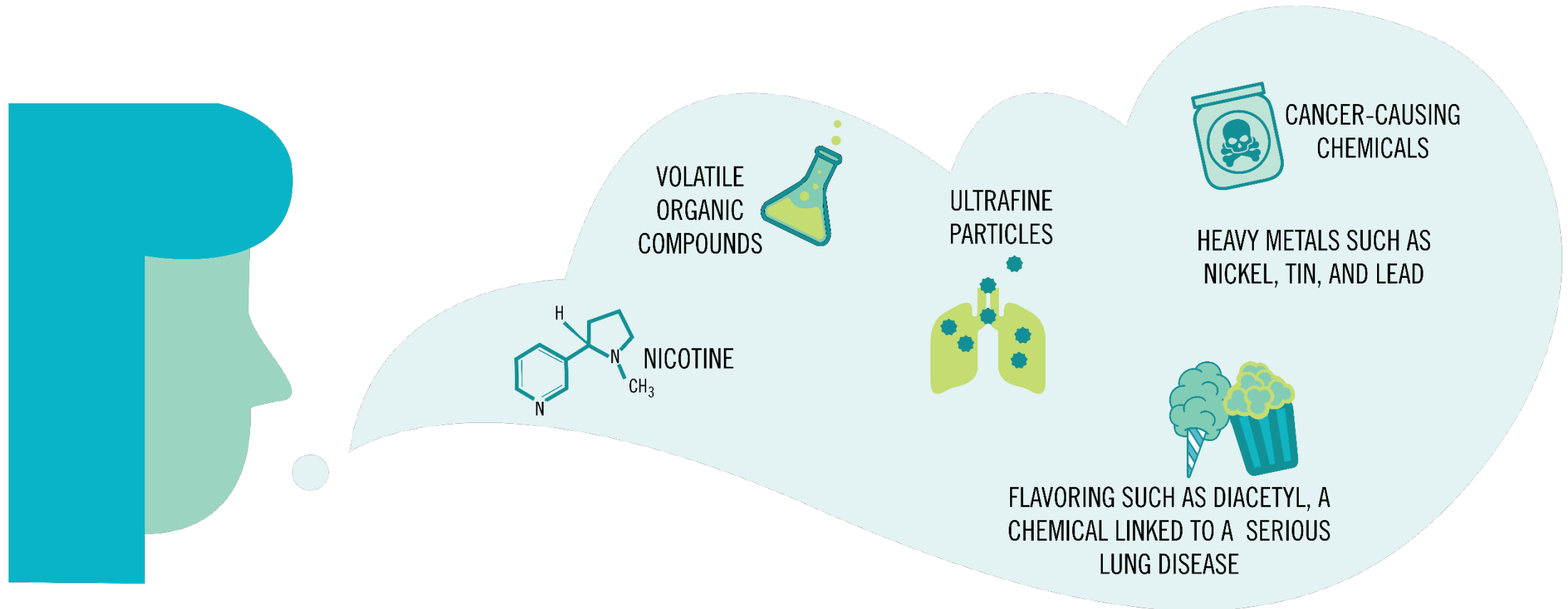
Vapes and Nicotine Products

What Are Vapes?

Vapes are battery-powered devices that deliver nicotine, flavorings, and other ingredients to the user.

