

2021 Tobacco Update

Washington Wellness



Housekeeping

- ▶ Please use the “Q&A” function to submit your questions.
- ▶ Initially, only the hosts & panelists can see your questions.
- ▶ We will post and answer your questions by the end of the presentation.
- ▶ The recorded webinar will be available on the WA Wellness page within a few days.



Agenda

- ▶ Welcome & Introductions
- ▶ Overview of the University of Washington/Department of Health tobacco research project:
 - Survey and focus group results
 - Summary of key findings
 - Policy and program implementation considerations
 - Resources to promote and encourage tobacco cessation
- ▶ Learn about the Live Vape Free Adult program:
 - The youth epidemic
 - Talking with teens about e-cigarette prevention and cessation
 - Program highlights
- ▶ Tobacco/vaping support and promotional resources

Guest Speakers



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Tobacco Programs at State Agencies

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Project Background

- > Tobacco use is the leading cause of preventable disease, disability, and death in the U.S.
- > Changes proposed to **Executive Order 13-06**
- > **Purpose:** Conduct surveys and focus groups to explore attitudes toward proposed changes in tobacco programs
- > **Goal:** Learn how the state can better support cessation and foster a healthier work environment

Project Methods

Survey

- > 15-minute, **online survey with employees**
- > Recruited via e-mail
- > **Topics:** Tobacco use; tobacco program awareness, utilization, and helpfulness; agency norms around tobacco use; and attitudes towards proposed changes

Focus Groups

- > 90-minute, **online focus groups with managers and supervisors**
- > Recruited via employee survey
- > **Topics:** Tobacco program awareness; agency norms around tobacco use; attitudes towards proposed changes; barriers to implementation

Participants

Survey

- > **2,625** respondents
- > **49%** 35-54 years old
- > **51%** female
- > **88%** White
- > **5%** Hispanic
- > **59%** college graduates
- > **13%** currently used tobacco products

Focus Groups

- > **25** participants
- > **60%** 35-54
- > **40%** female
- > **84%** white
- > **4%** Hispanic
- > **84%** college graduates
- > **20%** currently used tobacco products

Project Results – Survey

Awareness, participation, and helpfulness

- **83%** aware of tobacco policy
- **51%** aware of cessation benefits → **18%** used benefits → **40%** found them helpful

Agency norms around tobacco use

- **63%** agreed it was common to see tobacco use on agency grounds
- **25%** agreed their agency actively encourages employees to quit
- **16%** agreed their agency prioritizes programs for cessation

Attitudes toward tobacco program changes

- **53%** agreed tobacco use should be completely prohibited at agency
- **75%** agreed their agency should actively promote insurance benefits for cessation
- **24%** agreed surcharges help employees quit using tobacco
- **32%** agreed it would be helpful to have tobacco-free ambassador at agency

Project Results – Focus Groups

Supportive of tobacco programs at their agency; **believed more could be done** to promote cessation

Barriers included capacity, timing, and potential for stigma

Some **questioned the effectiveness** of and need for additional tobacco programs

Peer support was an important determinant of tobacco use

Key Takeaways & Next Steps

- > Need for **increased awareness** of tobacco programs
- > Promotion should be tailored to employees' needs and attempt to minimize stigma
- > Considerations to address prior to implementation:
 - Financial capacity
 - Staff capacity
 - Education on need and effectiveness
- > **Next steps:** Focus groups with wellness coordinators about tobacco cessation resources

Tobacco Cessation Resources

- > Programs for PEBB and SEBB Employees
- > State law requires health plans to cover preventive services, which include tobacco cessation services
- > In addition to screening for tobacco use – providers should be able to bill for the following services without prior authorization and cost to their client, at least twice per year, per client:
 - Four counseling sessions
 - A 90-day supply of FDA-approved cessation medications

