

VIRGINIA TOBACCO CONTROL PROGRAM

HELPING COMMUNITIES LIVE TOBACCO AND NICOTINE FREE



The Tobacco Control Program (TCP) at the Virginia Department of Health offers evidence-based strategies and services to reduce the health and economic disparities of tobacco and nicotine use. The goal of the program is to achieve health equity for all Virginians and to reduce premature death, chronic illness, and the economic burden related to tobacco use and/or exposure to secondhand smoke by:

- Preventing tobacco use among young people
- Eliminating nonsmokers' exposure to secondhand smoke
- Promoting quitting among adults and young people
- Identifying and eliminating tobacco related disparities

POLICY DEVELOPMENT



TCP focuses on strengthening and implementing comprehensive smoke-free and vape-free policies in public places, workplaces, college campuses and multi-unit housing.

These evidence-based strategies prevent tobacco use, increase cessation, and decrease exposure to secondhand smoke.

TCP supports community-based organizations by providing:

- Technical assistance on developing and strengthening policies
- Educational presentations, trainings and webinars
- Resource materials such as toolkits, brochures and signage

HEALTH EQUITY FOCUS



Several factors connect tobacco with higher levels of disease, disability and death in different population groups. To reduce these health disparities, the TCP partners with health departments, free clinics, community service boards and nonprofits that engage with priority populations:

- With low socioeconomic status
- With behavioral health conditions
- With physical and mental disabilities
- Who identify as LGBTQ+
- Who use menthol tobacco products
- Who are young adults

PARTNERS FOR COLLECTIVE IMPACT



To further reduce the burden of Virginia's tobacco use, the TCP has joined with like-minded partners at the national, state and local levels. Community partners include local substance use coalitions, cancer centers, healthcare clinics, pharmacies, community service boards and behavioral health organizations. Some of our statewide partners include:

- Tobacco Free Alliance of Virginia
- Community Coalitions of Virginia
- Cancer Action Coalition of Virginia
- Eliminate Tobacco Use Virginia Initiative
- Virginia Foundation for Healthy Youth
- Share the Air Campaign
- Virginia Department of Behavioral Health and Developmental Services



TOBACCO CESSATION SERVICES

Tobacco users who enroll in evidence-based cessation services, such as Quit Now Virginia, can double their chances of quitting for good.

QUIT NOW VIRGINIA

Quit coaches offer free and confidential personalized cessation counseling by phone, text or online, 24/7, in English, Spanish and interpreted services for 140 languages. Their help includes nicotine replacement therapy to overcome the urge to use tobacco.

QUIT NOW VIRGINIA REFERRAL SERVICE

Healthcare, behavioral health and other service providers can register as a Referral Site and get trained to assist their patients in quitting. When providers refer patients through this evidence-based referral service, quit coaches proactively contact the patient to begin a discussion of cessation strategies and quitting goals.

Go to QuitNowVirginia.org to register as a referral facility or make a referral. quitnowvirginia.org/quitline-e-referral-service/

VAPE FREE VA

Free and confidential resources for teens and young adults who want to stop vaping. Vape Free VA has tips to learn about the risks of vaping and links to connect with online quit coaches for support in quitting vaping for good.

Free coaching, talking points and resources are available for their Support Circles, too—parents, guardians, coaches, educators, physicians and other adults who want to support a young person in quitting vaping.



Call 1-800-Quit Now
(1-800-784-8669)
Connect online at
QuitNowVirginia.org
Text READY to 34191

Vape Free VA

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DATA AND EVALUATION



Data helps inform all TCP strategies and activities that are aimed at reducing tobacco use prevalence and tobacco-related disparities. By analyzing data on demographics, tobacco use patterns, and health outcomes, the program can better target resources to help improve the health of communities throughout Virginia.

Explore tobacco and nicotine use data through the Virginia Adult Tobacco Use Dashboard at: vdh.virginia.gov/tobacco-free-living/data/

ONLINE RESOURCES

To connect with the TCP Team, find Virginia's tobacco and nicotine use data dashboard, or sign up for the program newsletters, a variety of resources are available online at: bit.ly/TobaccoControlProgram

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