




IT'S NOT JUST ABOUT CIGARETTES

Washington Wellness Training

# Training agenda


- Welcome and introductions
- Panel discussion
  - Vapor products
  - Nicotine and disparities
  - Tobacco cessation
- Tobacco health plan benefits
  - Quit For Life<sup>®</sup> (KPWA/UMP)
  - Breathe<sup>®</sup> (KPWA/KPNW)
- Break
- Promotional opportunities and resources
- Closing



**It's Not Just About Cigarettes  
Tobacco Training**

Tuesday, March 12, 2019  
10 a.m. to noon

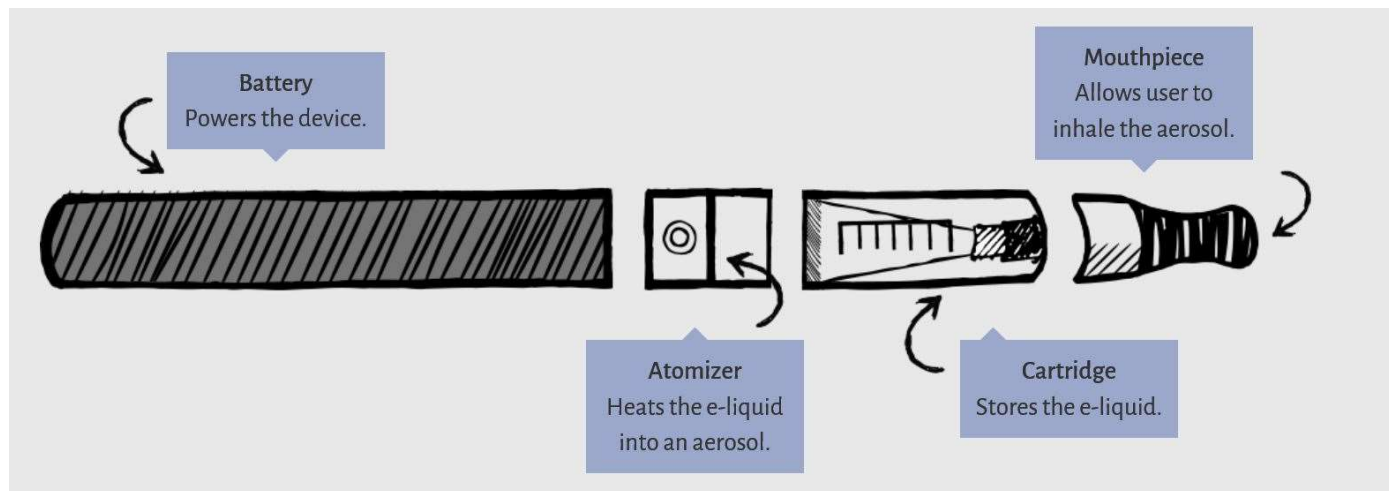
Agenda	Time	Presenter(s)
Welcome and introductions	10:00 - 10:10	Pam Walker
Panel Discussion: <ul style="list-style-type: none"> <li>• Vapor Products</li> <li>• Nicotine and Disparities</li> <li>• Tobacco Cessation</li> </ul>	10:10 - 10:45	Stacia Wasmundt, Youth Tobacco and Vapor Product Prevention Consultant  Samroz Jakvani, Tobacco Prevention Health Equity and Social Justice Consultant  Nick Fradkin, Tobacco Cessation Consultant  <b>Washington State Department of Health</b>
Tobacco Health Plan Benefits: <ul style="list-style-type: none"> <li>• Quit For Life Program (Kaiser WA &amp; UMP)</li> <li>• Breathe (Kaiser WA &amp; Kaiser NW)</li> </ul>	10:45 - 11:20	Kevin Klein, Senior Workforce Health Consultant <b>Kaiser Permanente Washington</b>  Jacqueline Kurle, Director, Client Services <b>Optum</b>
Break	11:20 - 11:30	
Promotional Opportunities and Resources	11:30 - 11:55	Nick Fradkin, Pam Walker
Closing	11:55 - noon	Pam Walker





# VAPOR PRODUCTS

# What are vapor products?



# JUUL

- Resembles a USB
- 70%+ of the market share
- All pods contain nicotine
  - 1 pod = 1 pack of cigarettes
- Easier to inhale, stronger nicotine
  - Nicotine salts
  - Flavors
- Little to no detectable odor or aerosol
- Pods are disposable but can be taken apart
- Most popular “pod mod” product, but many similar products on the market