General Tobacco Cessation Resources

- > **Promotional Guide and Toolkits**
 - [ADAI Clearinghouse - DOH Washington State Quitline Digital Assets](#)
- > **Online Tobacco and Behavioral Health Training**
 - [Training: Guestbook \(rapidlearner.com\)](#)
- > **Coverage by Insurance Status**
 - [Current Coverage, by Insurance Status \(wa.gov\)](#)
- > **Other Digital Resources**
 - [Digital Interventions: Washington State Department of Health](#)
- > **Washington State Quitline and Quit for Life**
 - [Health Portal \(quitnow.net\)](#)



Tobacco Survey

- > 5-minute, online survey about promoting tobacco cessation in the workplace
- > Information learned will be used to improve resources to promote cessation
- > Responses are confidential
- > **Survey link:** https://redcap.link/tobacco_survey
 - Link to be sent out in e-mail after webinar
- > Questions? Contact Dr. Christine Kava (ckava@uw.edu)



Thank you!



Teen Vaping: Problem and Solutions

December 15, 2021



Table of contents

1. Intro
2. Youth vs. Adult Vaping
3. Teen Vaping 101
4. Best Practices for Youth Cessation
5. Live Vape Free: Theoretical and Practical Strategies

Youth vs. Adults

What are the issues?

Youth



- Increased prevalence
- Nicotine –
 - Brain development
 - Risky behavior
 - Lifelong addiction
- Health risks

Adult



- Former smokers or current smokers
- Increase in young adult prevalence
- Harm reduction strategy
- Cessation aid

Vaping is an epidemic among teens

19.6% High Schoolers reported nicotine vaping in the past 30 days in 2020¹

4.1M The number of high schoolers in the U.S. that have reported nicotine vaping in the past 30 days²

44% Reported that vaping is socially acceptable vs. only 23% reporting that cigarettes are socially acceptable³

Teen vaping: Current State

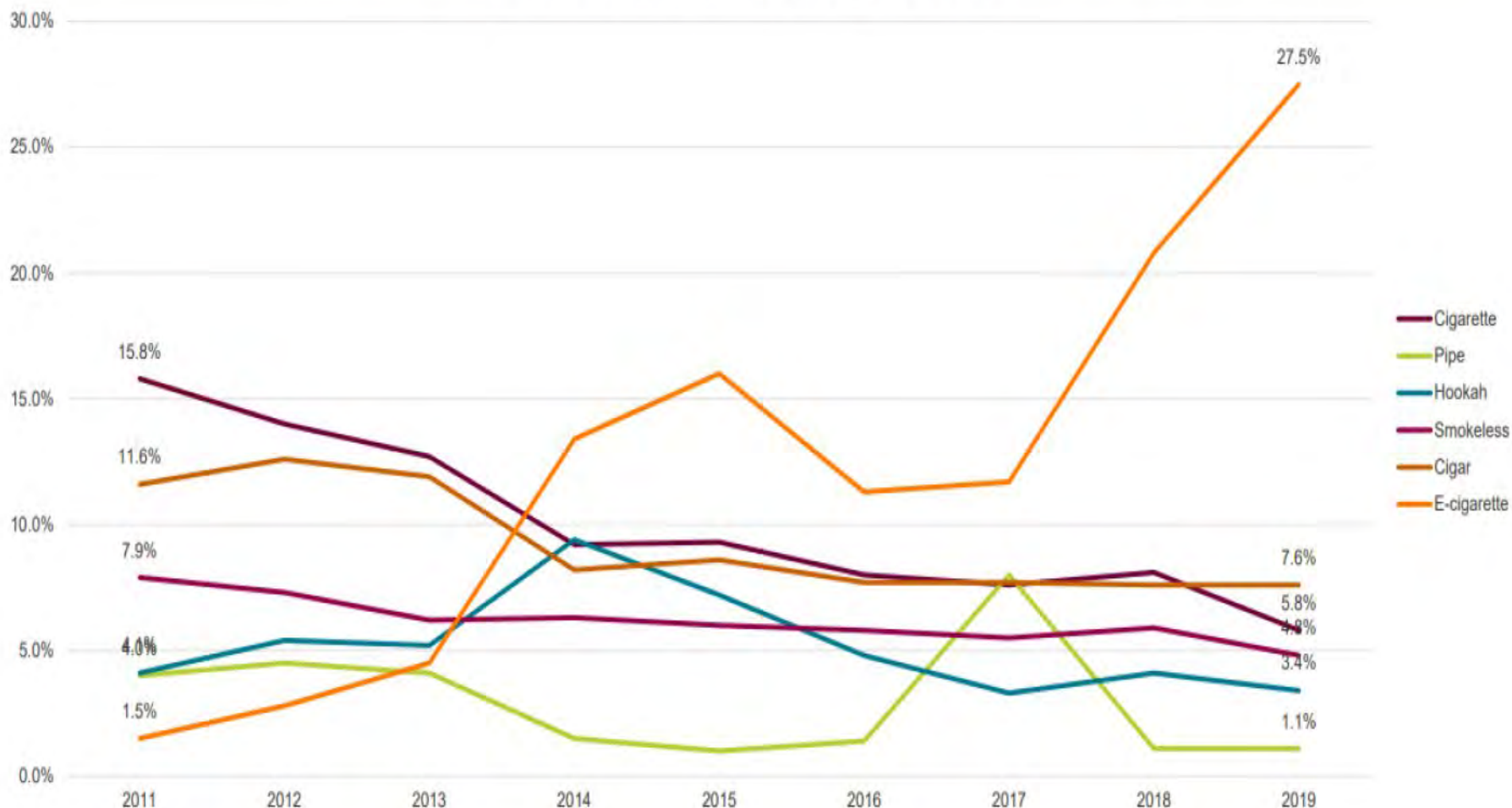
1. <https://www.cdc.gov/media/releases/2020/p0909-youth-e-cigarette-use-down.html>

