

# TOBACCO CESSATION PROJECT

## Newsletter

DECEMBER 2019

### U.S. Officially raises Tobacco Buying Age to 21

On December 20, 2019, President Trump signed legislation to amend the Federal Food, Drug and Cosmetic Act to raise the federal minimum age of sale of tobacco products from 18 to 21 years of age. It is now illegal for a retailer to sell any tobacco products, including cigarettes, cigars, and e-cigarettes to anyone under the age of 21. The FDA, the regulator for all tobacco products, including e-cigarettes, hookah tobacco, and cigars, will provide additional details on this issue as they become available. Retailers who sell tobacco products will be required to comply with all applicable federal laws and regulations.

Health organizations have pressured the Trump administration to ban flavored tobacco and vaping products, which are popular among young people. The latest report from a federal survey, called Monitoring the Future, found that 1 in 4 twelfth graders, 1 in 5 tenth graders, and 1 in 10 eighth graders say that they have vaped nicotine in the past month. This new provision reflects the President's intent to protect youth from the dangers of vaping and smoking. "We have to take care of our kids, most importantly, so we're going to have an age limit of 21 or so, so we'll be coming out with something next week very important on vaping," Trump said while standing outside of the White House in November.

"We applaud congressional efforts to prohibit the sale of tobacco products to anyone under 21 and urge the President to sign this bill. The Vapor Technology Assn.

has advocated for raising the age to 21 for all tobacco products, including e-cigarettes, and believes, along with the public health groups, that this is the most significant step that can be taken to reduce youth access and use," said Tony Abboud, executive director of the Vapor Technology Association.

### Advanced Training Held for Baby & Me Facilitators

Under the direction of the Community Health Center Association of Mississippi (CHCAMS) and with the outstanding efforts of eleven (11) participating Community Health Centers, the Baby and Me Tobacco Free Program is entering into its third year of implementation and is showing remarkable achievements. The most recent Participant Data Report (11/30/19) reveals 121 pregnant women enrolled in the Program with forty-two deliveries. Greater than 83% of the women delivered beyond 36 weeks gestation and greater than 85% of the infants weighed at or greater than 5.5. lbs. This outstanding team of health centers includes facilitators from Aaron E. Henry, Claiborne County, Coastal Family Health, Family Health Center, G. A. Carmichael, Greater Meridian, Jackson-Hinds Comprehensive, Jefferson Comprehensive, Mallory, Southeast MS Rural Health and Central MS Health Services.

To enhance the skills of the facilitators, the CHCAMS hosted an advanced training for all its facilitators on Thursday, December 12, 2019 at the WIN Job Center in Canton. The training was conducted by Laurie Adams, the founder of the National Baby and Me Program.

This Project is Funded By a Grant from the Mississippi  
Department of Health, Office of Tobacco Control

## Advance Training continued...



B & M Facilitator Training

The training objectives are based on the Clinical Practice Guideline Treating Tobacco Use and Dependence: 2008 Update. It also integrates Motivational Interviewing skills to help pregnant women quit smoking and STAY quit.

At the one-day certification training, there were forty-five participants in attendance. Staff from all the participating CHCs were active attendees along with staff from the MS Quit Line, the Department of Health, Office of Tobacco Control, Central Office and the Perinatal High Risk Maternal and Infant Service System (PHRMISS) Program. The Health Department Central Office PHRMISS program director is gearing up to integrate the Baby and Me Program into their PHRMISS Program. It was also exciting to have the statistician from the Office of Tobacco Control who will be analyzing the B&M data.

Thanks go to the Office of Tobacco for having the willingness to partner with CHCAMS to implement this program in Mississippi. We are encouraged that the program will continue to demonstrate even greater successful outcomes for Mississippi's moms and infants as we gain the support of additional partners.

If you are interested in your health center joining the Baby & Me Project and would like more information, please contact Maria Morris at 601-981-1817, or at [mamorris@chcams.org](mailto:mamorris@chcams.org).

## Mississippi School District Sues Maker of E-Cigarettes

One of Mississippi's public-school districts is suing the largest e-cigarette producer in the United States. The suit accuses Juul Labs of deceptively marketing its products to young people resulting in many users to become addicted to the products delivered via these devices. The Jefferson

## School District Sues continued.....

County School District filed its lawsuit on December 5th in federal court in south Mississippi. Attorneys who filed the suit are seeking its certification as a class-action lawsuit on behalf of all Mississippi school districts. An unspecified amount of money is being sought with portions of any proceeds from the lawsuit going towards prevention education and addiction treatment. The Associated Press has reported that attorney generals for Illinois and the District of Columbia are researching how JUUL became so popular with school-age children and teens. While JUUL Labs continues to face a mounting number of state and federal investigations into its marketing and sales practices, a top Trump administration official has pledged to use all governmental regulatory and enforcement powers to curtail the epidemic of youth e-cigarette usage.



