

Summer 2024

Tobacco Prevention and Control News



- [News You Can Use](#)
- [Resources](#)

News You Can Use

Texas Department of State Health Services (DSHS), Texas Tobacco Prevention and Control Program (TPCP) Releases New Reducing E-Cigarette Use Among Youth and Young Adults Toolkit for Health Care Providers

The DSHS TPCP recently released the new [Reducing E-Cigarette Use Among Youth and Young Adults Toolkit for Health Care Providers](#). It promotes the Ask-Counsel-Treat method and provides information on youth and young adult e-cigarette and vaping use as well as cessation resources available to Texans. It also offers flexibility for different provider practices, supports youth and young adult patient needs, and seeks to accommodate the busiest health care provider.

This toolkit was a collaborative effort by the DSHS TPCP, DSHS Texas Comprehensive Cancer Control Program, and Cancer Alliance of Texas' Tobacco Control Priority Area Workgroup. While this toolkit can be used as a standalone resource, it was developed in part to complement the Baylor College of Medicine's (BCM) [From Vapes to Victory: Empowering Teens to Overcome Vaping](#) interactive training module. The toolkit can be found on the DSHS TPCP [webpage](#) under Communications and Media.

DSHS Texas Asthma Control Program Awarded New Four-Year Centers for Disease Control and Prevention (CDC) Cooperative Agreement

The DSHS Texas Asthma Control Program was recently awarded the CDC Advancing Health Equity in Asthma Control through EXHALE Strategies cooperative agreement. This funding will allow the Texas Asthma Control Program to continue its efforts aimed at reducing the burden of asthma across the state, including emergency department visits and hospitalizations.

The DSHS TPCP has a close partnership with the DSHS Texas Asthma Control Program. The programs look forward to continuing their joint efforts to eliminate exposure to secondhand smoke, a significant asthma trigger, and connect Texans to cessation services.

Federal Multi-Agency Task Force to Curb the Distribution and Sale of Illegal E-Cigarettes

In June 2024, the U.S. Department of Justice (DOJ) and the U.S. Food and Drug Administration (FDA) announced the creation of a federal multi-agency task force to combat the illegal distribution and sale of e-cigarettes. Along with the DOJ and FDA, the task force brings together multiple law enforcement partners, including the Bureau of Alcohol, Tobacco, Firearms and Explosives; the U.S. Marshals Service; the U.S. Postal Inspection Service; and the Federal Trade Commission, to coordinate and streamline efforts to bring all available criminal and civil tools to bear against the illegal distribution and sale of e-cigarettes responsible for nicotine addiction among youth in the U.S. Learn more about the task force from the FDA's [press release](#).

New JUUL Labs Documents Available on the Truth Tobacco Industry Documents Library

The University of California San Francisco's (UCSF) Industry Documents Library added 289,868 new JUUL Labs documents to the Truth Tobacco Industry Documents Library, bringing the total number of publicly available previously secret JUUL documents to 1,870,542. There are about two million JUUL documents from the North Carolina settlement to be loaded and another two million documents from other state cases. To access the documents, visit the UCSF [Truth Tobacco Industry Documents Library website](#).

FDA Warns Six Online Retailers for Selling Unauthorized E-Liquids Resembling Prescription Drug Bottles

In June 2024, the FDA issued warning letters to six online retailers for selling unauthorized e-liquid products from the Bad Drip brand that imitate prescription drug bottles. The retailers were also warned for selling unauthorized flavored, disposable e-cigarettes, including those under the brand names Funky Republic and HQD. For more information, view the FDA's [press release](#).

Adult Smoking Cessation — United States, 2022

The CDC recently published a [study](#) where they assessed national estimates of cigarette smoking cessation indicators among U.S. adults using 2022 National Health Interview Survey data. The study found that approximately two thirds (67.7%) of the 28.8 million U.S. adults who smoked wanted to quit, and approximately one half (53.3%) made a quit attempt, but only 8.8% quit smoking in 2022. Among those who tried to quit, 38.3% used treatment (i.e., counseling or medication). Adults who usually smoked menthol (versus non-menthol) cigarettes had a higher prevalence of quitting interest (72.2% versus 65.4%), higher prevalence of past-year quit attempts (57.3% versus 50.4%), lower prevalence of receiving quit advice (48.2% versus 53.8%), lower prevalence of using cessation treatment (35.2% versus 41.5%), but similar prevalence of quit success (9.5% versus 7.9%).

The Long-Term Impact of the Tips From Former Smokers Campaign on Calls to 1-800-QUIT-NOW, 2012–2023

In July 2024, the CDC published a new [study](#) in *Nicotine and Tobacco Research*. The study found that from 2012 through 2023, exposure to CDC's Tips From Former Smokers campaign generated more than two million additional calls to 1-800-QUIT-NOW. It also shows that exposure to the

campaign has consistently and significantly increased calls to the national tobacco quitline portal, 1-800-QUIT-NOW, and supports continued use of mass media to promote quitlines.

Tobacco Quitline Staffs' Knowledge and Attitudes About Connecting Quitline Callers to Lung Cancer Screening Educational Materials

A recent [study](#) published in *Cancer Medicine* evaluated the impact of training quitline staff in lung cancer screening. It found that receiving training about lung cancer screening eligibility and the benefits and harms of screening improved lung cancer screening knowledge among quitline staff. The study also describes how quitline staff found that connecting callers with lung cancer screening educational materials is acceptable, appropriate, and feasible, and aligned with their primary mission.