2. U.S. Department of Health and Human Services. (2016). E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. https://www.cdc.gov/tobacco/data_statistics/sgr/ecigarettes/pdfs/2016_sgr_entire_report_508.pdf

3. East, K. A., Hitchman, S. C., McNeil, A., Thrasher, J. F., & Hammond, D. (2019). Social norms towards smoking and vaping and associations with product use among youth in England, Canada, and the US. *Drug and Alcohol Dependence*, 205(2019), 107635. <https://doi.org/10.1016/j.drugalcdep.2019.107635>

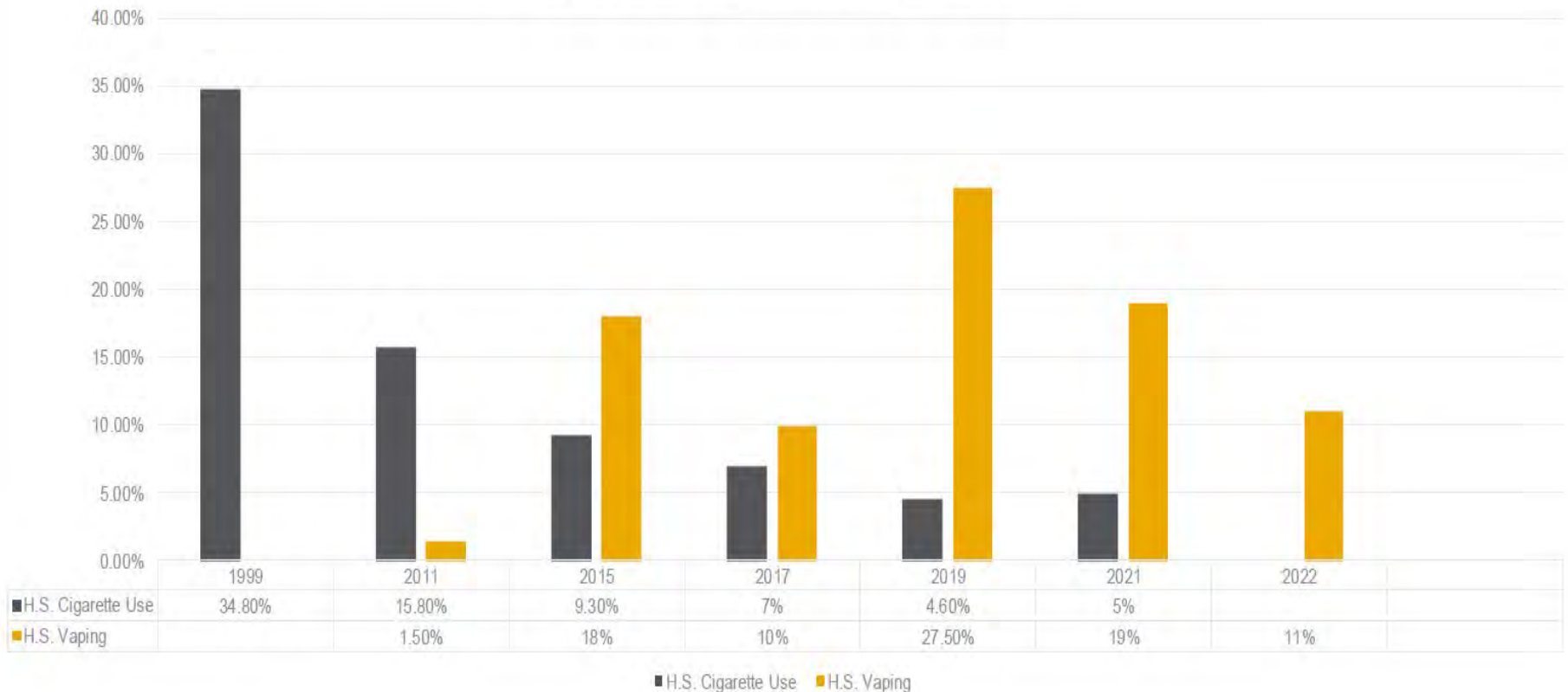
Tobacco product landscape among youth

Percentage of high school students reporting past 30-day tobacco product use:
National Youth Tobacco Survey, 2011-2019



High Schooler's Cigarette vs. E-cigarette Use

High Schoolers - Cigarette vs E-cigarette Use



There is an opportunity to educate parents

1/3 of parents reported being very concerned about their kids vaping

36% of parents had no awareness of certain brands of e-cigarettes

49% of parents who are aware of select e-cigarettes know they contain nicotine



E-cigarette Devices



What's in e-cigarettes?

- Ultrafine particles that can be inhaled deep into the lungs
- Flavorants such as diacetyl, a chemical linked to serious lung disease
- Volatile organic compounds
- Heavy metals, such as nickel, tin, and lead
- Nicotine salts

