




IT'S ABOUT A MILLION WASHINGTONIANS

Washington Wellness Training

Training agenda

- Welcome and introductions
- Panel discussion
 - Tobacco: Not an equal opportunity killer
 - Tobacco use disorder & dependence treatment
 - Protecting the next generation
- Tobacco cessation benefits and programs
- Break
- Promotional opportunities and resources; questions and comments
- Closing



It's About a Million Washingtonians Tobacco Training
Monday, April 6, 2020
10:00 a.m. to noon

Agenda	Time	Presenter(s)
Welcome and Introductions	10:00 – 10:10	Pam Walker
Panel Discussion: <ul style="list-style-type: none"> • Tobacco: Not an Equal Opportunity Killer • Tobacco Use Disorder and Dependence Treatment • Protecting the Next Generation 	10:10 – 10:45	Panel of Speakers Jacob Delbridge, Tobacco Prevention Equity & Social Justice Consultant, WA State Department of Health Nick Fradkin, Tobacco Cessation Consultant, WA State Department of Health Stacia Wasmundt, Youth Tobacco and Prevention Product Consultant, WA State Department of Health
Tobacco Cessation Benefits and Programs: <ul style="list-style-type: none"> • Kaiser WA • Quit for Life Program Overview • Kaiser NW • UMP Regence & Premera 	10:45 – 11:20	Panel of Speakers Kevin Klein, Senior Workforce Health Consultant, Kaiser WA Jessica Richards, Client Manager, Optum Tammy Kepple, Project Coordinator Worksite Health and Wellness, Kaiser NW
Break	11:20 – 11:30	
Promotional Opportunities and Resources Questions and Comments	11:30 – 11:45	Pam Walker
Closing	11:55 – noon	Pam Walker

Tobacco and Vapor Product Prevention & Control Program

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TOBACCO:
NOT AN EQUAL OPPORTUNITY KILLER

Nicotine addiction as a social justice issue

- Disproportionate tobacco use and nicotine addiction in certain communities are a result of targeted and predatory marketing by the industry
 - Cultural appropriation in imagery
 - Industry documents
 - Sponsorships
 - Athletes, musicians
 - Population-specific branding
 - American Spirits, KOOL
- **Tobacco use is still the leading preventable cause of death and disease**
- Responsible for exacerbating chronic disease conditions among disparately affected populations
 - High cancer, mortality rates

Industry marketing



- Activities linked to cultural traditions and events
 - Holidays (e.g., Chinese New Year)
 - Heritage months (e.g., Black History Month)
- RJ Reynolds' Project SCUM
 - Gay men, homeless individuals



To keep a slender figure
No one can deny...



Reach
for a
LUCKY
instead of a
sweet

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation—No Cough.

We make Virginia Slims
especially for women
because they are biologically
superior to men.

That's right, superior. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome, which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nystagmus, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.



Virginia Slims.
Slimmer than the fat cigarettes men smoke.
With rich Virginia flavor women like.

You've come a long way, baby.

IS THIS YOU FIVE YEARS FROM NOW?
When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process.

VIRGINIA SLIMS
YOU'VE COME A LONG WAY, BABY

Today's Slims
Misty
Very slim price.

MISTY
CIGARETTES

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

MISTY
OUTLET MALL SHOPPING STOPS
A TRAVEL GUIDE TO OUTLET MALLS

OUTLET MALL 2 MILES

Rand McNally

PRETTY CURVES WIN



When tempted to over-indulge
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Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that addictions are less irritating to your throat.



"It's toasted"

Four Throat Protection—against irritation—against cough
*See how healthy "The Girl of the Year" looked in 1954. She was a woman who in 1949 smoked exclusively in a pack of "The Girl of the Year" Cigarettes and, through the smoking process, maintained a healthy, youthful figure. If you will "Reach for a Lucky instead," you will also avoid over-indulgence. In things that most women "reach" for by avoiding over-indulgence, maintain a healthy, youthful figure. ©1954 The American Tobacco Co., Inc.

CAMEL
No. 9
light & luscious

TURKISH & DOMESTIC BLEND

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

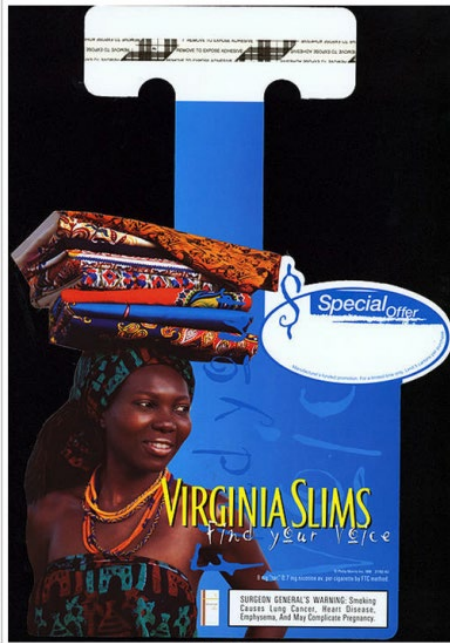


Equality comes with no apron strings attached.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Swisher Sweets Artist Project (0:24)