Proportion and Number of Cancer Cases and Deaths Attributable to Potentially Modifiable Risk Factors in the United States, 2019

In July 2024, the American Cancer Society published a new [study](#) on cancer cases and deaths attributable to potentially modifiable risk factors. It found that 44% of all cancer deaths among U.S. adults were attributable to potentially modifiable risk factors. Cigarette smoking was the leading risk factor contributing to cancer cases and deaths overall (19.3% and 28.5%, respectively), followed by excess body weight (7.6% and 7.3%, respectively), and alcohol consumption (5.4% and 4.1%, respectively).

Certified Tobacco Treatment Training Program Course to be Held Virtually on September 16, 2024 – September 20, 2024

The University of Texas MD Anderson Cancer Center (MD Anderson) will hold their next [Certified Tobacco Treatment Training Program](#) course virtually on September 16, 2024 – September 20, 2024. This five-day course is for individuals interested in becoming credentialed as a Tobacco Treatment Specialist.

Accredited by the Council for Tobacco Treatment Training Programs, the program offers the highest quality tobacco treatment training, based on the most up-to-date evidence in tobacco cessation research and treatment strategies. The cost is \$1,100. Special discounts are available for professionals working in academic, government, non-profit, and limited resource settings. Continuing education credits are available for physicians, nurses, counselors, social workers, and health educators.

Improving Tobacco Cessation: Centers for Medicare & Medicaid Services (CMS) Guidance and State Strategies Webinar

The UCSF's Smoking Cessation Leadership Center will be hosting the [Improving Tobacco Cessation: CMS Guidance and State Strategies](#) webinar on August 20, 2024 from 12:00-1:15 PM CT. The webinar will discuss how state Medicaid and CHIP agencies are working with health departments and health plans to improve delivery of tobacco cessation services to Medicaid and CHIP beneficiaries and within health and behavioral health settings. Continuing education credits are available. Register for the webinar on the UCSF [website](#).

Resources

Texas Say What Don't Wait! Advocate! Training Module

In July 2024, Texas Say What (Students, Adults, and Youth Working Hard Against Tobacco) launched its new [Don't Wait! Advocate!](#) training module. This online training module equips youth and adults alike with essential advocacy skills, guiding them to harness their voice to support causes that matter. Through this training, participants will learn skills for effective advocacy. There are a variety of self-paced activities to explore strengths, start community engagement, and prepare to create meaningful change.

BCM From Vapes to Victory: Empowering Teens to Overcome Vaping Training

BCM's [From Vapes to Victory: Empowering Teens to Overcome Vaping](#) online training module helps health care providers apply the Act-Counsel-Treat method to address youth e-cigarette and vaping use. Through this free interactive training, health care providers will learn how to create impactful messages that resonate with teens and discourage e-cigarette use; formulate a plan for adolescent patients who are not prepared to quit yet; and develop a cessation and treatment plan for those who are ready to quit. Continuing medical education credits are available for physicians and advanced practice providers.

Tobacco Control Network (TCN) Updates State Policy Map

The TCN has updated their [State Policy Map](#) to reflect the policy landscape relating to tobacco and e-cigarette taxes, smokefree environments, T21 laws, preemption, JUUL settlements, Medicaid coverage, and more.

CDC Tobacco Disparities Dashboard

The CDC recently launched the [Tobacco Disparities Dashboard](#). The interactive dashboard turns data into visual information, enabling users to quickly explore and identify tobacco-related disparities in cigarette smoking among specific groups at the state level by age, disability, education, employment, income, mental health, race and ethnicity, sex, and locality (urban vs rural). The information can help guide programmatic actions on targeted interventions to reduce cigarette smoking among certain population groups.

CDC Empower Vape-Free Youth Campaign Resources

The CDC's [Empower Vape-Free Youth](#) campaign aims to empower educators to speak with youth about the risks of e-cigarettes and nicotine addiction and to encourage youth to avoid and/or quit vaping. In May 2024, the campaign released a Spanish-language [fact sheet](#) and [conversation card](#). These print materials provide important information for educators to engage in meaningful conversations with their students about the dangers of vaping and ways to quit. The materials are available on the [campaign webpage](#) and will soon be available for hard copy orders through the [Publication Catalog Ordering System](#).

CDC State Menthol Fact Sheets

CDC [State Menthol Fact Sheets](#) are available for all 50 states and the District of Columbia. The data presented in the fact sheets include state-specific estimates of the number of adults who currently smoke, usually use menthol cigarettes, and are seriously considering quitting smoking; the economic cost of cigarette smoking in the state; the projected number of people in the state that would quit smoking if menthol cigarettes were no longer available; state Medicaid coverage; state smoking quitline utilization; and the amount of funds CDC provides the state for the quitline.



Got content ideas? Email them to us and let us know what you would like to see in this newsletter at: Tobacco.Free@dshs.texas.gov.

You are subscribed to updates from the Texas Department of State Health Services' Tobacco Prevention and Control Program. For more information, please [email us](#) or [visit our website](#).