Risks and Harms

Brain Risks

Addiction

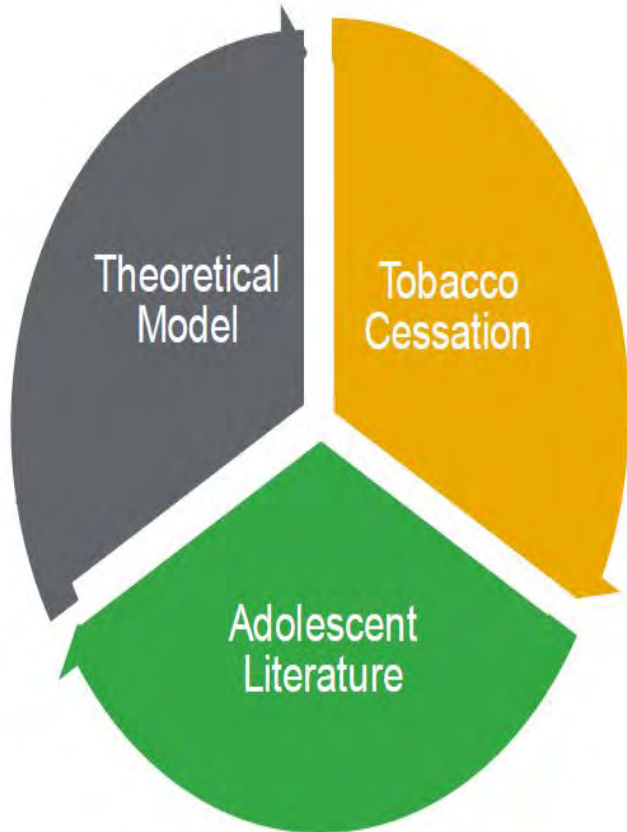
Behavior Risks

Use of Two or More Products

Aerosol and Other Risks



Practical and Theoretical Foundation



Take on an Adolescent Point of View

Set Realistic Expectations

Be Prepared with Reliable Vaping Information

Gather Your Thoughts, Have a Plan

Know Your Child

Prepare to Be Calm and Patient