# 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
- Some flavors are dissolved in ethanol as a method of thinning for e-liquids
- Aerosol contains chemicals that weren't originally added to the liquid (byproducts of heating up liquid)

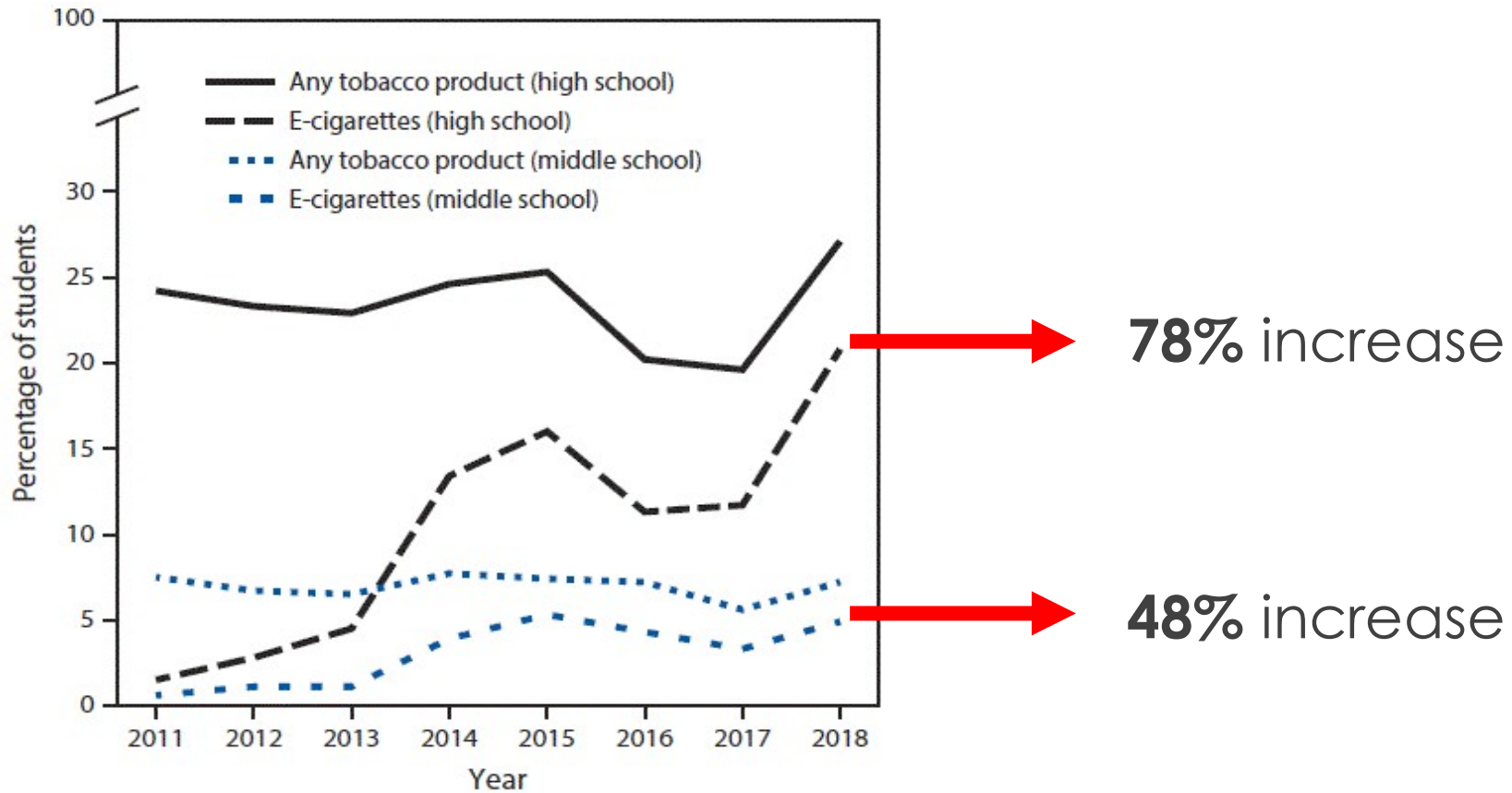
# Health Effects of Vape Aerosols

---

- 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
    - Aerosols contain harmful chemicals
- Not sufficient time yet to show direct link / health impact of long-term exposure diseases, but chemicals found have health impact
- Other health risks:
  - Explosions, burns
  - Nicotine poisonings

