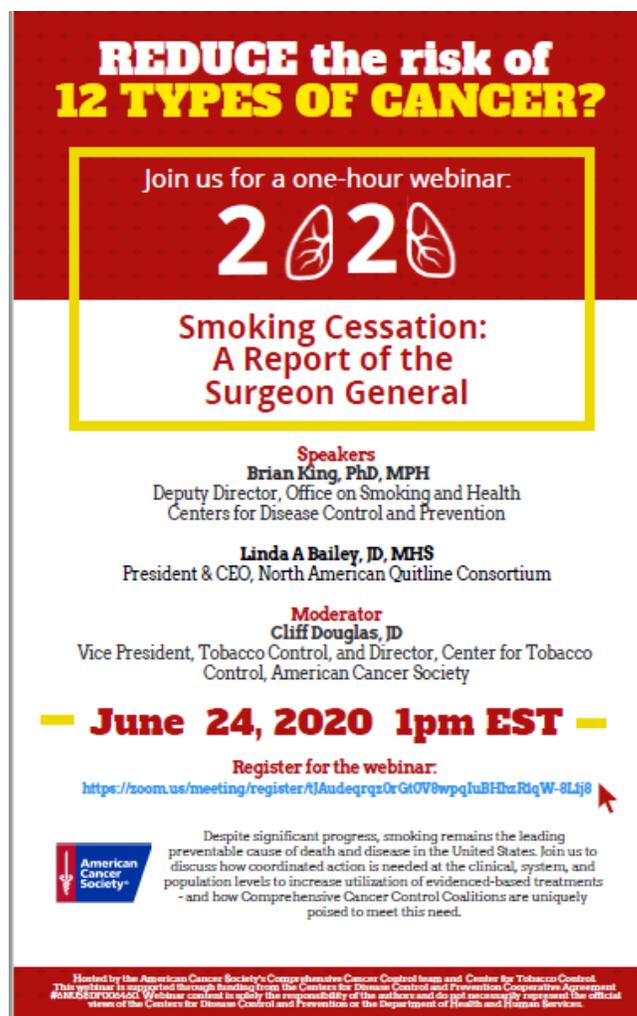


June 2020

Surgeon General 2020 Tobacco Cessation Report Webinar

Since the first Surgeon General's report on smoking and health was released in 1964, cigarette smoking among U.S. adults has declined from nearly 43% to a low of nearly 14% in 2018. Despite this progress, smoking remains the leading preventable cause of death and disease in the United States. Coordinated action is needed at all levels to increase utilization of evidenced based treatments. An upcoming event will allow tobacco cessation counselors and health center leadership staff to join Comprehensive Cancer Coalitions from around the United States to hear from Brian King, PhD, MPH, Deputy Director of the Centers for Disease Control and Prevention's Office on Smoking and Health; and Linda Bailey, JD, MHS, President and CEO of the North American Quitline Consortium, as they discuss the most recent findings in the 2020 Surgeon General's Report on Smoking Cessation.

The American Cancer Society (ACS) Comprehensive Cancer Control and the ACS Center for Tobacco Control are hosting a webinar for Comprehensive Cancer Control coalition partners across the country on June 24 at 12:00 p.m. CST to discuss the 2020 Surgeon General's Report on Smoking Cessation. All interested parties are encouraged to register and participate in this educational event.



**REDUCE the risk of
12 TYPES OF CANCER?**

Join us for a one-hour webinar:

2020

**Smoking Cessation:
A Report of the
Surgeon General**

Speakers
Brian King, PhD, MPH
Deputy Director, Office on Smoking and Health
Centers for Disease Control and Prevention

Linda A Bailey, JD, MHS
President & CEO, North American Quitline Consortium

Moderator
Cliff Douglas, JD
Vice President, Tobacco Control, and Director, Center for Tobacco Control, American Cancer Society

— June 24, 2020 1pm EST —

Register for the webinar:
<https://zoom.us/join/zoom/register/AJAUdeqqrz0rGt0V8wpqluBHmRlqW-8Lj8>

 Despite significant progress, smoking remains the leading preventable cause of death and disease in the United States. Join us to discuss how coordinated action is needed at the clinical, system, and population levels to increase utilization of evidenced-based treatments - and how Comprehensive Cancer Control Coalitions are uniquely poised to meet this need.

