



# Virginia Tobacco Control Program (TCP)

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FUNDED BY CENTERS FOR DISEASE CONTROL AND  
PREVENTION COOPERATIVE GRANT-DP20-001

PRESENTED BY: MARK BOLDT, TCP PROGRAM MANAGER

# Presentation Objectives

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## For Today:

- Overview of Tobacco Control Program
- Tobacco Related Disparities in Virginia
- Strategies to Achieve Health Equity

## Central Office Staff

Mark Boldt

Tobacco Program Manager

Rita Miller

Tobacco Use and Dependence  
Coordinator

Sarah Birckhead

Policy and Outreach Coordinator

Kyle Girone

Evaluator and Epidemiologist

## Regional Coordinators

Region 1 - Tiffany Eustice

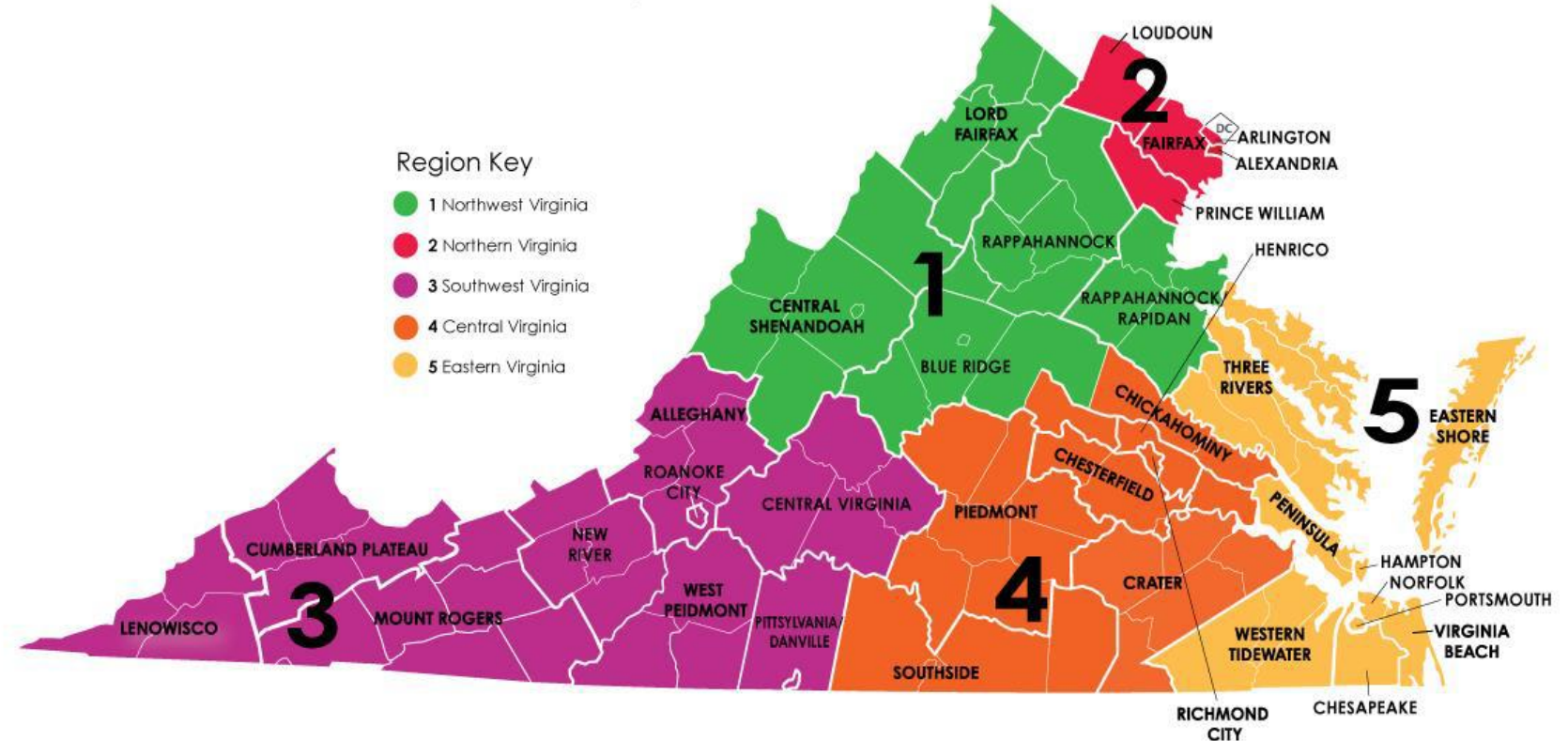
Region 2 - Natalie Gospodinoff

Region 3 - Gina Roberts

Region 4 - Vacant

Region 5 - Nicole Mayaen

## VIRGINIA DEPARTMENT OF HEALTH Regions and Districts



# Key Partnerships

## Statewide Coalition of Partners:

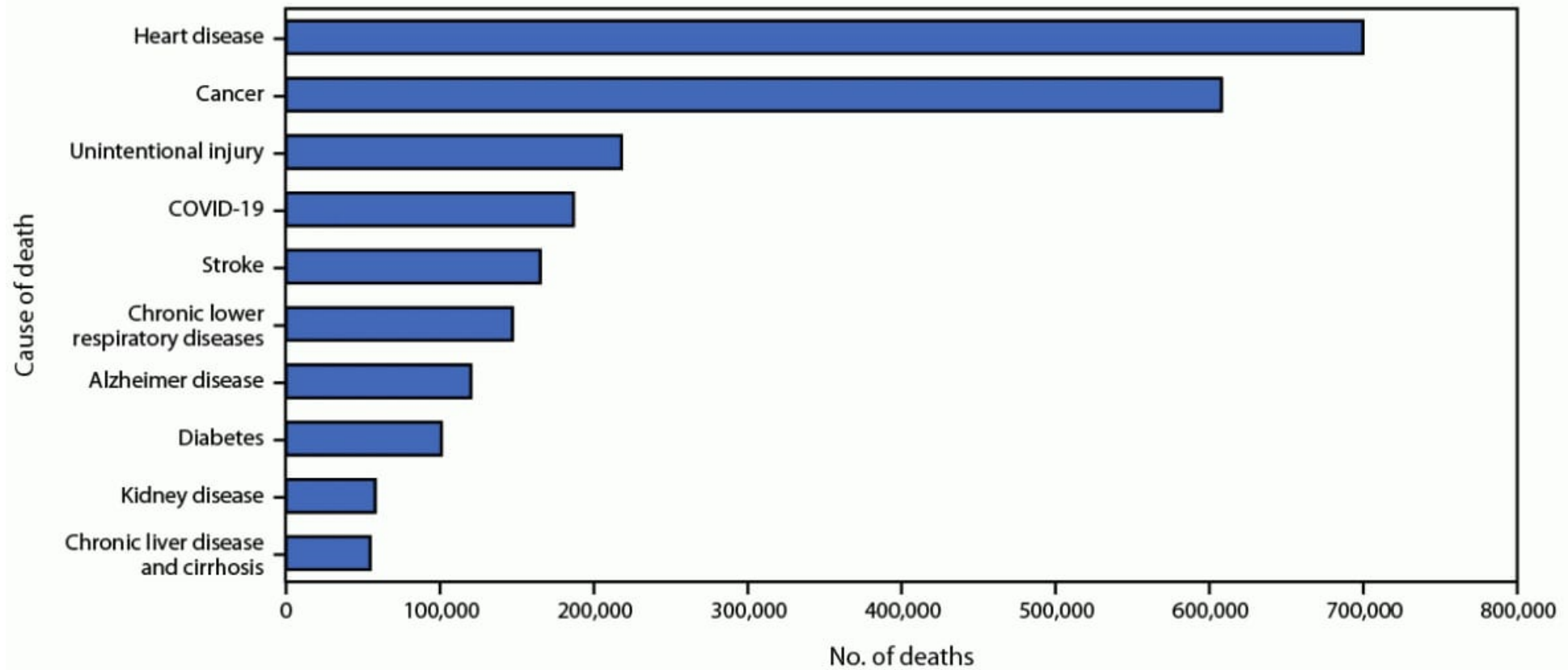
- Tobacco Free Alliance of Virginia

## National CDC Partners:

- Center for Black Health and Equity
- Geographic Health Equity Alliance
- Americans Nonsmokers' Rights Foundation
- National Council for Mental Wellbeing



