

Tobacco Prevention and Control News



News You Can Use

Texas Tobacco Quitline Expands Nicotine Replacement Therapy (NRT) Services

In March 2024, the Texas Tobacco Prevention and Control Program at the Texas Department of State Health Services (DSHS) expanded and enhanced the Texas Tobacco Quitline's existing offerings of NRT from 2 weeks to 8 weeks and introduced combination NRT. This means that in addition to receiving more NRT, Texas Tobacco Quitline participants can also combine and use a short- and long-acting NRT product at the same time. Combination NRT has the strongest documented effect on positive tobacco cessation outcomes. These newly enhanced NRT services are now available to Texas residents ages 18 and older. Learn more from DSHS' [press release](#) or by visiting [YesQuit.org](https://www.yesquit.org).

Texas Tobacco Quitline Launches New Menthol Participant Track and Enhancement

In April 2024, the Texas Tobacco Quitline launched its new menthol participant track and enhancement. Texas Tobacco Quitline participants who report using menthol cigarettes or cigars are eligible to receive eight-week and combination NRT and up to five quit coaching sessions through tailored and enhanced menthol-specific Texas Tobacco Quitline cessation services. If a participant is eligible for both the menthol track and the behavioral health track, they will be placed in the behavioral health track as it offers up to seven quit coaching sessions. However, the seven behavioral health quit coaching sessions will include tailored and enhanced menthol-specific coaching and information. Learn more at [YesQuit.org](https://www.yesquit.org).

Texas Live Vape Free Program Expands to Include Young Adults

The Live Vape Free Program is an interactive e-cigarette/vaping cessation program for youth ages 13-17. Recently, the program expanded to also include young adults ages 18-26.

Live Vape Free helps youth and young adults:

- Learn about the harms of e-cigarettes/vaping.
- Hear from their peers.
- Have a place to take action once they are ready to quit.

The program is accessible by self-enrollment. When youth and young adults are ready to quit, they can enroll in the program online at [LiveVapeFree.com](https://www.livevapefree.com) or by texting VAPEFREE to 873373.

Texas Synar Program Prepares for Annual Retailer Controlled Buys

The federal Synar Program requires states to conduct annual, randomized controlled buys that reflect an accurate sample of permitted tobacco and e-cigarette retail outlets accessible to minors. The program aims to decrease youth access to tobacco products. States must achieve a retail violation rate of less than 20 percent to ensure the continuation of the full federal Substance Use Prevention, Treatment, and Recovery Services Block Grant (SUBG) award. For Fiscal Year 2023, Texas' Synar retail violation rate was 15.9 percent. Over the last several months, the [Prevention and Behavioral Health Promotion Unit](#) at the Texas Health and Human Services Commission, who administers the Texas Synar Program, has been preparing and ramping up for their Fiscal Year 2024 retailer controlled buys that will take place across Texas.

Keeping Texas' Synar rate below the 20 percent threshold is not only critical in preventing youth tobacco use, but also in ensuring the state remains in compliance with Synar federal regulation so that SUBG funds and services are not penalized.

Certified Tobacco Treatment Training Program Course to be Held Virtually on June 3, 2024 – June 7, 2024

The University of Texas MD Anderson Cancer Center (MD Anderson) will hold their next [Certified Tobacco Treatment Training Program](#) course virtually on June 3, 2024 – June 7, 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. Continuing education credits are available for physicians, nurses, counselors, social workers, and health educators.

Baylor College of Medicine (BCM) Launches New From Vapes to Victory: Empowering Teens to Overcome Vaping Training

BCM has developed a new [From Vapes to Victory: Empowering Teens to Overcome Vaping](#) online training module to help healthcare providers apply the Act-Counsel-Treat method to address youth e-cigarette use. Through this interactive training, healthcare 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 yet prepared to quit using e-cigarettes; and develop a cessation and treatment plan for adolescents who are ready to quit e-cigarette use. Continuing medical education credits are available for physicians and advanced practice providers.

2024 Texas Tobacco Free Conference Registration Now Open

The Say What! (Students, Adults, and Youth Working Hard Against Tobacco!) [2024 Texas Tobacco Free Conference](#) offers a variety of opportunities for youth groups working on tobacco prevention related issues, tobacco-free policies, and other projects that may be occurring in their schools or communities. For the 2024 conference, youth participants will be able to select a track based on their tobacco prevention knowledge and experiences leading awareness activities. Sponsors and other adult participants will be able to attend specialized sessions that focus on youth-adult partnerships and developing teen leaders.

Conference registration is open now until May 31, 2024. Registration for youth groups to attend the Say What! Conference is \$425 per person and includes conference fees, lodging and all meals and snacks, access to hotel amenities, parking, a conference t-shirt, and conference materials and supplies.