Hosted by the American Cancer Society's Comprehensive Cancer Control team and Center for Tobacco Control. This webinar is supported through funding from the Centers for Disease Control and Prevention Cooperative Agreement #5U49CE000460. Webinar content is solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

To attend the webinar, please register to receive your unique webinar URL at the following hyperlink: https://us02web.zoom.us/webinar/register/WN_XsY-oISQAmHzmPg5c4fYA.

Massachusetts Makes Tobacco Cessation History

The State of Massachusetts has made history as the first state to end the sale of all flavored tobacco products, including menthol cigarettes. According to Matthew L. Myers, President, Campaign for Tobacco-Free Kids, Massachusetts has delivered a landmark legislative victory for kids and public health over the tobacco industry by becoming the first state to pass such a law.



With full implementation of its new tobacco cessation law, Massachusetts has taken a historic step toward ending the tobacco industry's long and deadly history of targeting kids, African Americans and other groups with menthol cigarettes and other flavored products. Myers said in a statement, "This law will protect the health of children, address tobacco-related health disparities, help more smokers quit and save lives for generations to come." The enactment of this legislation comes at a critical time as health experts warn that smoking and vaping can worsen the effects of COVID-19.

The law immediately ended the sale of flavored e-cigarettes, a necessary step to reverse skyrocketing youth use of e-cigarettes and prevent e-cigarettes from addicting a new generation. While three other states (New Jersey, New York, and Rhode Island) have ended the sale of flavored e-cigarettes, Massachusetts is the first state to end the sale of all forms of flavored tobacco products. The

Massachusetts law is being heralded as a tremendous example of what other states and the entire nation should be doing if we are to ever stop the tobacco industry's marketing to kids and communities of color.

For decades, the tobacco industry has targeted kids, African Americans, as well as other groups with their marketing of menthol cigarettes, with devastating health consequences. Today, more than half of all youth smokers use menthol tobacco products, including seven out of ten African American youth smokers and 85% of all African American smokers.

Menthol cools and numbs the throat and masks the harshness of tobacco smoke, making it easier for kids to start smoking and harder for smokers to quit. As a result, African Americans quit smoking at lower rates and suffer high rates of tobacco-related diseases, including lung cancer, heart disease, stroke, emphysema, and diabetes. Tobacco use is the leading preventable cause of death for African Americans. Ending the sale of menthol cigarettes will reduce the number of young people who start smoking, help more smokers quit, and reduce tobacco-related health disparities.

Baby & Me Tobacco Free Program

Due to the pandemic, all services offered by the Baby and Me Tobacco-free Program were shifted to a telehealth method of delivery (face time, messenger, zoom,



teleconference phone calls). Recruitment and enrollment of new Baby & Me Program participants has been impacted due to reduced patient traffic within the health centers.

Baby & Me Program Coordinator, Maria Morris, continues to facilitate monthly training and technical assistance calls on the second Wednesday of each month at 9:00 a.m. The most recent call occurred on Wednesday, June 10, 2020. Training and technical assistance offered during this call was provided in a webinar format, a regular quarterly offering to participating health centers.

For those unable to attend the June 10th event, a link to the recorded webinar is provided so that you can listen to it at your convenience. Slides have been uploaded to Dropbox and have also been placed in the link.

Webinar Information Link:

https://www.dropbox.com/sh/24obs04u63v3j41/AAAgAsxdtjy60TNte323Y-Tra/Webinars/Quarterly%20Webinar_June%202020?dl=0&preview=MS+Webinar_6.2020.pdf&subfolder_nav_tracking=1

If you happen to experience problems accessing the webinar information above, please contact Maria Morris at 601-981-1817 for assistance.