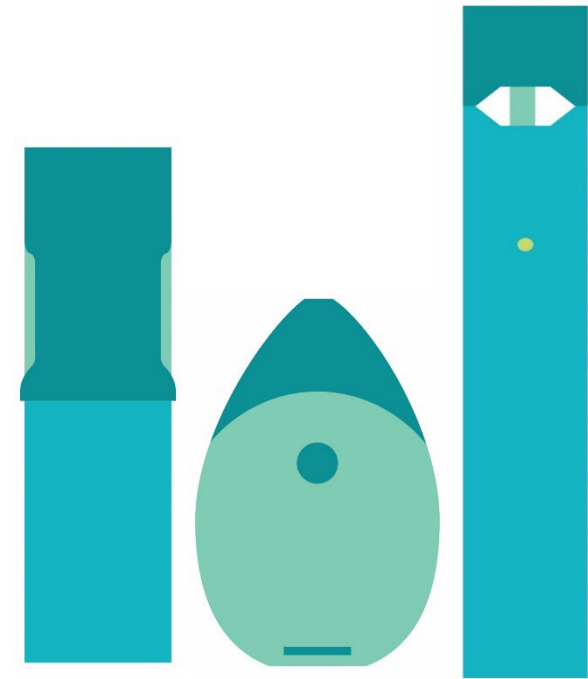


Vape Aerosol and Flavors



Vape Products

- Disposable E-Cigarettes
 - Flavor restrictions do not apply
 - Puff Bars or Elf Bars
- Heated Tobacco
 - IQOS or Eclipse
 - Not approved by the FDA
- New Vape Imported Devices
 - Virtue Bar
 - Lost Mary



Emerging Nicotine Delivery Systems (ENDS)

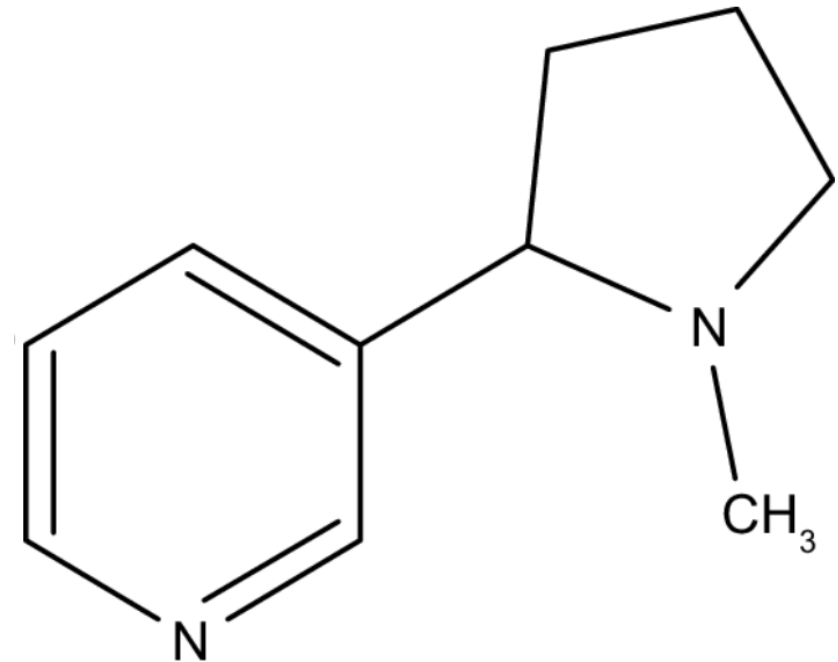
- **New Types of Nicotine Delivery Products**
 - Nicotine pouches
(on!, ZYN, Rogue, VELO, NIIN, Lucy, FRĒ)
- **Electronic non-nicotine delivery systems (ENNDS)**
 - Perceived as healthy without scientific evidence
 - Added vitamins, nutrients, and herbal supplements
- **Pairing Tobacco Products With Other Consumer Goods**
 - Electronic features (Amazon's Alexa)
 - Bluetooth speakers
 - Bluetooth and Smartphone apps that connect to vape devices
 - User tracking and monitoring by manufacturers
 - Record battery level, usage, and track number of sticks per day



