



November 2020

2020 Great American Smokeout November 21st

The inception of the Great American Smokeout stems from a 1970 event in Randolph, Massachusetts. High school guidance counselor Arthur P. Mullaney asked people to give up cigarettes for one day and donate the money they would have spent on buying cigarettes to a high school scholarship fund. A few years later in 1974, newspaper editor Lynn R. Smith led Minnesota's first "Don't Smoke Day". These two efforts caught on and on November 18, 1976, the California Division of the American Cancer Society got 1 million people to quit smoking for the day. This marked the first official Smokeout before the American Cancer Society took it nationwide in 1977. As a result, there was a dramatic change in the public's view of

tobacco advertising and use. Many public establishments and workplaces are now smoke-free to protect non-smokers and support people trying to quit.

**YOU DON'T HAVE TO
STOP SMOKING
IN ONE DAY.
START WITH DAY ONE.**
The Great American Smokeout®



Every year, the Great American Smokeout draws attention to preventing deaths and chronic illnesses caused by smoking. From the late 1980s to 1990s, many state and local governments have raised taxes on cigarettes, limited promotions, discouraged teen cigarette use, and taken further action to discourage smoking. State with strong tobacco laws have seen up to a 42% decrease in smoking among adults.

Though smoking rates have dropped, almost 38 million Americans still smoke tobacco, and about half of all smokers will encounter smoking-related deaths. Each year, more than 480,000 people in the

United State die from a smoking-related illness, meaning smoking causes 1 out of 5 deaths in the U.S. alone.

Mississippi Office of Tobacco Control Awarded Twice for Smoke-free Efforts

The Mississippi State Department of Health's (MSDH) Office of Tobacco Control placed first in two main categories presented by the American Nonsmoker's Rights (ANR) Foundation at its annual Smoke-free Indoor Air Challenge and Voices for Smoke-free Air Awards Ceremony: the Smoke-free Air Challenge award and the Smoke-free Air Challenge E-Cigarettes award. The virtual awards ceremony was established by ANR to acknowledge and recognize states that excel in passing 100 percent smoke-free provisions in workplaces, restaurants, and bars. Currently, Mississippi has 171 smoke-free cities with the passage of comprehensive smoke-free air ordinances, 137 of which have ordinance that include restrictions on electronic cigarettes (e-cigarettes). Amy Winter, Director of the Office of Tobacco Control affirms that the smoke-free air policies implemented by these cities will protect all employees and customers in businesses and other public places from the harmful effects of secondhand smoke. Since there are no safe levels for secondhand smoke, these municipal policies are so important for the health of everyone.

In 2019, a total of 14 Mississippi cities passed comprehensive smoke-free air ordinances. At this time, 36% of Mississippi's population is protected from the harmful effects of secondhand smoke and e-cigarettes.

Winter and the Office of Tobacco Control fight for the adoption of these smoke-free air ordinances by cities across Mississippi because they are an important step in improving our state's overall health status. These actions taken at the local level demonstrate the widespread public desire for a comprehensive statewide policy.

For information and resources about the dangers of e-cigarettes and tobacco products, visit healthmys.com/tobacco. For help with quitting visit or call the Mississippi Tobacco Quitline at 1-800-QUIT-NOW.

Mississippi Tobacco Quitline Flyer Released by Optum

The Office of Tobacco Control is working with a new vendor, Optum, for its Mississippi Tobacco Quitline services. For your patients in need of assistance with quitting tobacco, referrals can be made using a fax referral form so patients can continue to receive cessation treatment and have a streamlined experience. The staff at the Mississippi Quitline have developed the following flyer to help anyone connect with their services. While you may still choose to use the fax referral form, you may also choose to share direct contact information enclosed

Mississippi
tobaccoQUITLINE
1.800.QUITNOW
1.800.784.8669

Callers to the Mississippi Tobacco Quitline who want to stop using tobacco can receive up to eight weeks of nicotine replacement therapy (NRT), patch or gum, at no charge.

The approach of combining counseling and medication has been shown to be one of the most effective options currently available.

What services are available through the Quitline?

- Telephone coaching
- Texting program
- Web program
- Secure email messaging
- Self-help materials
- Special coaching programs for:
 - ⇒ Pregnant women
 - ⇒ Behavioral Health

How do callers get NRT?