Consider Your Own Behavior

Ask Questions

Live Vape FreeSM

Online courses



Self-paced learning experiences designed to turn parents, guardians and adult advocates into quit champions

Text-based action plan



Interactive texting and meaningful content to guide teens to behavior change

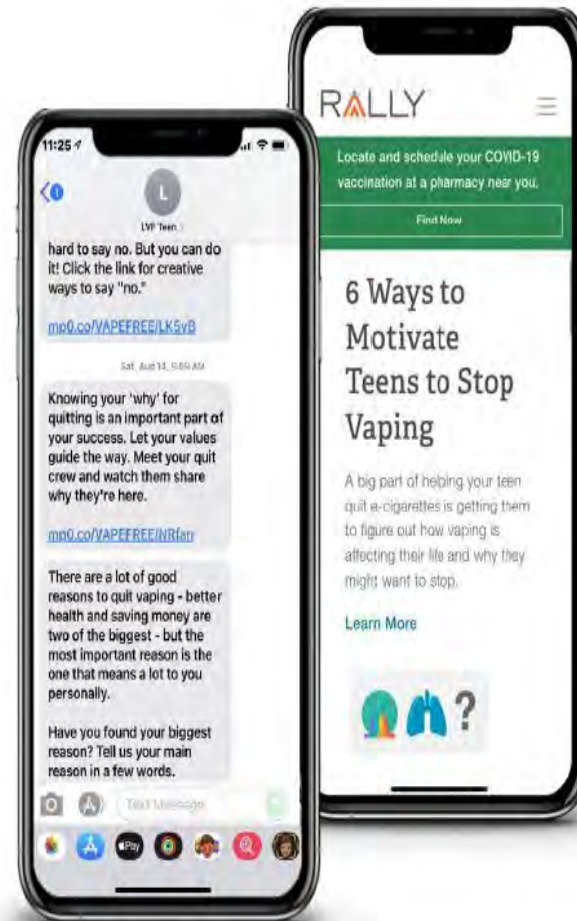
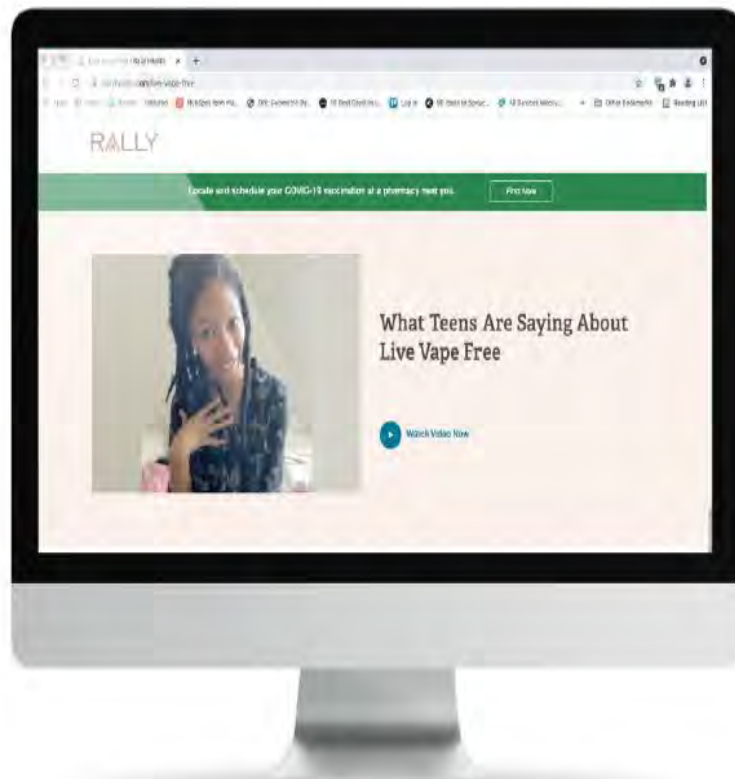
Coach support