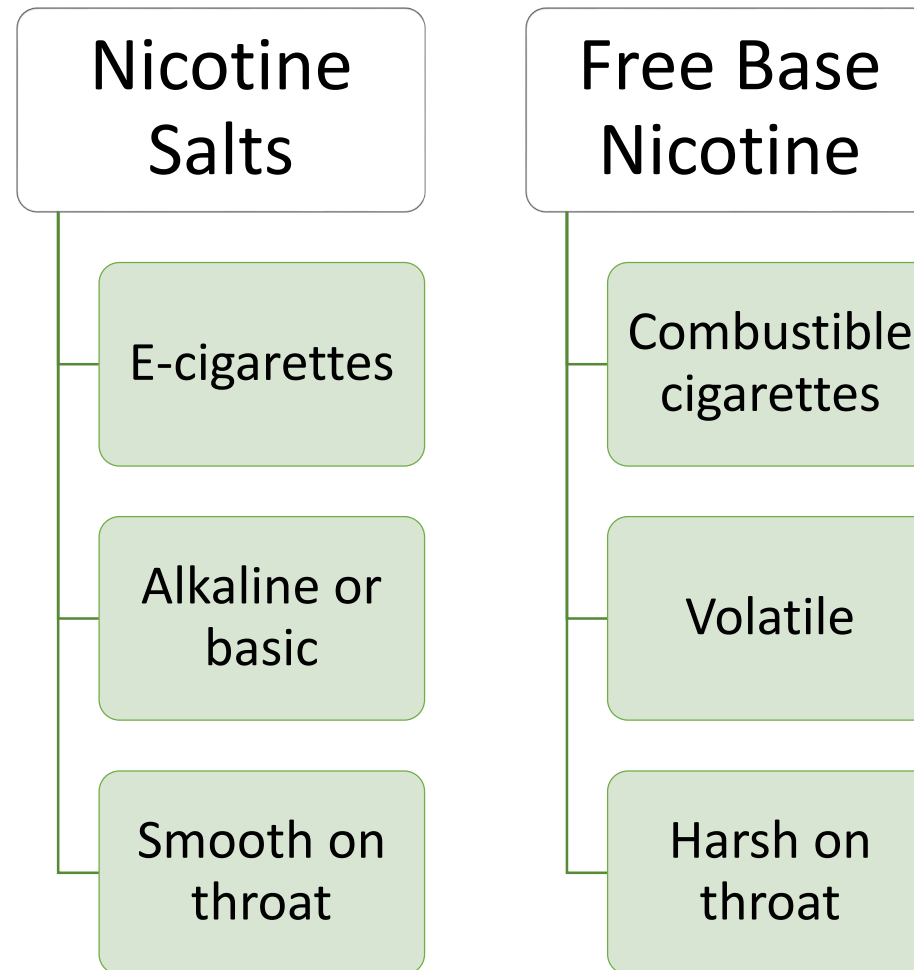
What are the Risks?