# Leading Causes of Death-National Vital Statistics System, U.S. 2022



# Tobacco Control Program Goals

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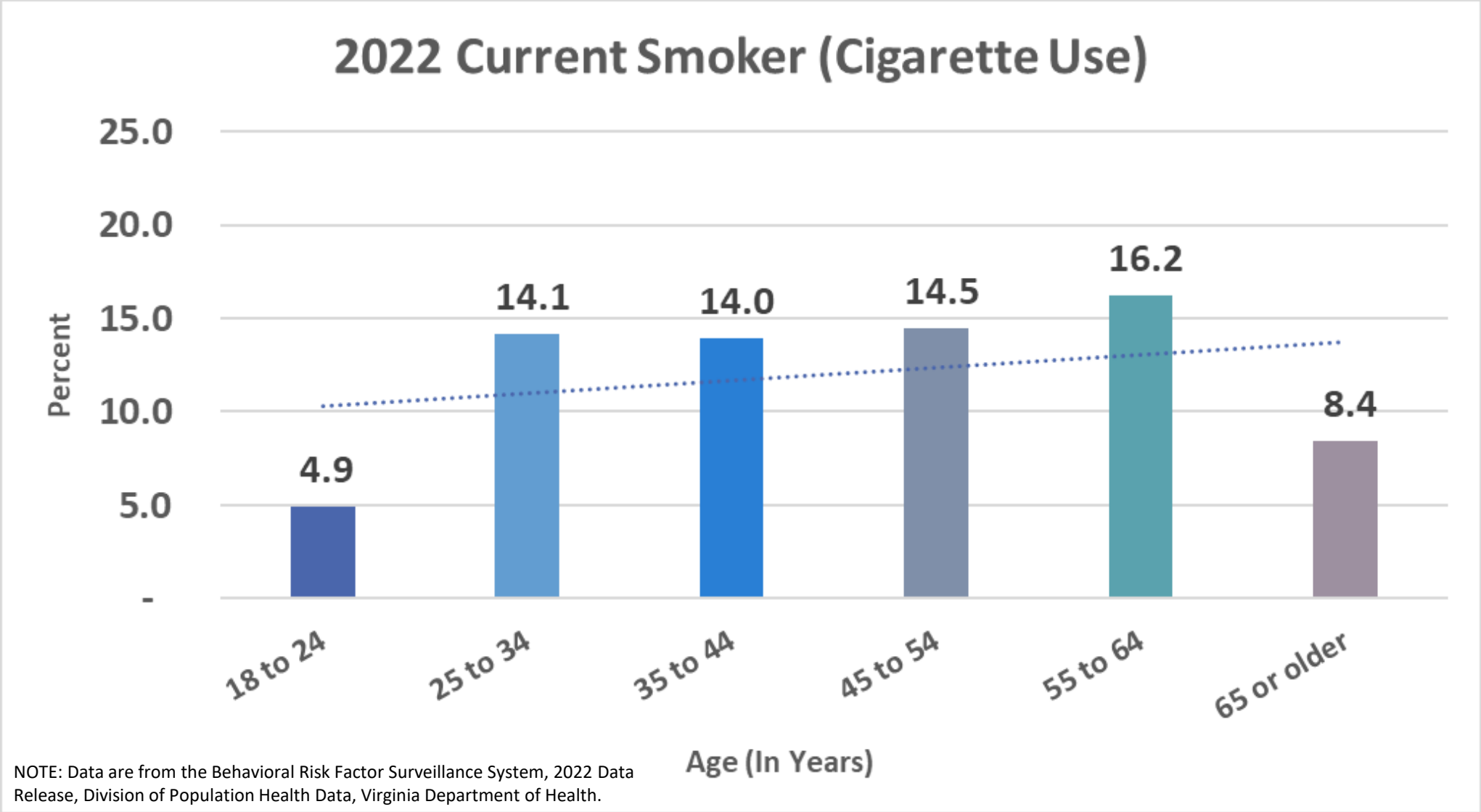
Preventing Tobacco and  
Nicotine Vaping Use  
Among Young People

Eliminating Nonsmokers'  
Exposure to Secondhand  
Smoke

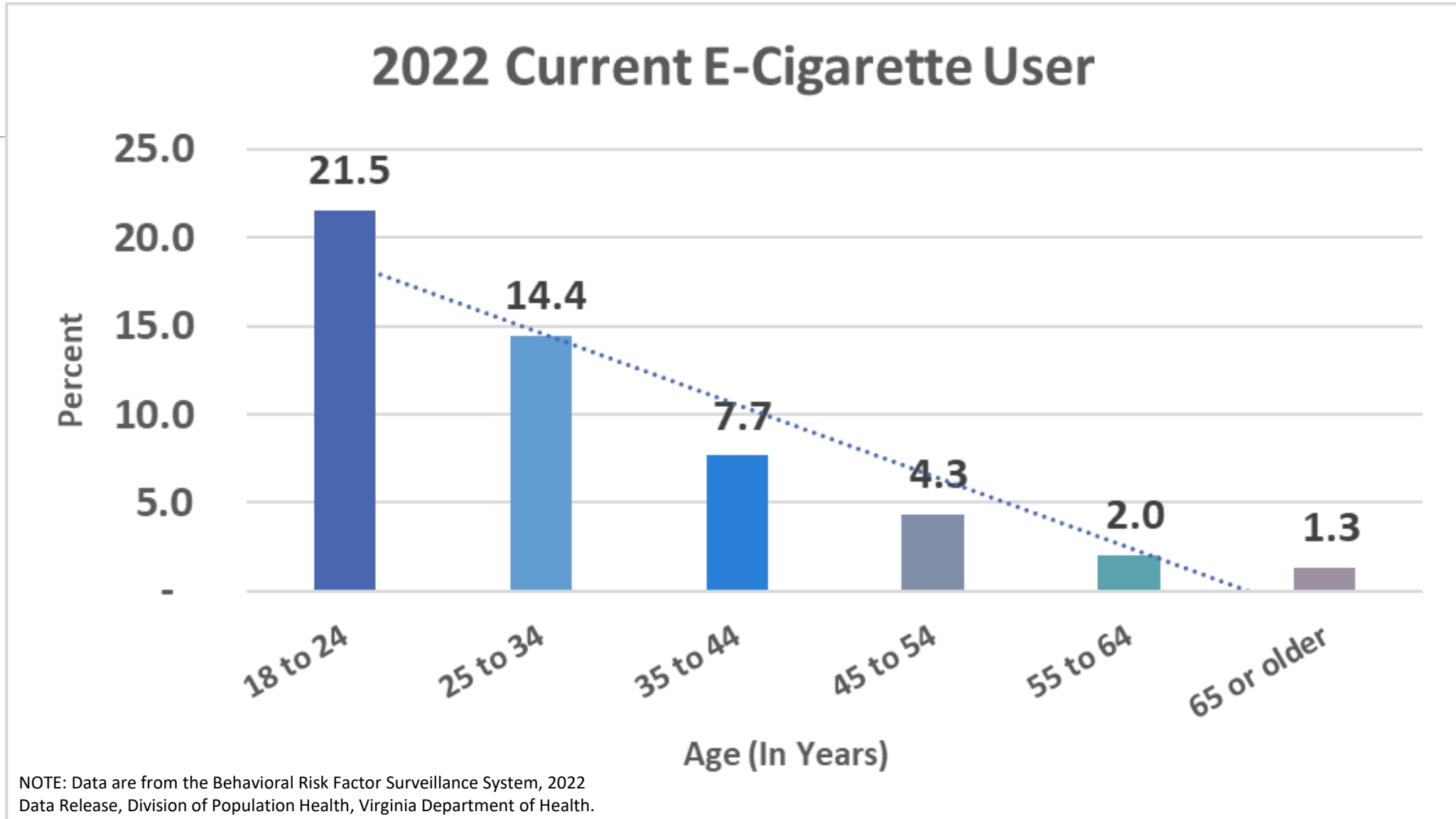
Promoting Quitting Among  
Adults and Young People