Coach support is available through chat and text

Best practices in action

Live Vape Free



Turning concerned adults into quit champions

Self-paced video learning is central to the experience:

Lesson 1

- Focuses on risks of vaping nicotine, its health effects, and what teens and parents are saying about vaping
- Covers the array of devices — what they look like and how they work

Lesson 2

- Provides practical advice for parents on how to talk to their teen about vaping

CONTINUE

Back to Beginning X

Fact or Fiction: The Truth About V...

1. QUIZ
What Do You Know About Vaping?

2. VIDEO
Vaping in America

3. FLASH CARDS
Additional Content

4. VIDEO
Vaping Devices Deconstructed

5. ARTICLE
Vaping Target Market: America's Youth

6. VIDEO
Through the Eyes of a Vaper






7. DISCUSSION
Your Vaping Story

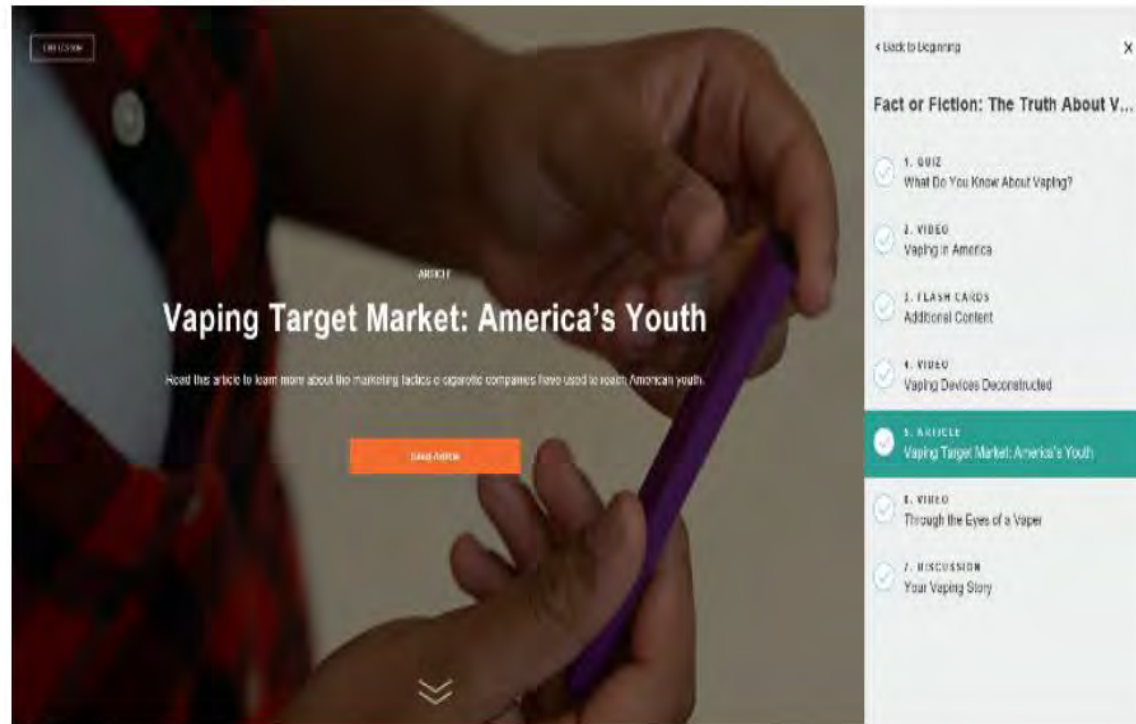
FICTION

Most vaping devices contain nicotine, which is highly addictive. Newer, pod-style devices like JUUL can deliver as much nicotine as a pack of regular cigarettes

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Delivering rich online experiences to entertain and educate

-  Videos
-  Discussion forums
-  Journaling
-  Polls
-  Interactive exercises



The screenshot shows a learning interface. The main content area features a video player with a play button and a 'TAKE A BREAK' button. The title is 'Vaping Target Market: America's Youth'. Below the title is a sub-headline: 'Read this article to learn more about the marketing tactics e-cigarette companies have used to reach American youth.' To the right is a navigation sidebar with a 'Back to Learning' link and a list of content items:

- 1. QUIZ: What Do You Know About Vapng?
- 2. VIDEO: Vaping in America
- 3. FLASH CARDS: Additional Content
- 4. VIDEO: Vaping Devices Deconstructed
- 5. ARTICLE: Vaping Target Market: America's Youth (highlighted)
- 6. VIDEO: Through the Eyes of a Vaper
- 7. DISCUSSION: Your Vaping Story

Note: Online learning is standard for the employer market.



Eight Steps to a More Fruitful Conversation