The Dangers of Nicotine

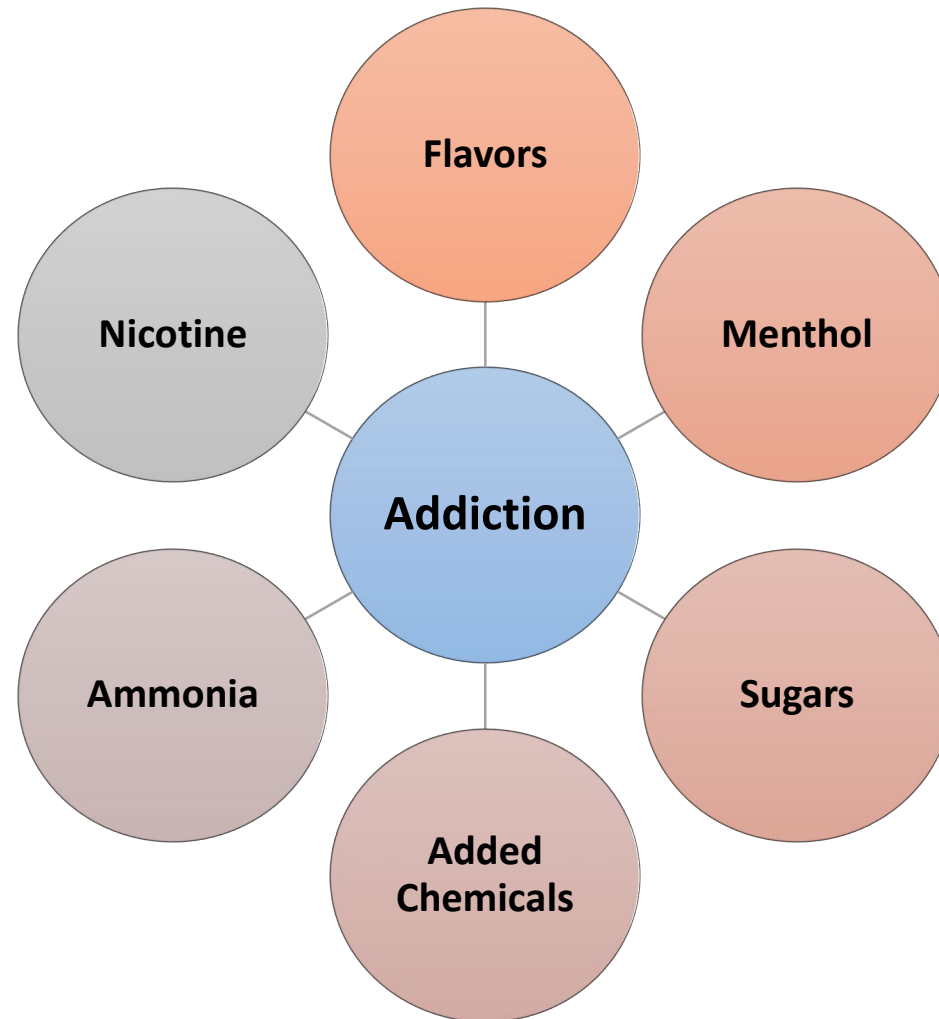
- Nicotine is a chemical that is responsible for addiction.
 - Quickly absorbed into your body and goes directly to your brain
- Dangerously addictive and harmful to a developing brain
 - Most teens do not know e-cigarettes contain nicotine
 - Declared teen vaping an epidemic in 2018