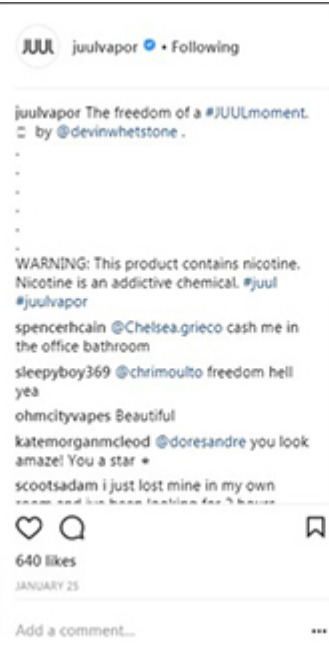
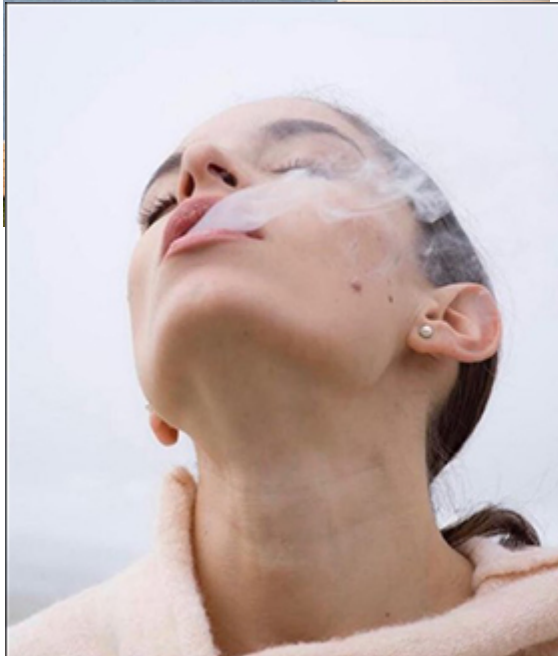


Vapor product marketing



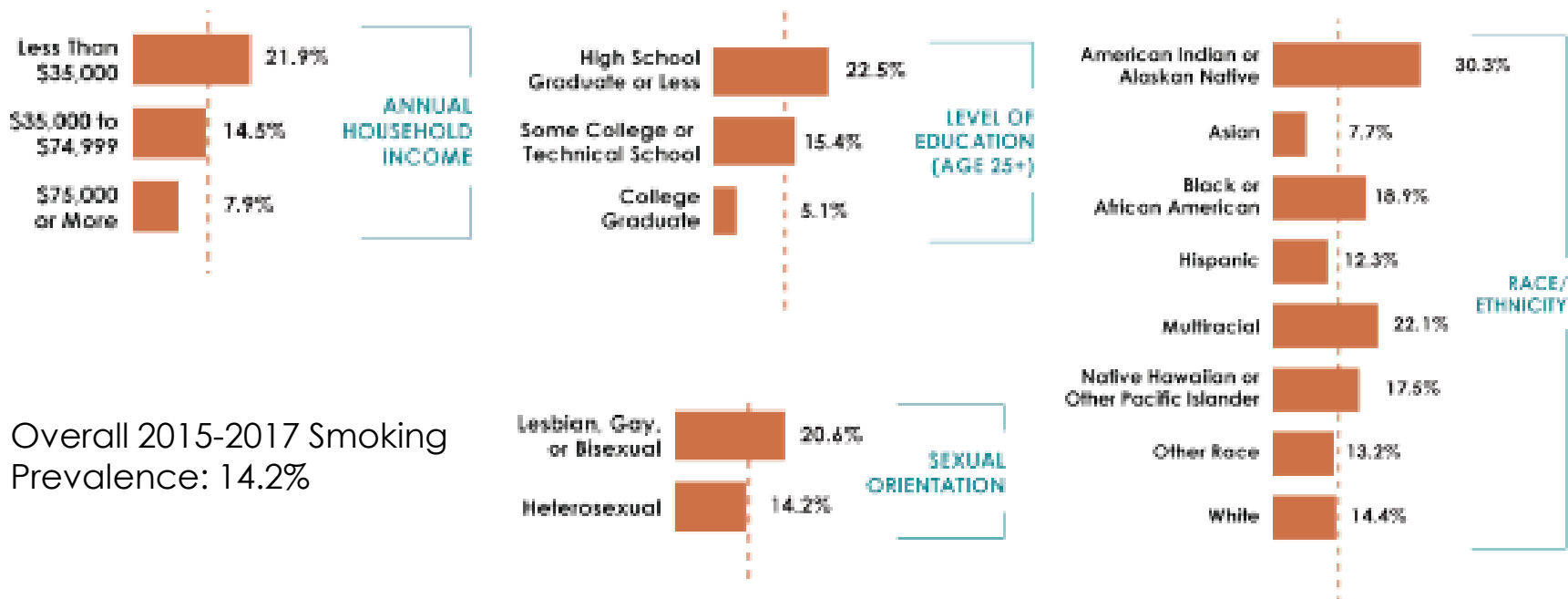
In 2013, blu eCigs® sponsored the Sasquatch! Music Festival in Washington, featuring a vapor lounge with appearances from top performers, an interactive social media photo booth and samples