1. Take an adolescent point of view
2. Set realistic expectations
3. Be prepared with reliable vaping information
4. Gather your thoughts and have a plan
5. Know your child
6. Prepare to be calm and patient
7. Consider your own behavior
8. Ask Questions

Conversation Tips



Expect the conversation to be ongoing



Do observe and listen – Practice active listening without judgment Don't lecture, explain or blame



Less is more



Approach the conversation with curiosity



Be strategic about time and place

Conversation starters

General Opening Questions

- What have you heard about vaping?
- What do kids like about vaping?
- How does vaping show up in your school?
- Do you think kids know they inhale

Questions About Tobacco Companies

- Have you seen ads about vaping products? What were they like?
- What do you know about tobacco companies and how they market to kids?
- Do you know how much tobacco companies pay for ads each year?
- What do you think about that?

If the Teen is Vaping

- How does vaping make you feel?
- When did you start, and what prompted you to start?
- When you started, did you expect to get hooked?
- What are your thoughts on the cost of vaping?
- Have you ever tried to stop vaping? How did it make you feel?
- If you haven't tried, how does the that make you feel?

Downloadable toolkit

- ✓ Provides accurate information
- ✓ Helps to recognize the signs
- ✓ Tools to start the conversation, including questionnaires and quizzes

https://d362armbx6l2g0.cloudfront.net/PDFs/LVF_v18.pdf



Live Vape Free Adult: Snapshot of Video Clips

Parents and Teens Are Talking

Watch as teens and parents speak candidly about what's on their minds when it comes to vaping. Maybe they'll inspire you to start your own conversation.



Can You Talk Vaping With Your Parents?



Do You Know What's in Vape Pods?



Are Parents Talking to Teens About Vaping?



Finding the Right Moment to Talk

[Live Vape Free | Rally Health](#)

[Live Vape Free | Rally Health](#)

[Live Vape Free | Rally Health](#)

Thank you.

Questions?