Nicotine Comes In Different Forms



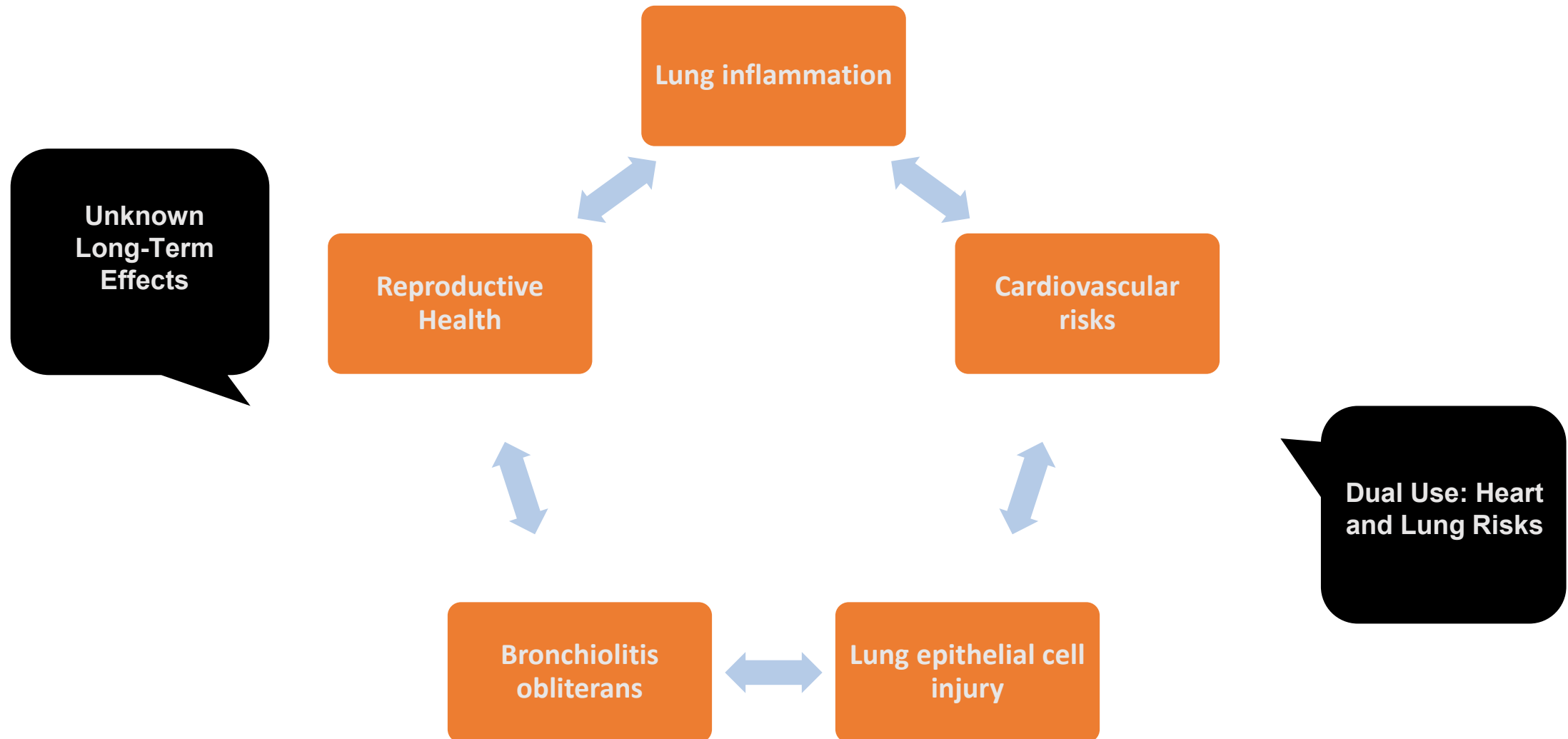
Recipe for Increasing Addictiveness



Nicotine and Addiction

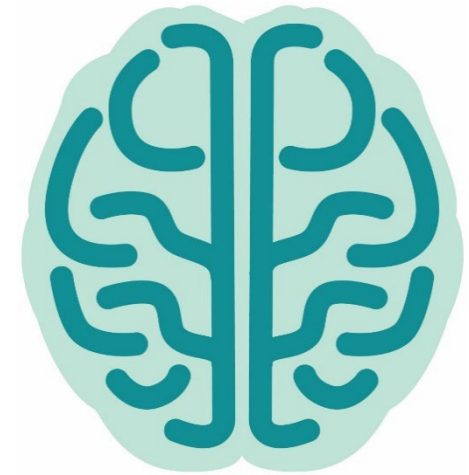
- Signs of addiction
 - Cravings, or feeling like you really need to use tobacco
 - Going out of your way to get tobacco
 - Feeling anxious or irritable
 - Continuing to use tobacco because you find it hard to stop
- Why is it dangerous?
 - Becoming a cigarette smoker
 - Lifelong tobacco user
 - Developing other addictions

Physiological Effects



Cognitive Effects in Youth

- Youth are attracted to the pleasurable effects of nicotine
- Long term use impairs
 - Memory
 - Learning
 - Concentration
 - Emotional processing
 - Impulse control
- Nicotine primes the brain for future addition
 - Gateway effect



Youth Targeting Strategies

Vapes: Flavors



Tobacco Prevention and Control

Know the Facts

- Smoking is the leading cause of preventable, premature death in the United States
- More than 16 million Americans suffer from a disease caused by smoking
- Worldwide, tobacco use causes nearly 6 million deaths per year and current trends show that tobacco use will cause more than 8 million deaths annually by 2030
- Cigarette smoking is responsible for more than 480,000 deaths per year in the United States, including more than 41,000 deaths resulting from secondhand smoke exposure
 - This is about 1 in 5 deaths annually, or 1,300 deaths every day
- In Louisiana 7,200 people die from smoking yearly
- On average, smokers die 10 years earlier than nonsmokers

Source: US Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.

Tobacco Use Ranking

Louisiana is the...

- **5th** highest state in the nation for ever use of **vapes/e-cigarettes** among US adults (#45; 10.4%).
- **7th** highest state in the nation for current **smoking** among US adults (#43; 16.7%).