Identifying and Eliminating  
Tobacco Related  
Disparities

# Adult Cigarette Use Prevalence by Age in Virginia



# Adult E-Cigarette Prevalence by Age Group in Virginia

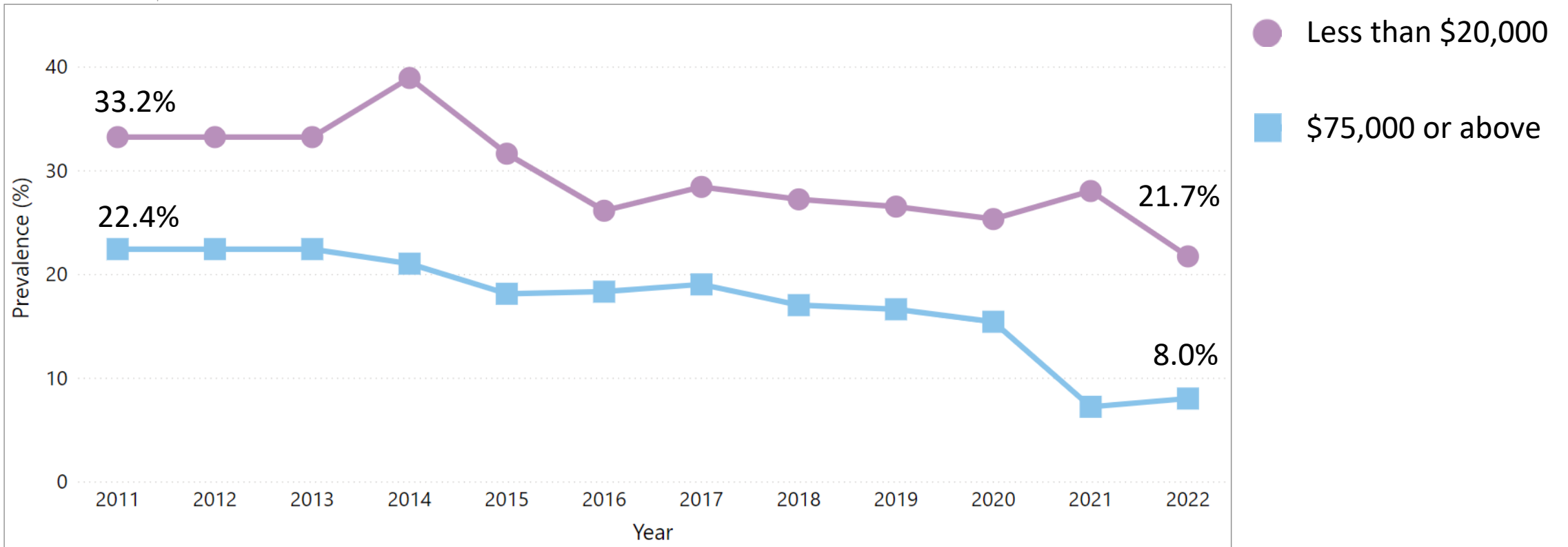




# Adult Smoking Prevalence by Income Level in Virginia

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PREVALENCE IN CIGARETTE USE AMONG ADULTS IN VIRGINIA

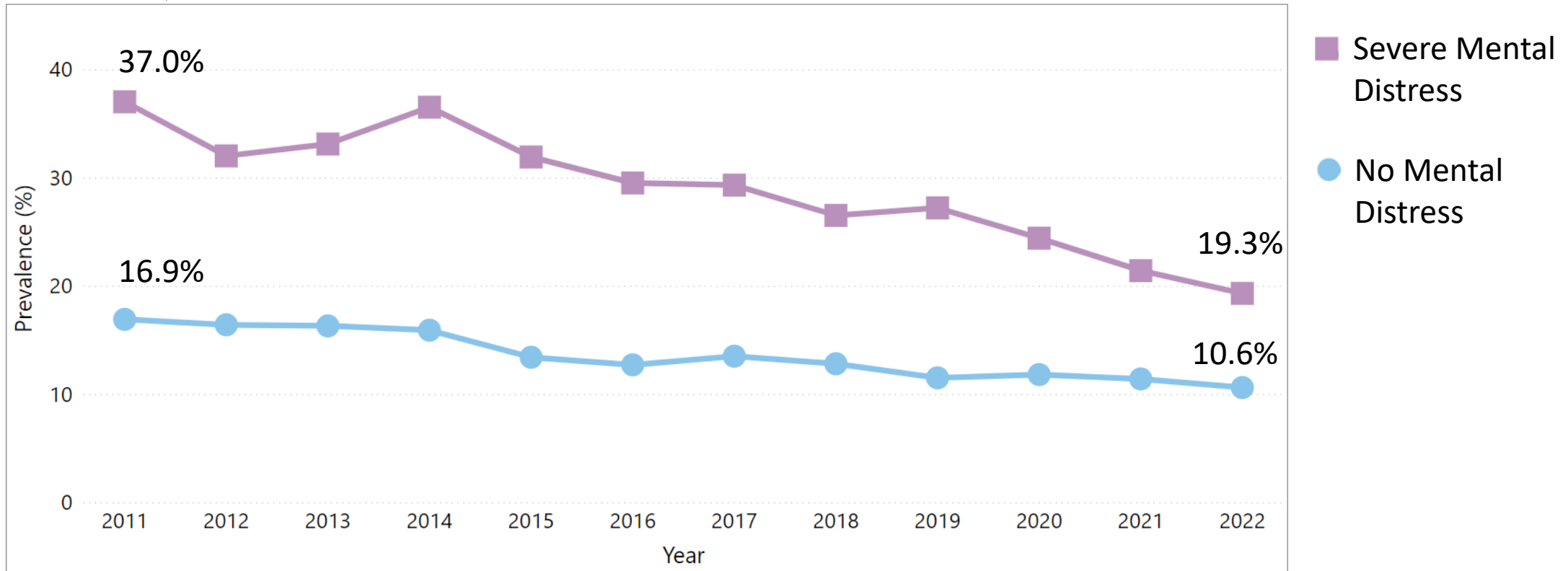


Centers for Disease Control and Prevention (CDC), Office on Smoking and Health. Tobacco Disparities Dashboard. U.S. Department of Health and Human Services. Accessed 6.11.2024. <https://www.cdc.gov/tobacco-health-equity/data-research/index.html>

# Adult Smoking Prevalence by Mental Distress in Virginia

< Back to report

PREVALENCE IN CIGARETTE USE AMONG ADULTS IN VIRGINIA



Centers for Disease Control and Prevention (CDC), Office on Smoking and Health. Tobacco Disparities Dashboard. U.S. Department of Health and Human Services. Accessed 6.11.2024. <https://www.cdc.gov/tobacco-health-equity/data-research/index.html>

# FDA Rule Part D: Consideration of Health Equity

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## Rule Bans Menthol in Cigarettes and Cigars

- Saves 237,000 Lives of African American Menthol Smokers

## Conclusions About Effects of Menthol:

- Facilitates Initiation of Smoking
- Enhances Nicotine Addiction and Regular Use
- Decreases the Likelihood of Quitting
- Disproportionally Impacts Underserved Populations



(Federal Register Proposed Rule by FDA. 5-04-2022)

# Menthol Messaging to African Americans

- Digital Menthol Ad Campaign
  - February 14-March 31
- Increased Quitline Utilization by African American Callers
  - 112 Callers in January (Baseline)
  - 143 Callers in February
  - 427 Callers in March



# Communications

## Comms Hub Tobacco Channel:

<https://sites.google.com/view/covidcommshub/health-topics/tobacco>

- Updated social media graphics and resources for local health districts and partners to post on social media
- Messages expand TCPs Ability to Promote Quit Now Virginia and to Reach Priority Populations



### Quit Now Virginia Social Media Toolkit - March Madness

Share [these graphics](#) along with any of the following post copy to help Virginians make the decision to Quit Now.

**Post Copy 1:** 'Tis the season for taking big shots! Make this the month you start quitting tobacco. Get started at [QuitNowVirginia.org](http://QuitNowVirginia.org).