<https://youtu.be/u7H35jMEB0w>



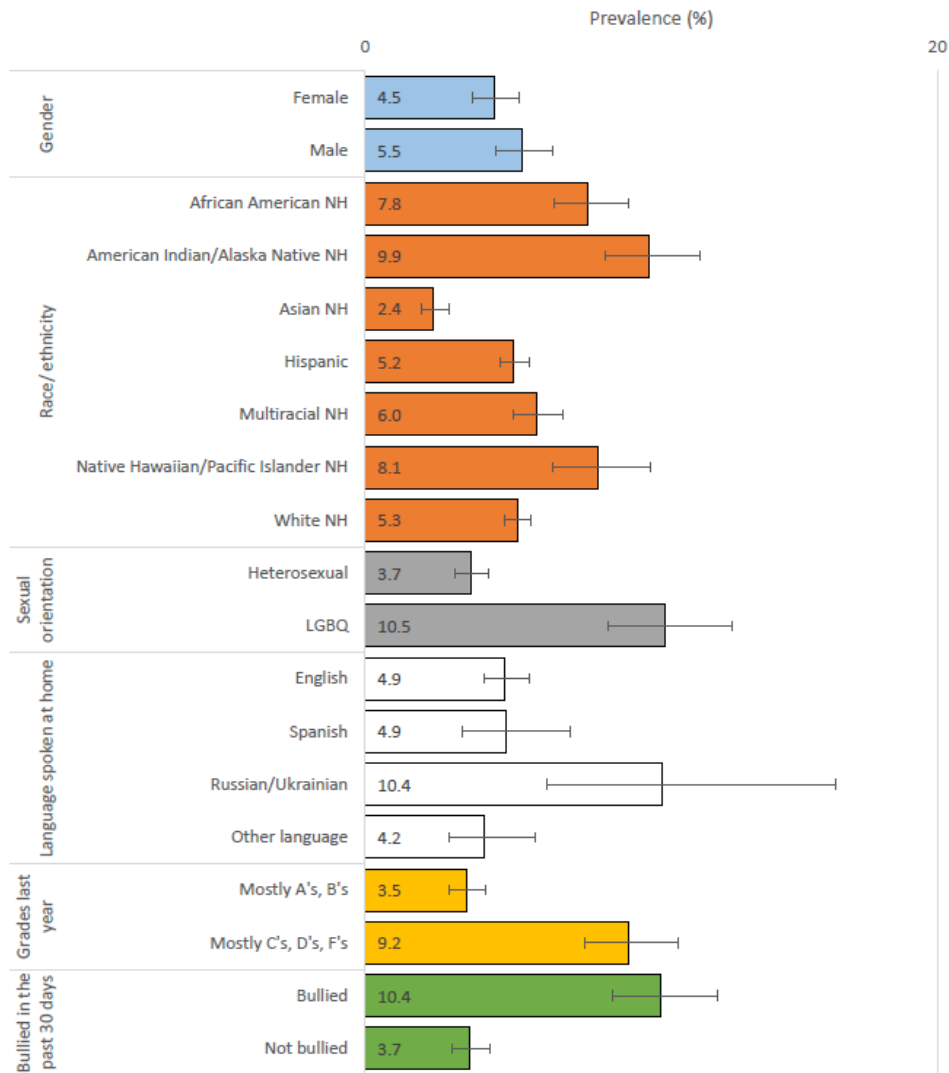
Adult smoking disparities

Adult smoking prevalence, by subpopulation WA BRFSS, 2015-2017



Youth smoking disparities

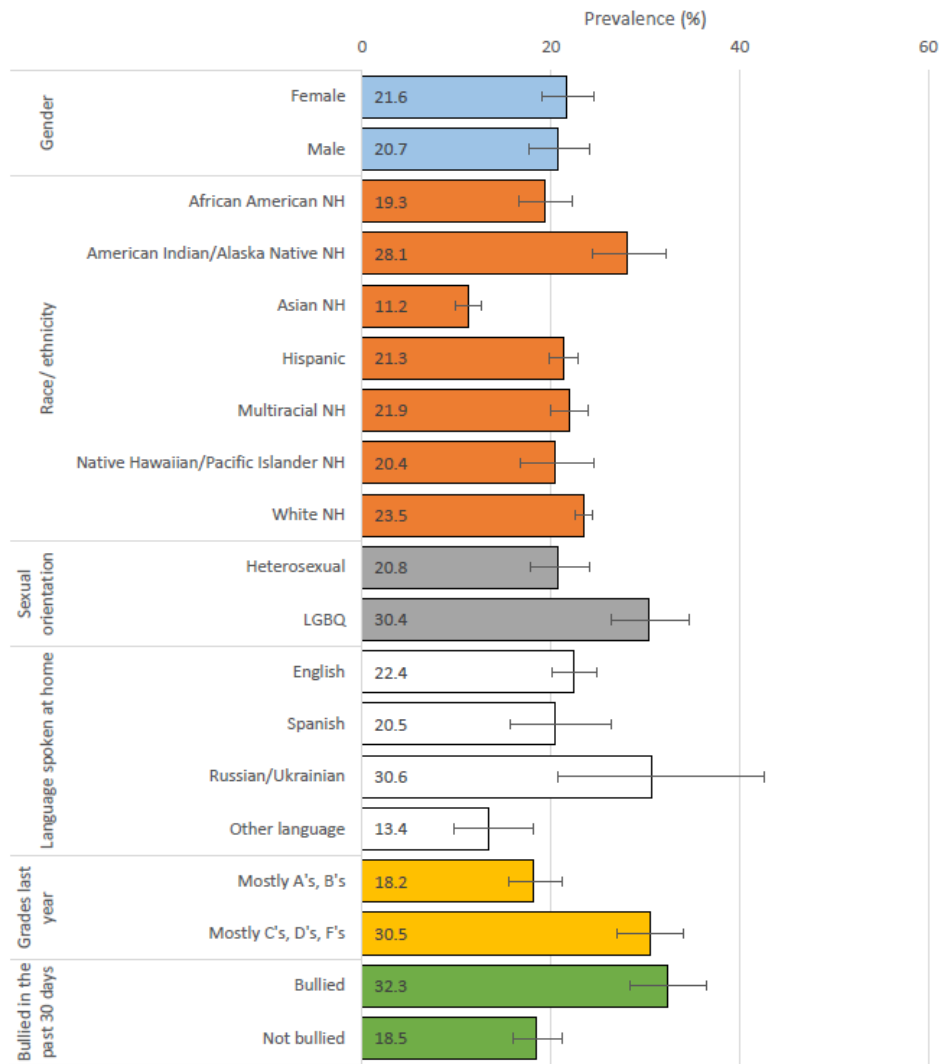
10th grade
smoking
prevalence, by
subpopulation
WA HYS, 2018



NH=non-Hispanic; LGBQ=lesbian, gay, bisexual or questioning; * RSE is between 25% and 30% - use with caution; missing bars have an RSE >30%.

Youth vaping disparities

10th grade
vapor product
use
prevalence, by
subpopulation
WA HYS, 2018



NH=non-Hispanic; LGBQ=lesbian, gay, bisexual or questioning; * RSE is between 25% and 30% - use with caution; missing bars have an RSE >30%.

Second- and third-hand smoke exposure