Rural vs. Urban Communities

Rural population in the U.S. have higher smoking prevalence rates and consume a higher number of cigarettes per day.

- Adults who live in rural communities smoke at a rate of 15.4% compared to 10.1% in urban areas.
- Likely to smoke more heavily, smoking 15 or more cigarettes per day.
- Youth in rural areas smoke more frequently and start smoking at an earlier age.

The Louisiana Tobacco Quitline

The Louisiana Tobacco Quitline

- Free For ALL Louisiana Residents Ages 13 and Up
- Phone, Text, and Web Enrollment Options
- Digital Coaching Sessions
 - Phone, web and text
 - Minimum of 5 coaching sessions
- NRT Support
 - 2-week supply
 - Patches or gum
- Extended Services for Target Populations
 - Pregnant/Post-Partum Women
 - Behavioral Health
 - Youth/Young Adults

Phone Quit Rate: 39%
Satisfaction Rate: 89%

QUIT
WITH US, LA
— LIVE LIFE —
TOBACCO-FREE

Expansion of Quitline Technology

- Text2Quit
- Behavioral Health Program
- Pregnancy Program
- Live Vape Free Youth (13-17)
- Live Vape Free Young Adult (18-26)
- Youth and Young Adult Program with Parental/Adult Support

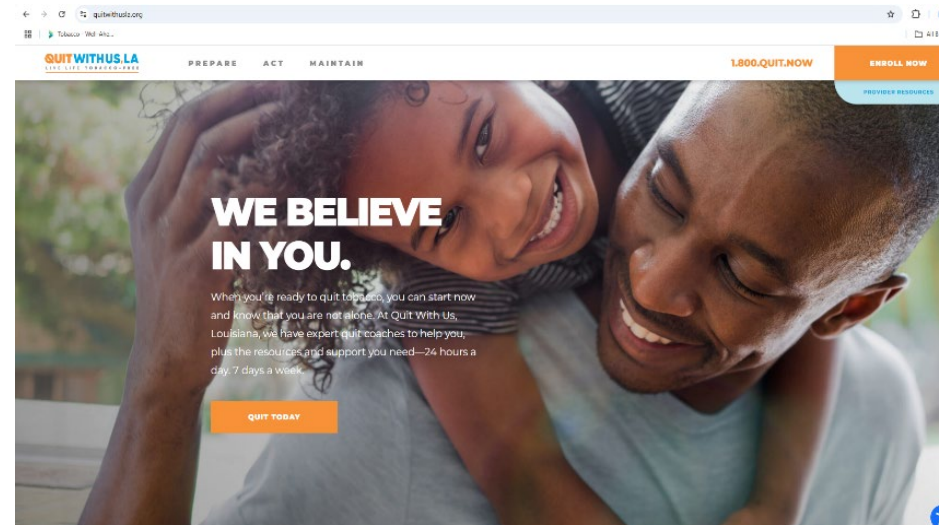


Quit With Us, Louisiana

www.quitwithusla.org

1.800.QUIT.NOW

QUIT
WITH US, LA
— LIVE LIFE —
TOBACCO - FREE



Healthcare Provider Referrals

Quitline Referral Methods

Active Referral Methods

Online
Provider
Referral Portal

Fax Referral

EHR Referral



Passive Referral Methods

Phone

Online Self-
Referral

Connect2Quit Louisiana

Clinician screens for tobacco use

Patient wishes to quit



Form is faxed or submitted through the web portal

Referral is processed



Intake call is placed

Biweekly outcome reports

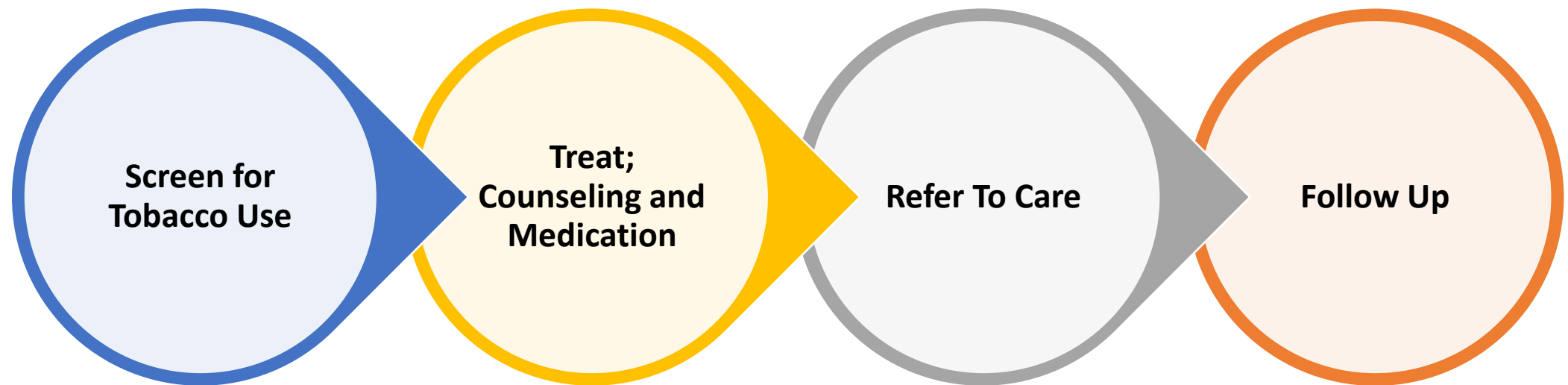
Follow Up Care

- Continue to engage patients
 - Minimize the risk of relapse
- Relapse is expected
 - It takes many tries before a tobacco user quits for good
 - Continue to ask about tobacco use at every encounter
- Tobacco dependence treatment as a standard of care
 - Assess changes in health status
 - Manage care accordingly



Brief Tobacco Intervention Model