# 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







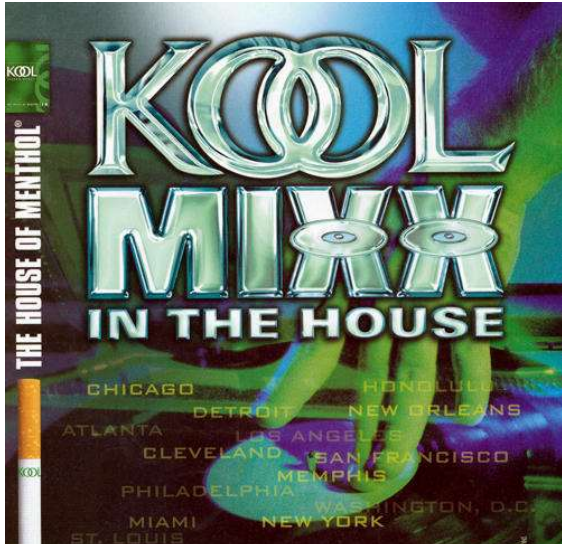
# NICOTINE & DISPARITIES

# 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

"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 irisi, 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 more 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-indulgences; if you would maintain that slender, 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.

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

**MISTY**  
OUTLET MALL SHOPPING STOPS  
A TRAVEL GUIDE TO OUTLET MALLS

Rand McNally

PRETTY CURVES WIN

"Coming events cast their shadows before."

When tempted to over-indulge  
"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. Everyone knows that heat purifies and so 20,079 physicians say that tickles are less irritating to your throat.

"It's toasted"  
four Throat Protection—against irritation—against cough

**CAMEL**  
No. 9  
light & luscious

TURKISH & DOMESTIC BLEND

**NEW**  
**CAMEL**  
No. 9  
light & luscious

**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)

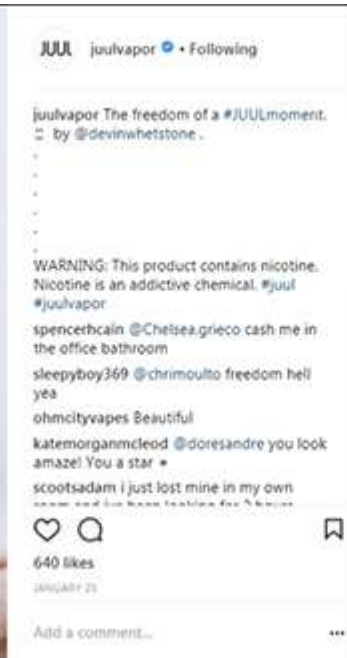


# Vapor product marketing



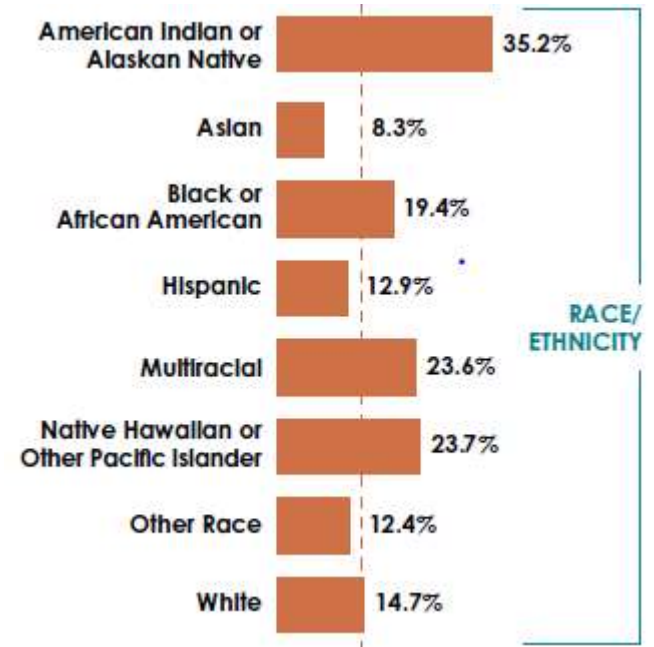
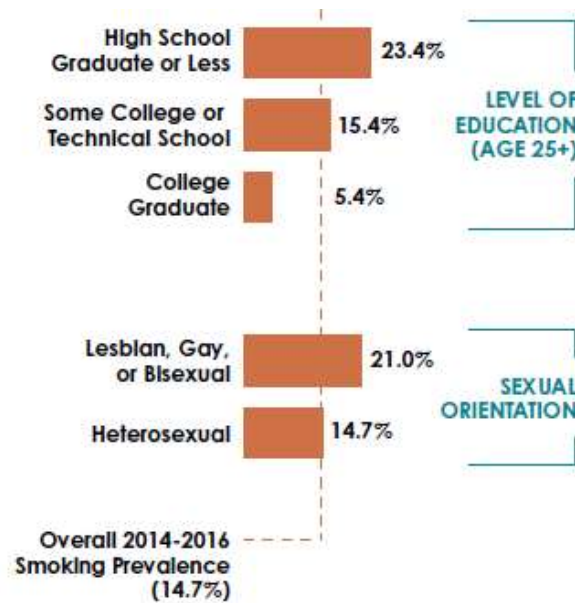
In 2013, blu eCigs® sponsored the Sasquatch! Music Festival in Washington, featuring a vapor lounge with appearances from top performers, an interactive social media photo booth and samples

