



Tobacco News

Whitehouse Announces \$240M Investment to Fight Cancer

Last month, President Joe Biden announced a \$240



million investment on its Cancer Moonshot initiative. The initiative aims to prevent cancer deaths by amping up research and improve prevention, detection, and treatment efforts.

Aside from the monetary investment, the White House also announced new efforts on smoking prevention and cessation. One of those initiatives is launching SmokeFreeNative, a text messaging program to help American Indian and Alaska Native youth and adult to quit smoking. The initiative is a joint effort between the Indian Health Service and National Cancer Institute. The National Cancer

Institute will also work with Veterans Affairs on how to improve engagement with veterans in tobacco-treatment programs.

[Full Article.](#)

EX Program from Truth Initiative to Launch AI-driven Tool for Tobacco Cessation

The EX Program, the leading digital health program by Truth Initiative for tobacco addiction, announced the launch of Scout. Scout is the program's new recommender engine. It is the first tobacco cessation tool to make use of machine learning technology. The technology has been used by companies such as Amazon to analyze large amounts of data and learn from patterns to provide personalized recommendations.

Scout will connect tobacco users to proven tips and strategies for quitting that are personally relevant to their unique quitting experience. It will also recommend content such as articles, stories, and testimonials that are tailored to the individual.

[Full Article.](#)

Announcements & Events

Upcoming Events

October 10

- [Smoking and its Effects on Hormone Replacement Therapy \(HRT\)](#); **Virtual; 1-2 pm ET.**

October 12

- [Approaches to Tobacco Treatment](#); **Webinar; 11am-5pm ET. Payment Required.**

October 17

- [Promoting Healthy Choices and Support for Vaping Cessation Among Youth and Families](#); **Webinar; 12pm-1:15pm CT.**

October 24

- [Clear the Vapor Conference 2023: State of Play](#); **Virtual; Registration to be announced.**

October 23-31

- **Red Ribbon Week**

We Want to Hear from You!

Our tobacco coordinator helps community stakeholders with tobacco prevention and cessation efforts. This includes:

- Conducting presentations on tobacco and other products
- Connecting to resources that promote tobacco cessation
- Providing technical support on creating tobacco-free policies

If you have any needs related to tobacco/vaping prevention and control, please feel free to reach out. You can also send an email for any events and announcements you want included in our next issue. We release the newsletter every first week of the month. Please send your announcements/events a few weeks before.

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Latest in Research

E-cigarette Website Marketing in California



E-cigarettes have been a big problem in the youth in the last couple of years. Much like the popularity of cigarettes before, e-cigarettes owe their profits to massive marketing campaigns. However, we still have much to learn about the promotional strategies these companies employ to target users or would-be users. Luckily, a study in California did just that.

They followed the website of 20 e-cigarette vendors and 6 e-cigarette brands from February 2022- April 2022. Marketing themes, promotional content, presence of health warnings, etc. were monitored during this period.

What they found was that 50% of the websites have marketing themes related to physical health benefits of vapes. Another 57.7% of the sites had sales, discounts, or coupons as part of their marketing strategy.

DSHS Publication: E53-14530

Around 69.2% of the websites also have newsletters that you can sign up for. However, 88.9% of those websites did not require users to have an age-verified account to receive newsletters.

[Abstract.](#)

Higher Number of Local Tobacco Retailers Linked to Secondhand Smoke and Asthma



Researchers in Baltimore, MD recently published a study that looks at the association between tobacco outlet density and exposure to secondhand smoke in the home. They also looked at how these affect children with asthma.

Results showed that each tobacco outlet within a 500-meter radius of each home was associated with a 12% increase in indoor air nicotine levels and 8% increase in serum cotinine. This increase in secondhand smoke indicators was associated with less controlled asthma.

[Full Article](#)

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TEXAS
Health and Human Services
Texas Department of State
Health Services

Tobacco UPDATE

An Update on Tobacco Control
and Prevention Activities
in Region 6/5S

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