**Post Copy 2:** You don't have to quit tobacco alone. Quit Now Virginia can provide free coaching, personalized quit



### Quit Now Virginia Social Media Toolkit - New Year

Share [these graphics](#) along with any of the following post copy to help Virginians make the decision to Quit Now.

**Post Copy 1:** Did you know? Your risk of a heart attack decreases 24 hours after you quit tobacco. And the benefits don't end there. It's truly one of the best things you can do for yourself. Visit [QuitNowVirginia.org](http://QuitNowVirginia.org) or call 1 800 QUIT NOW (1-800-784-8669) to get started.



# Messaging to “Lay” Populations

- Info-Sheets for Health Districts and Partners
- 12 Tobacco-Related Topics in English and Spanish
- Downloadable for Easy Printing
- QR Code, Phone/Text Numbers for QNV

## TOBACCO AND HEART DISEASE

YOUR QUIT JOURNEY STARTS TODAY.

**Does smoking hurt my heart and veins?**  
Smoking can cause heart disease, and can lead to heart attacks or strokes. Tobacco has many toxic chemicals that can hurt your veins. Smoking can harden your veins, so that blood stops flowing easily. That means your heart has to work harder to pump blood to your whole body. Smoking can raise your blood pressure and heart rate.

**Can I keep smoking if I have heart disease?**  
You can keep smoking but this can make your heart disease worse. You might have more symptoms such as pain in your chest and arms or shortness of breath. One out of every three deaths from heart disease is caused by smoking.

**Quitting smoking will help your heart and veins:**

- When you stop smoking for 20 minutes, your heart rate returns to normal.
- When you stop smoking for a day, you are less likely to have a heart attack.
- When you stop smoking for a few weeks, your blood starts pumping through your body more easily.
- When you don't smoke for five years, your risk of having a stroke is the same as someone who has never smoked.

**If you smoke and have heart disease:**

- Quitting smoking will help you manage your heart disease.
- Smoking increases bad cholesterol (LDL) and decreases good cholesterol (HDL).
- Smoking can make your blood form sticky clots that block the flow to your heart and brain. This can cause heart attacks or strokes.

Reach out today, for all the help you need to stop smoking.

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

VIRGINIA DEPARTMENT OF HEALTH  
Tobacco Control Program

## SMOKING & STRESS

10 TIPS TO HELP YOU QUIT AND STAY QUIT

People often use cigarettes or vapes to help reduce stress. While smoking may calm you down at first, you are likely to feel more stress, minutes later. This creates a yo-yo effect of feeling calm then stressed again, throughout the day. Smoking increases your blood pressure and heart rate and it weakens your immune system, which protects you from infections and illnesses.

We know that quitting can be difficult. Here are some tips to help reduce stress, while you're on your journey to becoming smoke-free:

- 1. Don't quit on your own**  
Get help from a quit coach or attend a quit smoking class. Trained tobacco treatment specialists can help you identify your smoking triggers and develop a quit plan.
- 2. Use quit medication**  
Over-the-counter or prescription quit medications can reduce your cravings for tobacco and help you focus on your quit plan, doubling your odds of quitting.
- 3. Ask for help**  
Get your family and friends on board. Talking to others can give you emotional support and take your mind off of smoking.
- 4. Exercise regularly**  
Exercise boosts chemicals in your body called endorphins. These endorphins make you feel good. Smokers who exercise while quitting are less likely to start smoking again.
- 5. Eat healthy snacks**  
Try carrot sticks or apple slices. Nutritious snacks give you something to do with your hands and they help you to become healthier.
- 6. Get plenty of sleep**  
Studies show that people who get seven or more hours of sleep each night are less stressed and less likely to slip up or start smoking again.
- 7. Practice relaxation exercises**  
Try deep breathing. Close your eyes and breathe in slowly through your nose for four seconds then breathe out slowly through your mouth. Repeat this up to 10 times.
- 8. Use your imagination**  
Close your eyes and focus on a color, the warmth of the sun, or the sound of birds chirping. Practice the activity for 5 to 10 minutes, when you feel stressed.
- 9. Take a break**  
Watch a movie, play with a pet, or work on a project such as organizing a closet.
- 10. Keep trying**  
Don't give up, even if you slip up. The more you try, the closer you get to quitting for good.

Reach out today, for all the help you need to stop smoking.

Call 1-800-Quit Now (1-800-784-8669)  
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VIRGINIA DEPARTMENT OF HEALTH  
Tobacco Control Program



# Virginia Eliminate Tobacco Use Initiative



<b>Tobacco Free Campus Percentage by State</b>	
South Carolina:	53.0%
Kentucky:	50.8%
North Carolina:	39.3%
Maryland:	30.8%
West Virginia:	21.4%
District of Columbia:	5.6%
Virginia:	5.4%

Source: American Non-Smokers Rights Foundation, 2022



**Partners:** UVA, VCU, GHEA, ANSR

**Goal:** Promote Tobacco Free Campuses

**Accomplishments:**

- 49 Tobacco Policies Reviewed
- Dashboard Developed to Assess Strength of Tobacco Policy
- Tool Developed to Assess Readiness to Strengthen Policy