<https://youtu.be/u7H35jMEB0w>



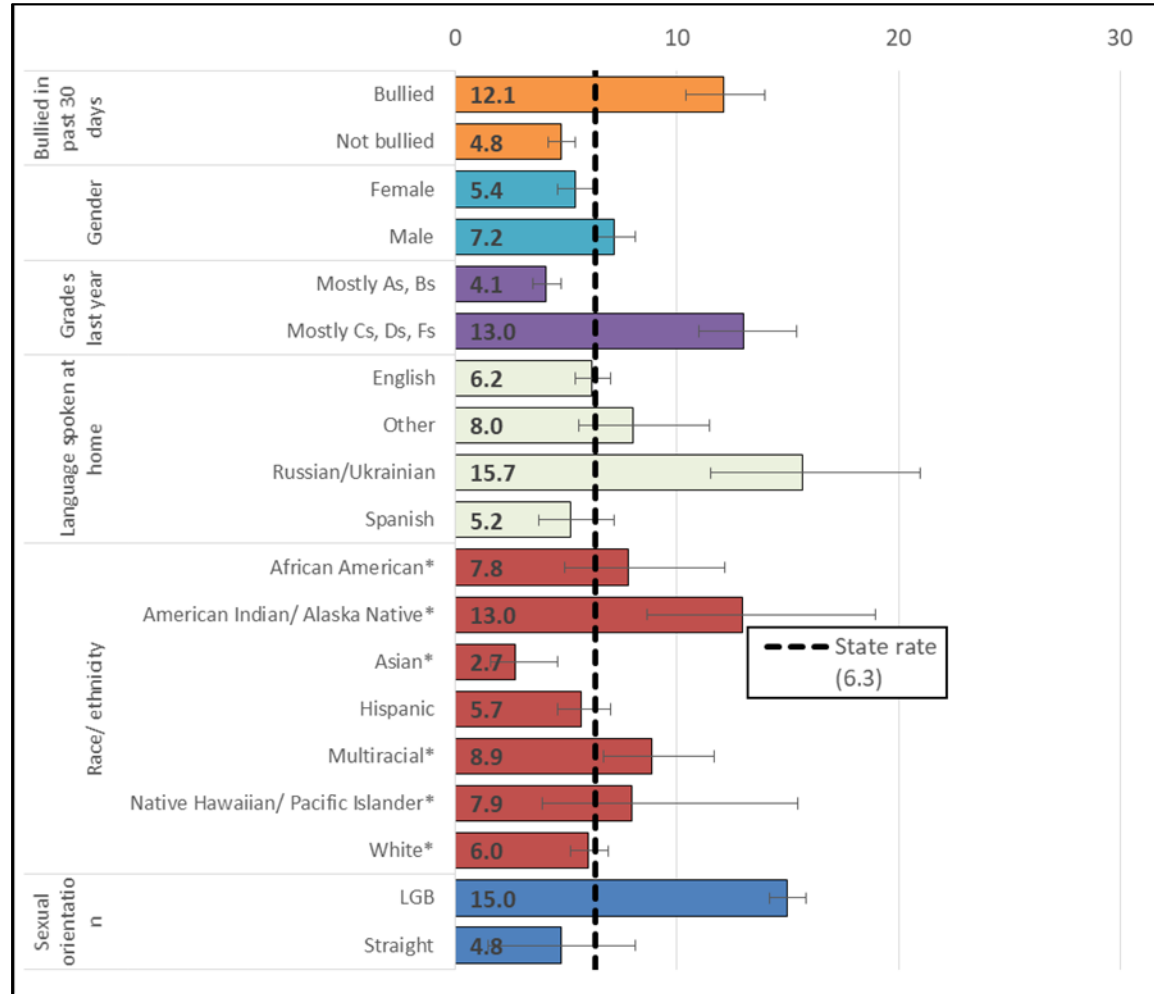
# Adult smoking disparities

Adult smoking prevalence,  
by subpopulation  
WA BRFSS, 2014-2016



# Youth smoking disparities

10<sup>th</sup> grade smoking prevalence, by subpopulation WA HYS, 2016





# 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 CESSATION

# Workplace impact of tobacco use

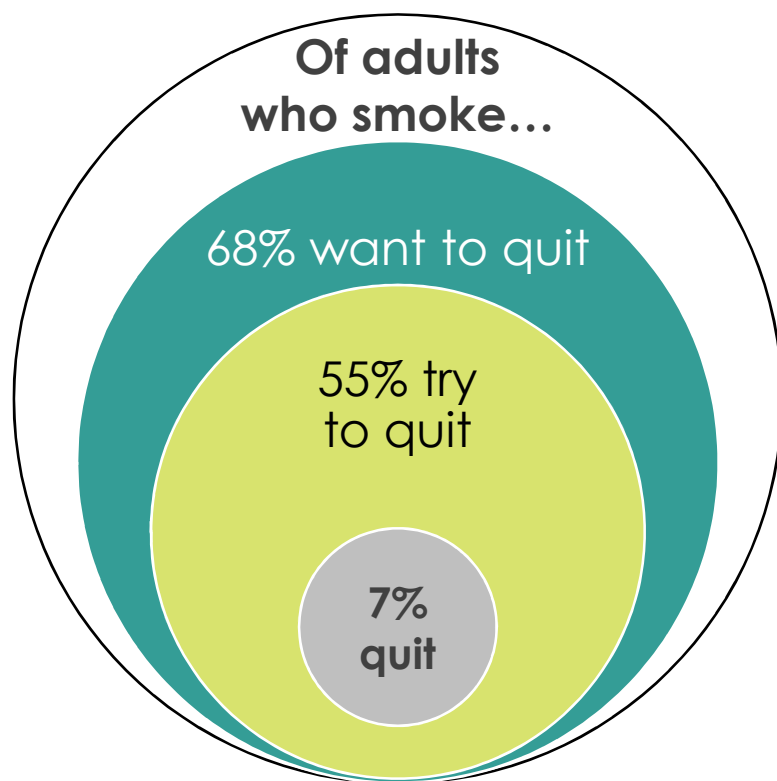
---

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

*Source: Berman et al. "Estimating the cost of a smoking employee." Tobacco Control, 2013.*

## (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

# Cessation options (& quit rates)

---

- Self-help (9-12%)
  - 2Morrow Health app (free for all Washingtonians)
- Behavioral health counseling (13-17%)
  - Face-to-face counseling from providers
- Medication (19-36%)
  - Nicotine replacement therapy (NRT; 19-26%)
  - Non-nicotine prescription (24-33%)
  - Combination (26-36%)
- Counseling + medication (26-32%)

# What about vapor products?

- National Academies of Sciences:
  - Completely substituting e-cigarettes for combustible cigarettes reduces exposure to numerous toxicants & carcinogens present in cigarettes
    - Reduced short-term adverse health outcomes
  - E-cigs contain highly variable amounts of nicotine, and most contain and emit other potentially toxic substances
    - Inhaled **nicotine** increases heart rate and blood pressure
- **Bottom line: E-cigs are almost definitely safer than regular cigarettes, but they are not safe. Rely on FDA-approved cessation medications.**