Providers Can Help Patients Quit



The Brief Tobacco Intervention (BTI)



Brief Tobacco Intervention

- 5 A's Model to Treating Tobacco Use:
 - **Ask:** Identify tobacco use status
 - **Advise:** Recommend tobacco user to quit
 - **Assess:** Determine if the tobacco user is ready to quit
 - **Assist:** Connect to cessation services
 - **Arrange:** Schedule a follow up appointment

Brief Tobacco Intervention

- Simple Three Step Process for the Clinical Setting:
 - **Ask:** Patient about tobacco use status
 - **Advise:** Patient to quit as soon as possible
 - **Refer:** Quitline or another approved cessation service

Healthcare Provider Resources

Tobacco Intervention Trainings:

- Electronic referral system
 - **Connect2Quit referral training**
- Healthcare provider trainings
 - **Brief Tobacco Intervention training**
 - **E-Cigarette/Youth Vaping training**
- Continuing education credits
- Trainings available at:
www.wellaheadla.com/tobacco-training/



Louisiana Medicaid Cessation Expansion

- Louisiana Medicaid now offers comprehensive cessation coverage to ALL Medicaid beneficiaries.
- 2 quit attempts per year, consisting of:
 - 4 sessions of telephone, individual and group cessation counseling
 - Lasting at least 10 minutes each per quit attempt.
 - All 7 FDA approved medications for 90 days per quit attempt
 - Patch, gum, nasal spray, inhaler, lozenge, Bupropion, Varenicline
- No cost sharing or prior authorization
- CPT Coding Quick Reference

Connection to the Community


- Connection to the community
 - Bolster communications
 - Develop and increase connections
 - Advance brand awareness
 - Provide technical assistance
 - Encourage conversations
- Collective Bond
- Evidence-based research
 - Credible and trustworthy




Print Literature

You've got questions?
We're here to set the record straight about nicotine and vaping.

Get the unfiltered facts.



Scan to Enter Augmented Reality
<http://uff-ar.com/>




unfilteredfacts
Straight talk about nicotine.
unfilteredfacts.com

BE A LEADER. GEaux VAPE-FREE AT YOUR SCHOOL!