Once medically cleared to participate, NRT will be ordered in two-week increments and sent via mail order. Participation in coaching calls is required.

Who can call the Tobacco Quitline?

Any Mississippian can call the toll-free number (1-800-784-8669) from anywhere in the state or register for services online at www.quitnow.net/MS.

What are the hours?

The Tobacco Quitline is available 24 hours per day, 7 days per week (closed Independence Day, Thanksgiving Day, 1/2 day Christmas Eve, Christmas Day, 1/2 day New Year's Eve, late open New Year's Day).

The Mississippi Tobacco Quitline is funded by a grant from the Mississippi State Department of Health

in the flyer below. If you have additional questions related to MS Quitline services and/or access to them, please contact Kendra Wright at kendra.wright@optum.com.

Medical Marijuana Use Approved by Voters in Mississippi

Uncertified November 3rd election results show 74% of Mississippi voters approved the ballot measure that allows doctors to prescribe up to 5 ounces (142 grams) of marijuana per month for people who have at least one of more than 20 serious medical conditions.

The Mississippi constitutional amendment places the Mississippi Department of Health in charge of issuing medical marijuana identification cards and licensing treatment centers where patients will access marijuana for medical purposes. MSDH officials will have until August to begin licensing treatment centers and certifying eligible patients. MSDH said Wednesday that it is in the planning stages and reviewing various elements important to creating a successful marijuana program. Initiative 65 will place specific guidelines into the state constitution for how the medical marijuana program will be run. Appointments for certification must be done in-person with licensed physicians. Treatment cards for patients can cost no more than

\$50 and will be valid for up to 12 months. However, medical marijuana can be prescribed for shorter periods or renewed for longer periods of time based upon physician recommendations. Minors can be prescribed medical marijuana with the consent of a parent or guardian.

The State Department of Health will not be able to limit the number of treatment centers or set the price for medical marijuana. Treatment centers will be allowed wherever other commercial businesses can operate, although, not within 500 feet of a school, day care or church.

Medical marijuana sales can be taxed up to the state tax rate of 7%, with all proceeds going toward funding the program.



Baby & Me Tobacco Cessation Update

The Baby and Me Tobacco Free Program (BM) continues to thrive despite the challenges incurred due to COVID-19. Using a hybrid model of service provision, committed, certified facilitators are seeing patients in accordance with the protocol of their individual clinics and/or WIC meaning if the clinic is seeing its maternity patients in the clinic, so are the counselors. Those counselors are using saliva testing to determine the patient's nicotine level. If the counselors are unable see the patients in the clinic, they are conducting virtual visits and some virtual saliva testing (watch the patient administers the saliva test by facetime or another virtual means).



Continuation and expansion of collaboration with existing and new partnerships is another way BM is thriving in these challenging times. Since the virtual 2019 CHCAMS Annual Conference Tobacco Cessation Workshop held in July, the BM staff has maintained continued collaboration with the Division of Medicaid and the Managed Care Organizations regarding the coordination of tobacco cessation services for pregnant women. On our BM monthly TA/T calls, we are using this platform to not only continue this engagement, but also to establish relationships with new partners such as the Institute for the Advancement of Minority Health, the new MS Quitline vendor and MS Healthy Kids Initiative. Partnering with the Mississippi Breastfeeding Coalition, BM was also featured in their November Letter “The Breastfeeding Buzz”.



CHCAMS along with our participating CHCs, MS Office of Tobacco Control and collaborative partners stand strong to carry out our mission to improve the birth outcomes for pregnant women and their families in Mississippi through our tobacco cessation efforts. To that end, we are always looking for new supporters and program participants to join our winning team. If interested or need additional information, call Maria Morris at 601-502-5954.



You and your baby can be tobacco free.



Quitting smoking is the single most important thing you can do for your health and the health of your baby!

Enroll in your local BABY & ME - Tobacco Free Program by contacting:

Click here to enter text
 This area will accommodate up to four lines of text
 Line 3
 Line 4

Quit smoking and receive FREE diapers*

babyandmetobaccofree.org

*To be eligible you must be a current smoker or quit within three months of becoming pregnant.