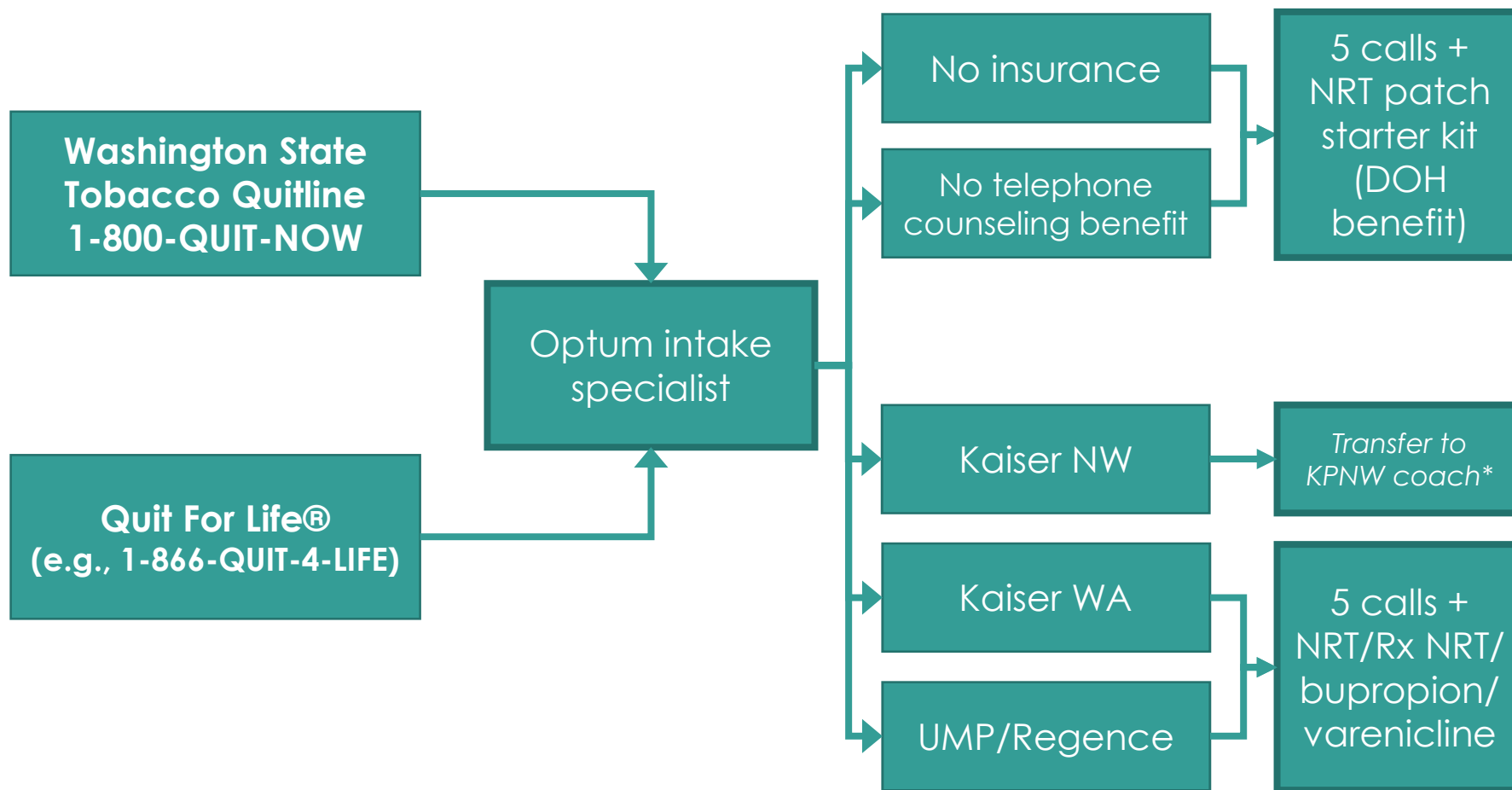


# Tobacco cessation best practices

---

- Tobacco cessation as an ACA preventive service
  - 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 workplace policy
  - No tobacco use permitted, indoors or outdoors
  - Focus on tobacco cessation

# Quitline vs. Quit For Life®



\*KPNW has Quit For Life® option



# Opportunities for wellness coordinators

---

- Promote PEBB tobacco cost-free cessation options
  - Only 2/3 of PEBB enrollees who use tobacco report being advised to quit by their provider; no more than half discuss cessation options (2016 CAHPS results for UMP)
- Create supportive environments for quitting tobacco
  - Educate about tobacco- and vapor-free policy benefits
  - Train employees to run tobacco cessation support groups
- Promote cessation incentives
  - SmartHealth activities, cost savings
- Educate employees
  - Share information about emerging issues (e.g., vapor products and youth)
  - Plan awareness events around World No Tobacco Day (May) and Great American Smokeout (November)

# DOH is “walking the talk”

---

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



# Questions?

---

Tobacco and Vapor Product  
Prevention and Control Program

Washington State Department of Health



@WADeptHealth

# World No Tobacco Day

- Global event, led by World Health Organization (WHO)
- Held each year on the last day of May
  - Friday, May 31, 2019
  - 2019 theme: Tobacco & lung health
- 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](mailto:civil.rights@doh.wa.gov). TTY users dial 711.