Vaping has recently doubled among middle school students and tripled among high school students.

Schools can, and should, encourage students to live life tobacco-free. Play a role in responding to the vaping epidemic by:

- Educating school staff about the risks of vaping for young people
- Expanding preventive policies—geaux vape-free, implement alternative disciplinary procedures, or encourage peer-to-peer vape education
- Offering specialized quit services to students



Scan this QR code with your smartphone camera or visit wellaheadla.com/vape-free-schools to access our Vape-Free Schools toolkit to learn more.

To Protect Everyone's Health

THIS IS A TOBACCO-FREE ENVIRONMENT



Use of All Tobacco Products, Including Vaping Products, is Prohibited. EVERYWHERE. EVERYONE. AT ALL TIMES.




Want help quitting?
1-800-QUIT-NOW
(1-800-784-8553)
QuitWithUsLa.org

Secondhand Smoke

It can be just as dangerous to non-smokers as cigarettes are to smokers.

What is Secondhand Smoke?
Secondhand smoke is smoke from burning tobacco products, such as cigarettes, cigars, or pipes.^{1,2} It is also smoke that has been exhaled, or breathed out, by the person smoking.^{1,2} Tobacco smoke contains more than 7,000 chemicals, including hundreds that are toxic and about 70 that can cause cancer.¹

Exposure and Health Risks
Exposure to secondhand smoke can happen in homes, cars, workplaces and public places such as bars, restaurants and entertainment venues.¹ Secondhand smoke exposure contributes to approximately 41,000 deaths among nonsmoking adults and 400 deaths in infants each year.¹ Secondhand smoke causes stroke, lung cancer, and coronary heart disease in adults.^{1,2}

Risk to Children
Children of smokers are at particularly high risk because their lungs are still developing. Children whose parents smoke are more likely to develop chronic bronchitis, pneumonia, asthma, allergies, coughs and ear infections. Infants of smokers are twice as likely to die from Sudden Infant Death Syndrome.¹



call 1.800.QUIT.NOW

text READY to 34191

visit quitwithusla.org

DON'T QUIT ON YOURSELF. DON'T QUIT BY YOURSELF.

Quit tobacco with the FREE resources and support you need. 24 hours a day. 7 days a week.

Eligible participants will receive 2 weeks of patches or gum.



call 1.800.QUIT.NOW
text READY to 200-400
visit quitwithusla.org




call 1.800.QUIT.NOW

text READY to 34191

visit quitwithusla.org

WE BELIEVE IN YOU.

Quit tobacco today.

When you're ready to quit tobacco, you can start now and know that you are not alone. At Quit With Us, Louisiana, we have expert quit coaches to help you, plus the resources and support you need—24 hours a day, 7 days a week.



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text READY to 34191

visit quitwithusla.org

Thirdhand Smoke

The Hidden Dangers

Cigarette smoke leaves a toxic residue that lingers on many surfaces long after a cigarette is put out. It's called thirdhand smoke, and it presents a health risk to those who come in contact with it, particularly infants and children.

Learn the Facts:

- Thirdhand smoke adheres to clothing, hair, skin, furniture, carpet, vehicles, and many other surfaces.¹
- The chemicals in thirdhand smoke are carcinogenic and can be released back into the air we breathe.^{1,2}
- Exposure to thirdhand smoke places infants and children at a greater risk for developing tobacco related health problems, including cancer.¹
- Infants and children have a greater risk of exposure from being held and crawling on surfaces where thirdhand smoke residue is likely to remain.¹
- Babies can ingest toxic tobacco residue by putting exposed hands and contaminated objects in their mouths, and by breathing toxic dust on the floor!¹



call 1.800.QUIT.NOW

text READY to 34191

visit quitwithusla.org

Questions?



THANK YOU

Well-Ahead Louisiana | Louisiana
Department of Health

Contact us: WellAhead@la.gov

Please also feel free to visit the Well-Ahead
website at:

<http://wellaheadla.com>