- When you breathe in smoke from someone burning tobacco (like a cigarette), you are being exposed to **second-hand smoke**.
 - Second-hand smoke can worsen heart- and lung-related conditions and can cause asthma attacks in young children.
- When smoke particles settle on clothing, walls, and furniture, it becomes **third-hand smoke**.
 - Even when people don't smoke inside, tobacco smoke particles remain on their clothes, which can even latch on to skin, and **can stay on walls and furniture for many years, worsening chronic diseases and harming the health of children.**



TOBACCO USE DISORDER & DEPENDENCE TREATMENT

(Not so) fun facts about quitting

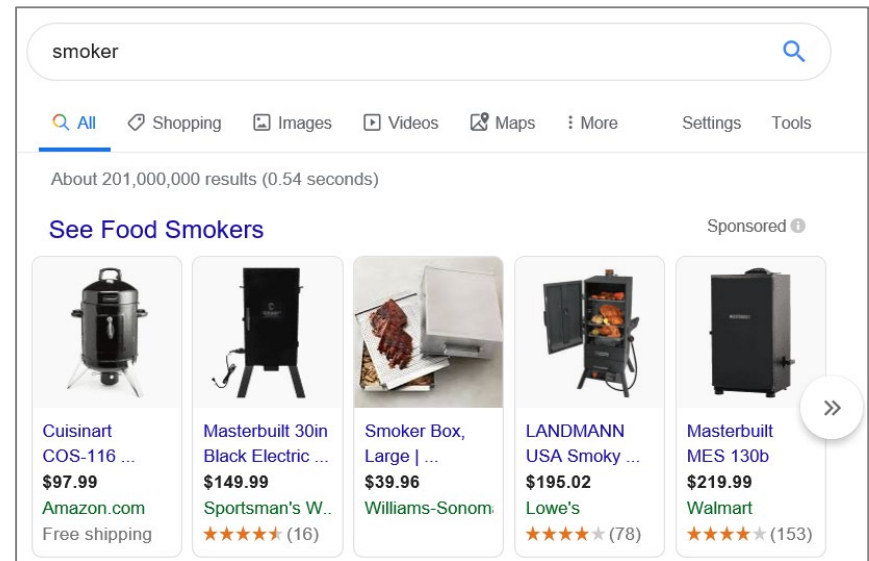
It's *really* hard; it could take as many as 8-10 tries.