To learn more about Live Vape Free
visit:

<https://www.rallyhealth.com/live-vape-free>

Living Tobacco Free: Uniform Medical Plan (PEBB & SEBB)

- ▶ Uniform Medical Plan offers the following tobacco cessation support:
 - Quit for Life tobacco cessation program
 - Nicotine replacement therapy
 - Counseling
- ▶ Call customer service with specific questions:
- ▶ **Phone:** 1-888-849-3681 (TRS: 711)
Hours: Monday through Friday: 5 a.m. to 8 p.m.; Saturday: 8 a.m. to 4:30 p.m. (Pacific)

Living Tobacco Free: Kaiser WA (PEBB & SEBB)

- ▶ Kaiser Permanente WA offers the following tobacco cessation support:
 - Quit for Life tobacco cessation program
 - Counseling

- ▶ Call customer service with specific questions:
- ▶ **Phone:** 1-866-648-1928 (TTY: 1-800-833-6388)
Hours: Monday through Friday 8 a.m. to 8 p.m. Pacific Time

Living Tobacco Free Kaiser NW (PEBB & SEBB)

▶ Kaiser Permanente NW offers the following tobacco cessation support:

- Digital coaching
 - Take the Total Health Assessment to get started.
 - Learn more about healthy lifestyle programs.

- Wellness coaching by phone

Call customer service with specific questions:

Phone: 1-800-813-2000 (TRS: 711)

Hours: Monday through Friday, 8 a.m. to 6 p.m. Pacific Time.

Living Tobacco Free: Premera (SEBB)

- ▶ [Premera Blue Cross](#) offers the following tobacco cessation support:
 - Preventive coverage for services, prescription medications, and over-the-counter medications. Consult with your physician for their recommendations.

- ▶ Call customer service with specific questions:
- ▶ **Phone:** 1-800-807-7310 (TTY: 711)
Hours: Monday through Friday 5 a.m. to 8 p.m. Pacific Time

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

Live Vape Free

Physical, psychological & behavioral health science

Online learning and support

myquitforlife.comLVFWA

Free for parents and caregivers



Department of Health Resources (*cont.*)

2Morrow Health Smartphone app
Acceptance & Commitment Therapy

doh.wa.gov/quit

Free to all Washingtonians

Vaping app for teens & young adults



This is Quitting (TIQ)

Text-to-quit vaping program

Helps motivate, inspire, and support during the quitting process

[Truth Initiative](#)

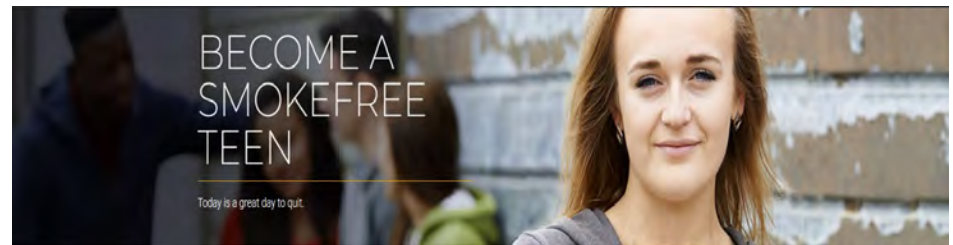
Free for young people ages 13-24



Teen Resource

▶ Smokefree Teen

- Text messaging program
 - Quit start app
 - Offers information and tools
 - Strategies for tacking cravings, bad moods and other triggering situations
- ▶ If a dependent (age 17 and under) enrolled on your PEBB and SEBB medical coverage uses tobacco products, contact your medical plan for programs they offer.



Ready-made Promotional Toolkit and Resources

- ▶ Living Tobacco Free for PEBB

<https://www.hca.wa.gov/about-hca/washington-wellness/living-tobacco-free-pebb>

- ▶ Living Tobacco Free for SEBB

<https://www.hca.wa.gov/about-hca/washington-wellness/living-tobacco-free-sebb>

- ▶ Workplace Health – Tobacco Cessation

<https://www.cdc.gov/workplacehealthpromotion/tools-resources/workplace>

- ▶ Fast Facts and Fact Sheets

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/index.htm

Questions and Answers



Contact us



hca.wa.gov/washington-wellness



wawellness@hca.wa.gov



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