The Baby & Me themed Tobacco Cessation Workshop, normally held in conjunction with the CHCAMS Annual Conference, will be a virtual stand-alone meeting scheduled for July 14, 2020, from 1:00 p.m. to 3:00 p.m. The workshop will be conducted using Zoom. The focus will be on peer-to-peer learning related to the Baby & Me Tobacco Free Program, program sustainability, reduced program duplication and increased collaboration in the provision of tobacco cessation services to pregnant women.



The Baby & Me Program continues to look for new health center partners to join this winning team for moms and babies. Interested health centers should

contact Maria Morris at 601-981-1817 for more information.

Tobacco Cessation Outreach Challenges During the Pandemic

Imagine, if you will, the current life of a chronic smoker, living amid a pandemic. Smokers and non-smokers have all been subjected to stares if they dare to cough in public during these days of COVID-19. Whether you are wearing a mask or not, coughing can result in a stare down, at the least, or outright verbal or physical confrontation, at the worst, from those standing nearby.



However, for many smokers, coughing is normal behavior due to a lifetime of smoking. As bold as smokers may be, no smoker enjoys the stares or muttered words from those who want to banish them from public life. Even a trip to the doctor's office or to a medical clinic must come with some reservation. You are in the clinic, you start coughing, and people start moving away from you in the room. No one wants to be near you. It becomes easier to just stay home and avoid people all together. The result will be fewer smokers seeking medical assistance for their healthcare needs. If they are not coming into health centers, how do we reach them with the much-needed counseling and tobacco cessation intervention services required to quit?

With the additional threat of serious respiratory illnesses from COVID-19, it stands to reason that now is a perfect time for tobacco smokers to look at kicking the habit for good. Resources continue to be available to help them quit and still comply with social distancing guidelines. No stares. No judgement. The Mississippi Quitline is an excellent solution for smokers who do not want to physically go to a health clinic during the pandemic. Anyone with access to a phone can call the Quitline. No appointment is necessary, and services are available to anyone who is ready and committed to quit tobacco.

The Mississippi Quitline is a free smoking cessation program for all types of tobacco products, including electronic cigarettes. The quitline provides free counseling sessions for all who need help to quit, including pregnant women, teens, and those with mental or behavioral health challenges. Trained cessation counselors will provide guidance over the phone or through text messaging, when possible. Most participants are eligible for free Nicotine Replacement Therapies (NRTs) such as patches, lozenges, and gum that will be sent directly to their home. (To learn more about this free resource, call 1-800 QUIT NOW or visit <http://www.quitlinems.com>).



Benefits of Being Free from Cigarettes

Within the first 20 minutes of having your last cigarette:	<ul style="list-style-type: none"> Blood pressure drops to normal Heartbeat slows to normal Circulation improves
After 24 hours:	<ul style="list-style-type: none"> Chance of heart attack decreases
After 72 hours:	<ul style="list-style-type: none"> Breathing becomes easier Lungs begin to repair

Some smokers cite stress as a reason they continue to light up and refuse to consider quitting during stressful times. Stress is one of the biggest triggers for many people who use tobacco products. Another common trigger for many is being alone. With both triggers dominating the current landscape due to shelter in place guidelines, high unemployment and work furloughs, it's a tough time for some to even consider now as the time to quit. But there is never a bad time to quit smoking and using tobacco products, no matter the age of the smoker, the length of time tobacco has been in use, or even the existence of a pandemic. Most smokers have respiratory and lung conditions at some stage of development already. Those who smoke and vape are at a much higher risk of contracting coronavirus.

Assisting those who want to quit has never been more important than it is right now. With reduced patient traffic in health centers, a reduction in opportunities to identify and respond to the needs of patients with tobacco dependency issues is inevitable. Health centers will need to develop a strategy of outreach to its smoking patient population, whether it is via wellness calls, by mail (electronic or regular mail), or a combination of both. Ultimately, the strategy health centers choose will need to meet the unique needs of their patient communities.

While the pandemic may produce new challenges, such as the ongoing delivery of tobacco cessation interventions, community health centers will need to continue to rise to the occasion with new and innovative ways to address the needs of their patient populations, whether it is tobacco cessation or other pressing health needs.