Source of statistics:
Centers for Disease Control and Prevention

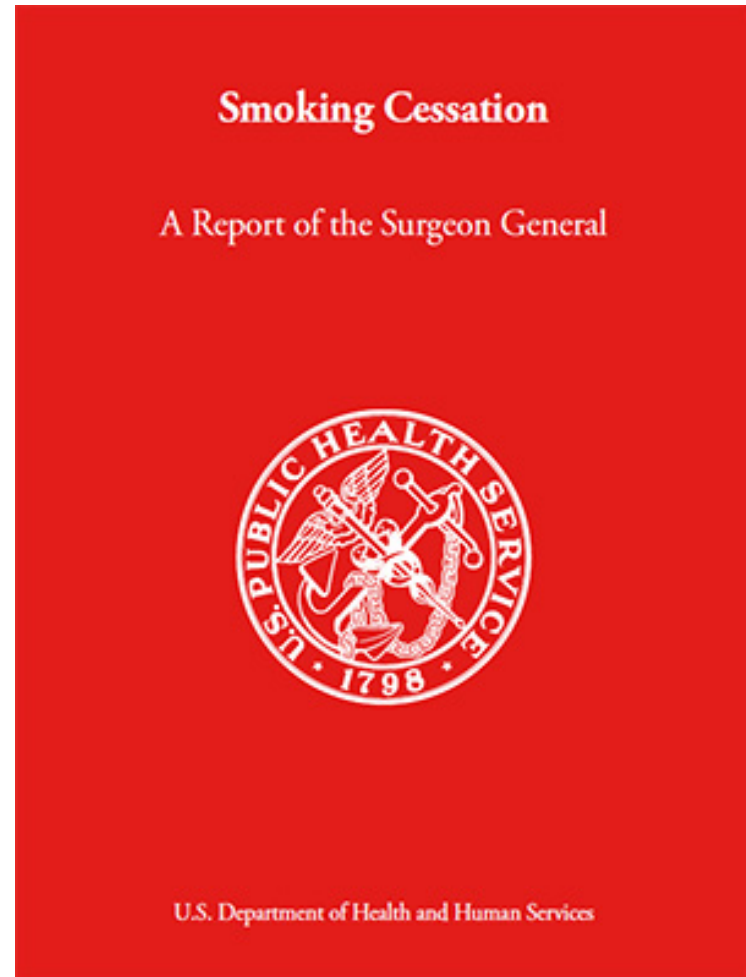
Whose responsibility is tobacco cessation?

- Primary care?
 - Emphasis on physical health, disease treatment
- Public health?
 - 1-800-QUIT-NOW
- Behavioral health?
 - DSM-5 inclusion of tobacco use disorder
 - Focus on nicotine addiction, tobacco
- The individual?
 - What's a "smoker"?



2020 Surgeon General's Report on Cessation

- **Smoking cessation reduces...**
 - ...risk of adverse health effects.
 - Cancers
 - CVD, stroke
 - COPD
 - Pregnancy complications
 - ...risk of premature death and can add as much as a decade to life expectancy.
 - ...financial burden, including healthcare expenditures.
- **Smoking cessation...**
 - ...is beneficial at any age.
 - ...improves health status and enhances quality of life.



~~Cessation~~ Treatment options (& quit rates)

- Self-help (9-12%)
- Behavioral health counseling (13-17%)
 - Face-to-face counseling
 - Telephone counseling
- Medication (19-36%)
 - Nicotine replacement therapy (NRT; 19-26%)
 - Non-nicotine Rx (24-33%)
 - Combination (26-36%)
- Counseling + medication (26-32%)

What about vapor products?

- National Academies of Sciences (2018):
 - Completely substituting e-cigarettes for combustible cigarettes reduces exposure to numerous toxicants & carcinogens present in cigarettes
- Surgeon General (2020):
 - “E-cigarettes, a continually changing and heterogeneous group of products, are used in a variety of ways. Consequently, it is difficult to make generalizations about efficacy for cessation based on clinical trials involving a particular e-cigarette, and there is presently **inadequate evidence to conclude that e-cigarettes, in general, increase smoking cessation.**”



Tobacco treatment best practices

● Tobacco cessation benefit (per ACA)

- Screening for tobacco use
- Two quit attempts per year
 - Four counseling sessions, 10+ minutes each
 - 90-day supply of FDA-approved medication
- No cost-sharing, no prior authorization

● Tobacco-free policy

- No tobacco use permitted, indoors or outdoors
- Focus on helping people quit

Department of Health resources

Washington State Tobacco Quitline

- Cognitive Behavioral Therapy
- Counseling + medication
- 1-800-QUIT-NOW / quitline.com
- Uninsured & underinsured benefit
- Medicaid/commercial benefits

