

Tobacco Cessation Resources (PEBB)

How to use

1. Share the message below with employees.
2. The message is ready to use as is. You can also tailor it to fit the needs of your organization.

**Tip:** Highlight the value of worksite wellness by asking your leadership to send the message. Doing this completes tasks 1.3 and 5.4 of our [Worksite Wellness Roadmap](https://fortress.wa.gov/hca/wawellness/login.aspx) to earn our [Zo8 Award](https://www.hca.wa.gov/about-hca/washington-wellness/tracking-success).

MESSAGE BELOW

**Subject**: No Menthol Sunday: Information and resources

The third Sunday in May is No Menthol Sunday, an annual call to action by the Center for Black Health & Equity to highlight the impact of commercial menthol tobacco products on the Black community.

Menthol is a natural chemical compound found in plants like peppermint, but it can also be created in a lab. When used in tobacco products it creates a cooling sensation that enhances nicotine’s impact on the brain. Smoke feels less harsh and easier to inhale, making it easier to start using tobacco products and harder to quit. [Menthol](https://truthinitiative.org/research-resources/traditional-tobacco-products/menthol-facts-stats-and-regulations) isn’t just in cigarettes, it’s also found in many flavored e-cigarettes, cigars, smokeless tobacco, nicotine pouches, and other tobacco products.

Historically, menthol cigarette advertisements have targeted certain populations, such as Black or African American communities, the LGBTQ+ community, women, youth, and people with lower incomes, which has contributed to tobacco-related health disparities. In 2021, 37 percent of all cigarette sales in the United States were from menthol-flavored cigarettes, and 85 percent of Black people who use tobacco use menthol-flavored cigarettes.

If you or a loved one are thinking about quitting, then you should know there are [resources](https://washingtonbreathes.org/priorities/improve-access-to-cessation-treatment/quit-services/) out there to help, many of which are free or covered by your [health insurance](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free-pebb). Both coaching and medications are effective but combining both greatly increases your chances of quitting.

**Quitting support**

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| **Population served** | **Cessation resource** | **Contact info** |
| Everyone in Washington State | [Washington State Quitline](https://quitnow.net/washington) | Call **1-800-QUIT-NOW (**1-800-784-8669) Text READY to 200-400 |
| Cantonese, Mandarin, Korean, and Vietnamese speakers nationwide | [Asian Smokers Quitline](https://www.asiansmokersquitline.org/) | Mandarin or Cantonese: 1-800-838-8917  Korean: 1-800-556-5564  Vietnamese: 1-800-778-8440 |
| LGBTQ+ | [Outlast Tobacco Quitline](https://cancer-network.org/outlast-tobacco/) | Call 1-800-QUIT-NOW (1-800-784-8669) Text QUITNOW to 333888 |
| Veterans | [Veterans Quitline](https://www.mentalhealth.va.gov/quit-tobacco/quit-vet.asp) | Call 1-855-QUIT-VET (1-855-784-8838) |
| Young adults aged 13-26 | [Live Vape Free](https://livevapefree.com/) | Text VAPEFREE to 873373 |
| Those who prefer a phone app | [2Morrow Health](https://doh.wa.gov/you-and-your-family/tobacco/how-quit/self-help-options/2morrow-health) | Download the app   * Smoking & tobacco version * Vaping version (ages 13+) |
| If you are enrolled in:   * Kaiser Permanente WA * Premera | [Quit for Life](https://quitnow.net/) | Call or text 1-866-784-8454 Available in Spanish |
| If you are enrolled in:   * Kaiser Permanente NW | [Health Coaching](https://healthengagement.kaiserpermanente.org/health-coaching/) | Call 503-286-6816 or 1-866-301-3866 and select option 2 [Sign up online](https://identityauth.kaiserpermanente.org/as/authorization.oauth2?response_type=code&client_id=KPORGOauthClientPAWebSession&redirect_uri=https%3A%2F%2Fhealthy.kaiserpermanente.org%2Fpa%2Foidc%2Fcb&state=eyJ6aXAiOiJERUYiLCJhbGciOiJkaXIiLCJlbmMiOiJBMTI4Q0JDLUhTMjU2Iiwia2lkIjoiY3kiLCJzdWZmaXgiOiIzWXkycWYuMTc0MDAwNjM0OCJ9..b9aroCDTy-hzSzfbF3dCAw.O5F8VWSnaPmQD2AooqiBpILFkINVkesVqgvQ-hb5MQpVZpoM1nX1Og6RqFOhQY3II8wrpVGjny3C4enhm1DIoC5ykGWO7ynhe6Q2kKvaQcoZbyHW5wJhSmGrvQbplqcPp34Q3RzKTtxwUylkY9cMrYKugcD-HYfim12lLkZXIrM.c5FLt9WVo-IBt94TvZ8Xbw&nonce=dh-nPbgKvA4I3Vw4U1pdWbk0wcZeXOU3htO1bGOlXCk&scope=openid%20openid&vnd_pi_requested_resource=https%3A%2F%2Fhealthy.kaiserpermanente.org%2Foregon-washington%2Fsecure%2Fappointments&vnd_pi_application_name=KPORG_HEALTHY_AEMandPortal)  Available in Spanish |
| If you are enrolled in:   * Uniform Medical Plan (UMP) | [Pelago](https://my.pelagohealth.com/regence-bswa) | Call 1-877-349-7755  Download the app |

Menthol may make it harder to quit tobacco and nicotine, but you have access to free or low-cost resources to help you on your quitting journey.

**Questions?**

Please contact Aubry Bright at [aubry.bright@hca.wa.gov](mailto:aubry.bright@hca.wa.gov)

**END MESSAGE**