Changes Over Time in Reasons for Quitting Vaping Among Treatment-Seeking Young People from 2019 to 2022

According to a [study](#) published in *Addictive Behaviors Reports*, reasons for quitting among young people shifted between 2019 and 2022. While health was the top reason for both 2019 and 2022, the proportion of young people reporting health as their reason for quitting increased significantly, primarily driven by users reporting current health concerns and mental health concerns. The researchers suggest that the increases in current health concerns and mental health concerns may be due to users experiencing increased health-related consequences from vaping or increased prevalence of mental health co-morbidities reported in the overall population since the onset of the COVID-19 pandemic. They also suggest that these increases may also be due to increased public education and media reports around the potential health impacts of vaping that may have led to higher awareness of these issues.

Sociodemographic and Temporal Differences in Menthol Cigarette Use Among U.S. Adults Who Smoke, 1999–2018

A recent Centers for Disease Control and Prevention (CDC) [study](#) published in *Preventing Chronic Disease* analyzed data from the 1999-2018 National Health and Nutrition Examination Survey to examine sociodemographic and temporal differences in menthol cigarette use among U.S. adults ages 20 or older who smoke. The study found that non-Hispanic Black adults who smoke had the highest prevalence of menthol cigarette use among all racial and ethnic groups. It also found that the prevalence of menthol cigarette use among adults who smoke increased, especially among Mexican American adults, younger adults, and adults who reported fair to poor health status.

Exposure Among Middle and High School Students to Warning Labels on E-Cigarette Packages Before and After an FDA (U.S. Food and Drug Administration) Requirement, 2018–2019

Another recent CDC [study](#) published in *Preventing Chronic Disease* found that after implementation of the health warnings per the FDA's deeming rule, the percentage of current tobacco users and e-cigarette users among middle and high school students who reported any exposure or high exposure to e-cigarette warning labels increased. CDC concluded that continued monitoring of reactions can inform if warnings are achieving their regulatory goal.

Resources

CDC State Menthol Fact Sheets

In November 2023, CDC's Office on Smoking and Health (OSH) released menthol fact sheets for all 50 states and the District of Columbia. Recently, these fact sheets were updated to include more current data regarding the number of local menthol and flavored sales restriction

policies as well as Medicaid coverage for cessation. The updated state fact sheets can be found on the CDC's [State Menthol Fact Sheets website](#).

U.S. Food and Drug Administration (FDA) Searchable Tobacco Products Database

In March 2024, FDA launched the [searchable tobacco products database](#), a new user-friendly list of tobacco products, including e-cigarettes, that may be legally marketed in the U.S. The database is designed to serve the public, especially retailers, by providing this key information in a single location, with easy-to-use search capabilities. The database will be updated monthly.

Within the database, FDA provides information on three categories of tobacco products:

1. New tobacco products that received marketing authorization through one of FDA's three pathways to [market a new tobacco product](#).
2. [Pre-existing tobacco products](#) established through a voluntary determination program (commercially marketed as of February 15, 2007).
3. [Provisional tobacco products that were removed from review](#).

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. Educators include teachers, coaches, school counselors, and on-site administrators (e.g., principals, vice-principals, etc.) in U.S. middle and high schools. Campaign materials include print resources, animated videos, live action videos, and social media assets. These materials are available on the CDC OSH's [Media Campaign Resource Center](#).

SmokefreeNATIVE

The National Cancer Institute's Smokefree.gov Initiative (SFGI) has partnered with the Indian Health Service (IHS) to launch a new, free text messaging resource to help American Indian and Alaska Native adults and adolescents quit smoking commercial tobacco. SFGI and IHS worked with experts from the University of Minnesota School of Public Health and the American Indian Cancer Foundation to develop SmokefreeNATIVE to join together evidence-based smoking cessation support with key themes and content reflecting American Indian and Alaska Natives' cultural experiences, worldviews, and traditions. The program offers six weeks of smoking cessation assistance and support with up to two weeks of preparation messages. People who are ready to quit can [enroll online](#) or by texting NATIVE to 47848.

Texas State University Military Focused Community Kit and Podcast

Texas State University has a military centric community kit and podcast, which can be used to assist tobacco prevention and cessation efforts among active-duty or veteran personnel. The two-part podcast brings a historical perspective as well as an insider's perspective of tobacco use in the military. To learn more, visit Texas State University's [Community Prevention Program webpage](#).

SelfMade Health Tobacco Cessation Messaging Toolkit

The SelfMade Health Network (SMHN) released a [Commercial Tobacco Cessation Messaging Toolkit](#) for Medicaid healthcare providers and multi-disciplinary teams (including community health workers and patient navigators) in all settings. This user-friendly toolkit is designed to:

- Share evidence-based tobacco cessation resources.
- Assist members of multi-disciplinary healthcare teams with supporting patients during their tobacco cessation journeys.
- Provide tobacco cessation resources for healthcare teams to share with colleagues and staff members.
- Share resources to address social determinants of health, including resources that promote access to healthy foods and minimize post-cessation weight issues.