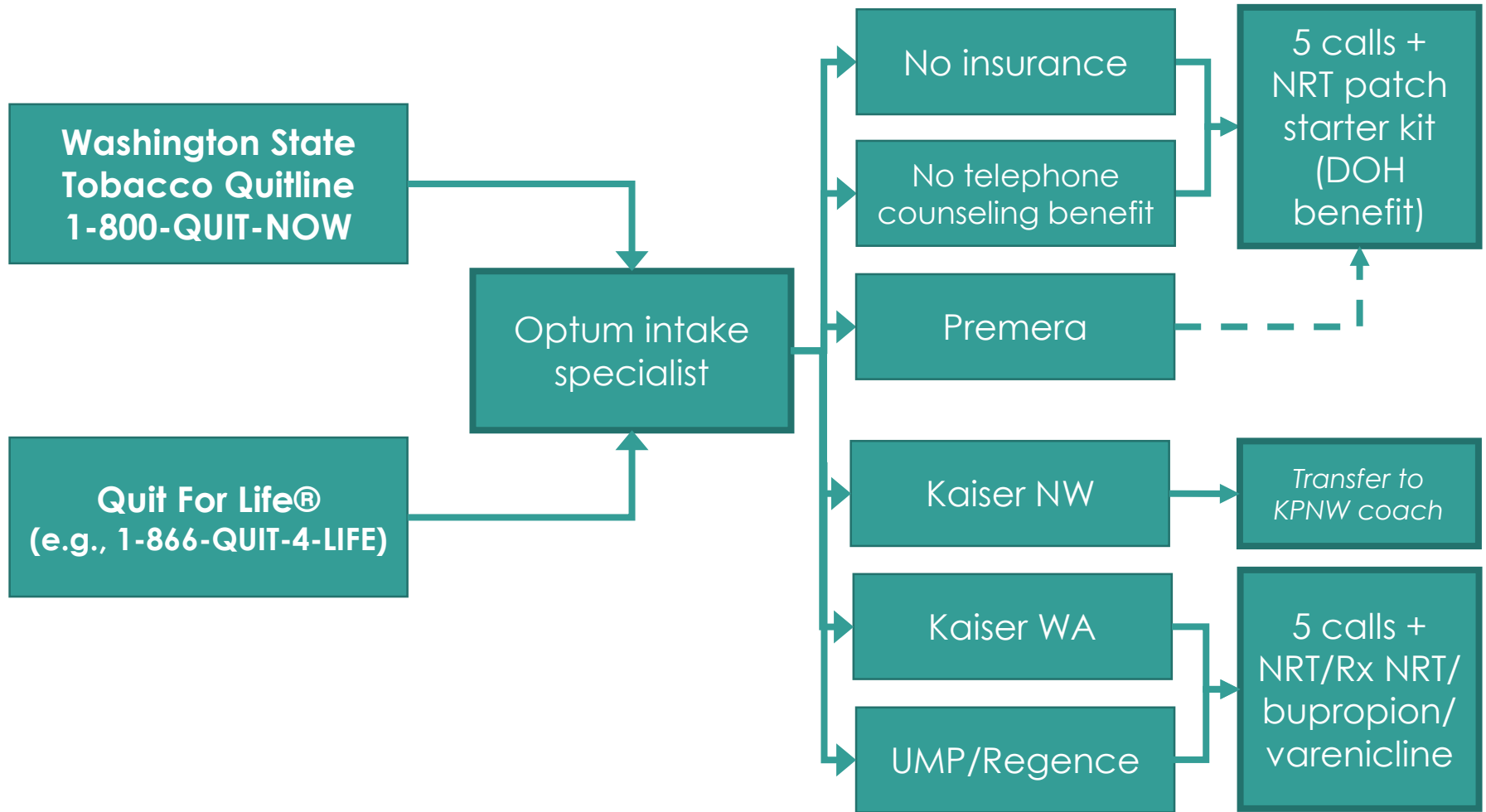


Smartphone app

- Acceptance & Commitment Therapy
- doh.wa.gov/quit
- Free to all Washingtonians
- Vaping app for teens & young adults



Quitline vs. Quit For Life®



Opportunities for wellness coordinators

- Promote PEBB/SEBB cost-free treatment options
- Create supportive environments for quitting tobacco
- Promote cessation incentives
 - SmartHealth
 - Surcharge → “Rebate”
- Educate employees
 - Share information about emerging issues
 - World No Tobacco Day (May)
 - Great American Smokeout (November)

Workplace impact of tobacco use

- Exposure to toxins
 - Second- and third-hand smoke
 - Toxic cigarette butt litter
- State's costs
 - ~\$6,000 per year, per tobacco-using employee
 - \$4k in lost productivity (e.g., smoking breaks, absenteeism)
 - \$2k in excess healthcare costs
- Nicotine normalization