# E-Learning Tobacco Retailer Training

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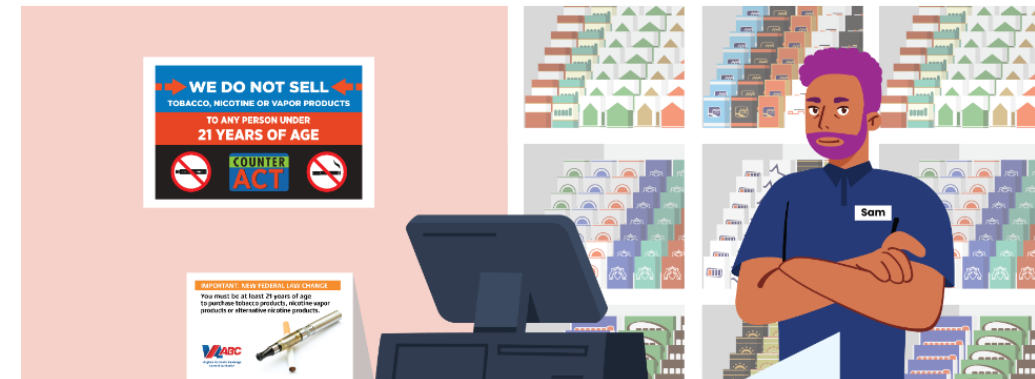
Partners: DBHDS, ABC, AG Office

45 Minute Online Tobacco Retailer Training on:

- Current Federal and State Laws
- Health Effects of Tobacco and Nicotine
- Checking ID to Verify Age of Buyer
- Bill HB 790 Requires a Merchant Education Training



## Introduction







## Reducing Tobacco-Related Disparities Among African Americans in Martinsville, Virginia

- Piedmont Regional Community Services Partnered with Omicron Chapter of Omega Psi Phi Fraternity on the “Ambassador Campaign”
- Fraternity Alumni Represented Health Care, Business, Higher Education, Schools, and Government Community Sectors
- Promoted Smoke-Free Policies in Businesses and Homes at School and Community Events and in a Local Media Campaign

# AMBASSADOR CAMPAIGN ADS




**“Be Healthy.  
Clear the Smoke.”**

- Garrett Dillard  
ΩΨΦ

Call 800-Quit-Now




**Quit Now**  
Virginia



**“Don’t be a Victim.  
Clear the Smoke.”**

-Ben Gravelly  
ΩΨΦ

Call 800-Quit-Now



**Quit Now**  
Virginia



**“ What do you want to accomplish?  
Help clear the smoke.”**

-Richard A. Harris, Jr.  
ΩΨΦ

Call 800-Quit-Now



**Quit Now**  
Virginia

# Tobacco Screening and Referral to Tobacco Treatment

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## Clinical Guideline for Treating Tobacco Use

- Ask all Patients About Use
- Advise all Patients to Quit
- Refer Patients to Treatment



**Tobacco and Nicotine Quit Services**

Free 24/7 • [QuitNowVirginia.org](http://QuitNowVirginia.org) • 1-800-Quit Now

## Quit Now Virginia Tobacco Treatment Services

- Providing Free Evidence-Based Services to All Residents

# An Introduction to Quit Now Virginia

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THE TOBACCO/NICOTINE CESSATION SERVICES

SPONSORED BY

THE VDH TOBACCO CONTROL PROGRAM

# The Burden of Commercial Tobacco in Virginia

12.1% (825,000) of the adult population smokes

10,300 adults die each year from their own smoking

\$3.61 billion annually for health care cost directly caused by smoking

\$522.1 million in Medicaid costs caused by smoking

\$861 per household in state & federal taxes for smoking caused government expenditures

\$9.4 billion due to loss of productivity caused by smoking



# WHO?

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Individuals aged 13 and over seeking cessation services

Non-tobacco users seeking information about cessation services

Healthcare providers seeking general information

Concerned family and friends

Individuals seeking cessation related materials

**ALL are eligible to call the Quitline**

# WHAT?

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TCP leads and supports community partners with systems, environmental and policy changes

Quit Now Virginia provides free tobacco/nicotine cessation services supported by phone, text, chat, group sessions and online dashboard for all eligible Virginians

# What Else @ Quit Now Virginia?

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FREE & CONFIDENTIAL

Barrier free

No Transportation needed

Nicotine  
Replacement Therapy (NRT)  
\*patch or gum

Spanish Speaking Quit Services-  
DEJELO-YA

Translation available in 140  
languages  
&  
TTY-711

Phone, text, chat, dashboard &  
Group sessions

Resource/ Promotional materials  
and  
Referrals to community resources



## ***WHEN?***

Quit services are available 24 hours a day, 7 days a week

\*With the exception of Independence day, Thanksgiving day and Christmas day



# WHERE?

Any citizen in Virginia, age 13 and over is eligible.