North Carolina became the first state to sue JUUL Labs in May of 2019. School districts in Kentucky and Kansas soon followed. The Jefferson County School District in rural southwest Mississippi has about 1,200 students in K-12 grades. A Nashville, Tennessee law firm is representing the school district in the suit. The suit charges that the great strides made in curtailing tobacco usage over the past several years has been largely eliminated due to e-cigarettes and vaping.

The Jefferson County School District lawsuit also names Altria, owned by Marlboro and other cigarette brands. Altria holds about one-third ownership in JUUL, which controls about two-thirds of the U.S. e-cigarette retail market. Separate investigations by Congress, the FDA, and other federal regulators is also underway.



### **School District Sues continued.....**

JUUL top executives refute all allegations related to teen or underage marketing of their products, citing the company's unprecedented steps to combat underage usage of the company's products. JUUL claims shutting down its Facebook and Instagram pages, along with pulling its flavored products from retail stores demonstrates its commitment to reduce teen and preteen usage rates. JUUL also cites its backing for federal legislation to raise the minimum age for purchasing all tobacco products, including e-cigarettes, to age 21 nationwide.

### **Baby & Me on Agenda for Presentation at 2019 District #15 Annual Women's Conference Saturday, January 25th.**

In an effort to increase awareness of the impact of tobacco and nicotine usage on women of child-bearing years, and their offspring, CHCAMS staff has partnered with United Health Care and the Mississippi Southern First Ecclesiastical Jurisdiction's Women's Department of District #15 to sponsor and present at the 2019 District #15 Annual Women's Conference. Women throughout the District will come together to discuss issues relative to

women's health. Baby & Me staff will provide a workshop focused on tobacco prevention in women of child-bearing age and the latest facts related to second-hand and third-hand effects of cigarette smoke. The danger of E-cigarette, vaping and other emerging products will also be discussed.

United Health Care will launch and promote the Heart Smart Sisters Project, a community and faith-based thirty-day initiative designed to educate and promote healthier lifestyles which will result in reduced heart disease among women of color.

The Women's Conference will be held on Saturday, January 25, 2020, at Eagle Ridge Conference Center, 1500 Raymond/Bolton Road, Raymond, MS 39154. A registration fee of \$35.00 will also cover a continental breakfast and lunch. Those interested in attending should contact Missionary Iris Barnes at 601-573-9982.



## Brandon and Flowood Outlaw Teen Vaping

Two central Mississippi cities have banned vaping for teens. The cities of Brandon and Flowood, both in Rankin County, have outlawed teen vaping. Brandon Police Chief William Thompson announced the adoption of an ordinance which technically outlaws the possession of any vapor pens, vaping devices for anyone under the age of 18 and for any students at Brandon schools under the age of 21. These steps were taken due to increasing evidence that vaping is proving itself to be dangerous, and potentially deadly. Otherwise healthy teens are getting sick, passing out, some even dying with vaping as the cause or at a minimum, a contributing factor.



## One-Size-Fits-All Approach to Tobacco Cessation May Fail

With Baby Boomers, Generation Xers, Millennials, and Generation Zers all making up the populations using tobacco products today, it is highly unlikely having a “one-size-fits-all” approach will result in cross-generational success with tobacco cessation efforts. Every generation is distinctive, with multiple preferences when it comes to addressing personal health concerns. Tobacco cessation is no exception. While research has demonstrated that most tobacco users overwhelmingly want to quit, we must determine how each group generally operates when it comes to embracing support and information related to cessation. While phone coaching has long been the gold standard approach for the delivery of tobacco cessation guidance, this may not be the best approach for the younger generation. Millennials as a group have been noted as preferring online scheduling of

appointments over phone scheduling in numerous surveys. Could it be that Millennials would also prefer a tobacco cessation delivery system based upon an online delivery system rather than phone line delivery? The chances are likely that they would.

As you evaluate the needs of your patient populations who use tobacco products, you should keep the following six generational preferences in mind:

- 1) Each generation has distinctive preferences for how it prefers to communicate and receive information,
- 2) Different generations have different tobacco use preferences,
- 3) While 7 out of 10 U.S. adult smokers want to quit completely, there are generational differences,
- 4) Quit methods for Millennials, Gen X, and Boomers aren't all the same,
- 5) Generation Z support seekers phone utilization has decreased,
- 6) All generations engage in technology resources to quit tobacco.

When patients receive tobacco cessation assistance that is tailored at multiple levels, they are far more likely to use the resources offered, which is necessary if we want to see more successful quit attempts in the patient populations health centers serve.