Tobacco use attestations, by state agency

“Top” five agencies (with 1,000+ employees)

Agency	% attested
Social & Human Services	10.4%
Corrections	10.0%
Licensing	9.2%
Natural Resources	9.0%
Fish & Wildlife	8.8%

“Bottom” five agencies (with 1,000+ employees)

Agency	% attested
Revenue	5.6%
Health	5.0%
Attorney General	4.7%
Ecology	4.4%
Washington State Patrol	4.1%

DOH is “walking the talk”

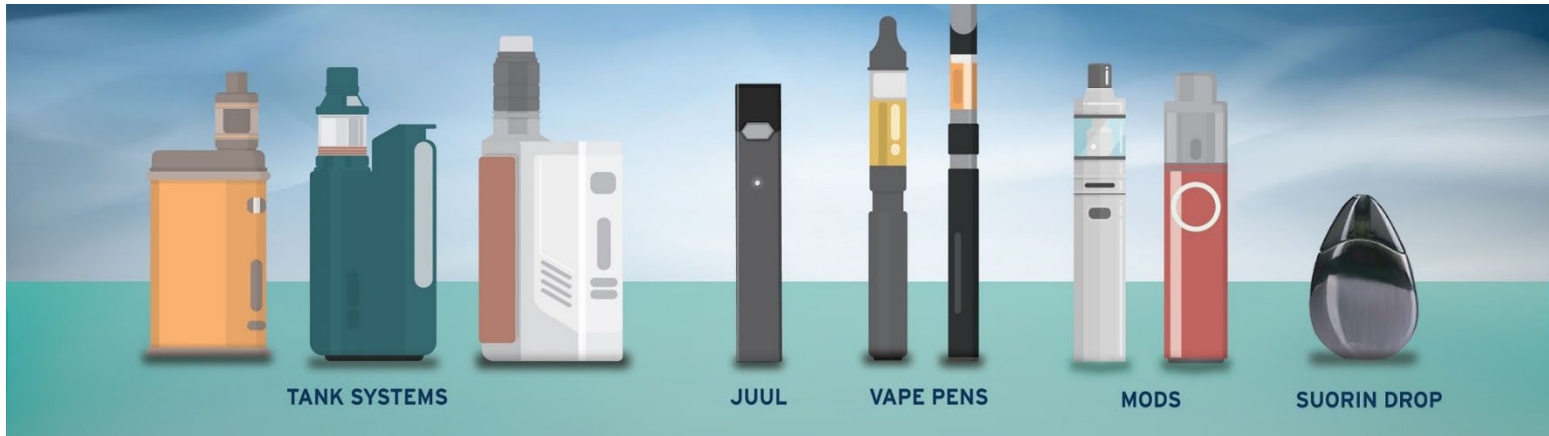
- Tobacco- and vapor-free campus policy
- Employee resource group (ERG)





PROTECTING THE NEXT GENERATION

Always evolving...



<https://www.nowposh.com/>

<https://www.puffbar.com/>

Ingredients in e-liquids

- 4 main ingredients
 - Nicotine
 - Vegetable glycerin
 - Propylene glycol
 - Flavors
- Other chemicals found: ultrafine particles, volatile organic chemicals, heavy metals (nickel, tin, and lead), formaldehyde
- Aerosol contains chemicals that weren't originally added to the liquid (byproducts of heating up liquid)

Health Effects of Vape Aerosols

- Long-term health effects could take decades, though aerosol found to have health impacts
- Short term:
 - Vascular cell damage
 - Nicotine addiction (harms youth brain development)
 - Increased heart rate and blood pressure
 - Increased cough and wheeze
 - Flavoring agents and propylene glycol not tested for safety via inhalation
- Other health risks:
 - Explosions, burns
 - Nicotine poisonings

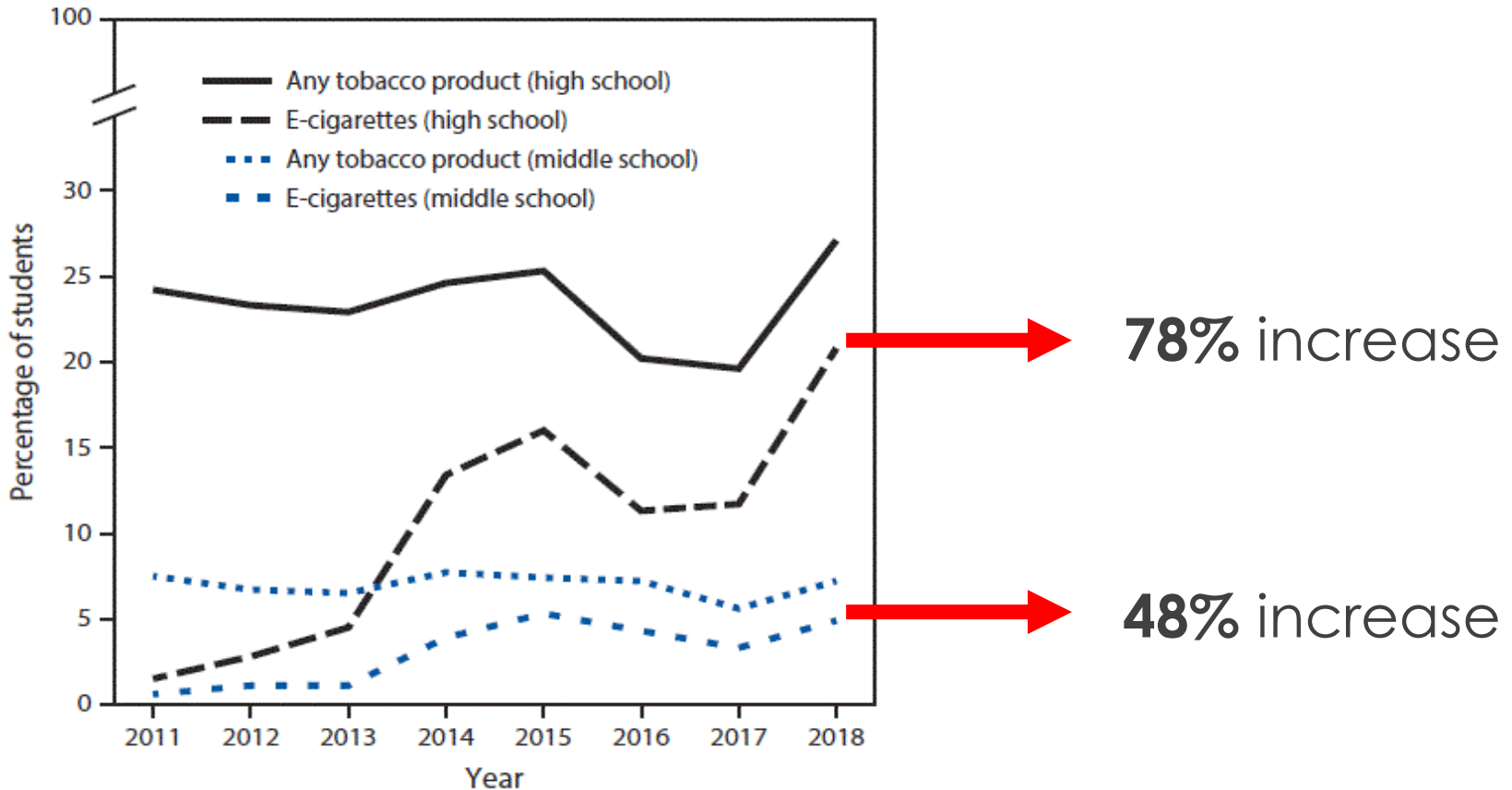
2018 Healthy Youth Survey Data

Grade	Vapor Product Use 2016	Vapor Product Use 2018
8 th	6%	10%
10 th	13%	21%
12 th :	20%	30%

- 56% of 10th graders reported vaping nicotine
- 21% of 10th graders reported vaping THC (marijuana)
- 55% of 10th grade youth who vaped also reported using marijuana in 2018 (compared to 7% of those who do not vape).
- 1/3 (35%) of 10th grade youth perceived great harm from using vapor products regularly
- Visit www.askhys.net

Nicotine use increasing among U.S. youth


Percentage of middle and high school students who currently use e-cigarettes and any tobacco product —
National Youth Tobacco Survey, United States, 2011–2018



State and Federal Changes



- State
 - Tobacco & Vapor 21 (January 1, 2020)
- Federal
 - Federal T21 legislation
 - Prioritized enforcement of specific products
 - Prohibit flavored, **cartridge-based** e-cigarettes that are popular with youth
 - Remain on market:
 - ◆ All flavored e-liquids (nicotine and non-nicotine)
 - ◆ All flavored non-nicotine pods (for closed systems/cartridges)
 - ◆ Menthol and tobacco flavored nicotine-containing pods (for closed systems/cartridges)

Effective January 1, 2020

21 IT'S THE LAW 

The sale of tobacco and vapor products to persons under age 21 is strictly prohibited by state law. Photo ID required upon request.

GET FREE HELP TO QUIT
Smartphone app: doh.wa.gov/quit Quitline: **1-800-QUIT-NOW**

 Washington State Liquor and Cannabis Board 

For persons with disabilities, this document is available in other formats. Please call 800-825-0127 (TDD/TTY 711) or email civil.right@doh.wa.gov. DOH 340-342 September 2019

<https://lcb.wa.gov/tobacco-vapor-21>

World No Tobacco Day

- Global event, led by World Health Organization (WHO)
- Held each year on the last day of May
 - Sunday, May 31, 2020
 - 2020 theme: Protecting youth from industry manipulation and preventing them from using tobacco and nicotine
- SmartHealth activity/tile
- WNTD Toolkit





Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.