Citizens from border states often utilize healthcare services in Virginia. They are also eligible for Quit services, but are routed to the Quit service of their home state.



# HOW?

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CESSATION COUNSELING IS PROVIDED BY A TRAINED QUIT COACH VIA MOTIVATIONAL INTERVIEWS. IN ADDITION, THEY PROVIDE SUPPORT AND GUIDANCE WITH THE DEVELOPMENT OF THE MEMBERS' QUIT PLANS.



COUNSELORS RECEIVE OVER 240 HOURS OF TRAINING, AND ALL ARE TOBACCO TREATMENT SPECIALIST. PREPARED TO PRESCRIBE NICOTINE REPLACEMENT THERAPY, PROVIDE SUPPORT AND OFFER GUIDANCE ON A MEMBER'S QUIT JOURNEY



ANY MEMBER CAN CONTACT QUIT SERVICES AS MANY TIMES AS NEEDED

Enhanced services are offered to these population groups

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Behavioral Health

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Uninsured

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Pregnant/postpartum/planning

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Young adults- (18-26 yr. olds)

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Youth support

# Quit Now Virginia+

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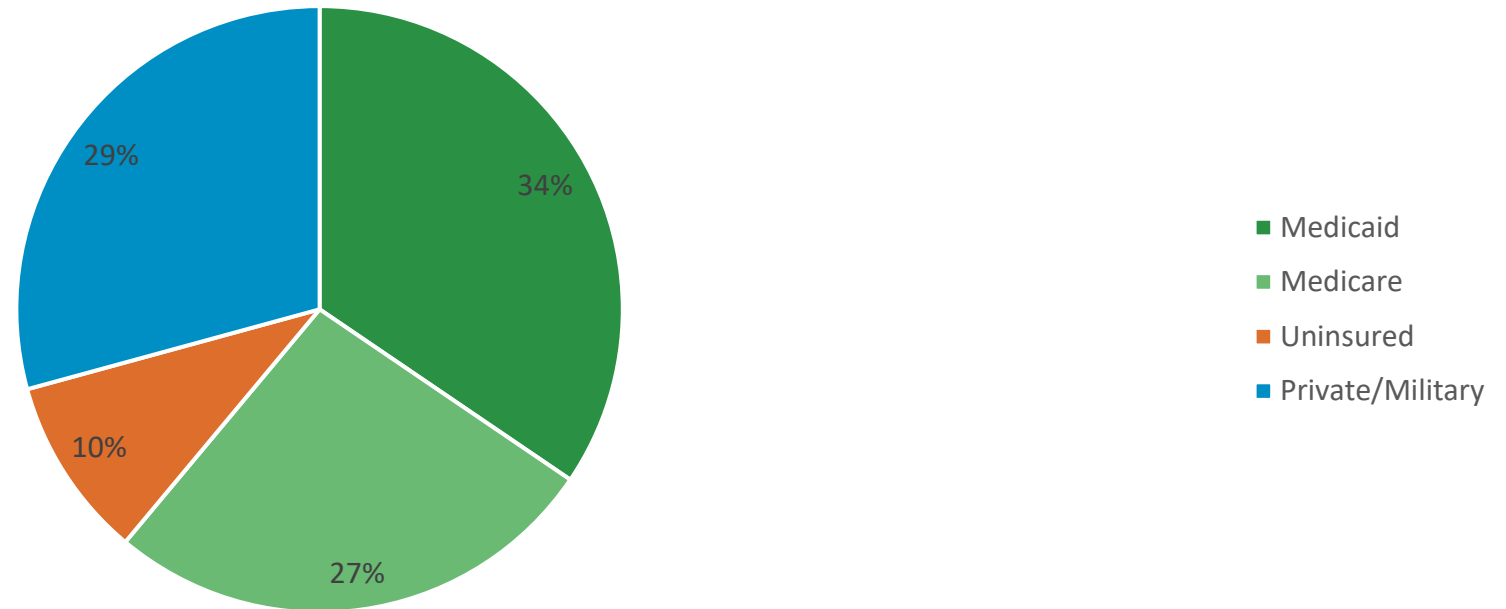
**Electronic Referrals** – allow healthcare providers to refer patients to the Quit services via an electronic portal. The Quit services returns a call to the patient to begin the counseling. An outcome report is provided to the provider with information about the patient's engagement.

**Brief Tobacco Intervention Training (BTI)** -web-based training offered to healthcare providers who refer patients/clients to the quitline  
<https://learn.optum.com/redeem/va>

# Utilization of Services

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2169 Enrollments from Jan 1 - May 31



You don't have  
to quit today,  
but you can start  
today.

Call- 1-800-Quit Now

(1-800-784-8669)

1-855-DEJELO-YA

(1-855-335-3569)

Connect online at-  
[QuitNowVirginia.org](http://QuitNowVirginia.org)

Text- READY to 34191



**Tobacco and Nicotine Quit Services**

Free 24/7 • Visit [QuitNowVirginia.org](http://QuitNowVirginia.org) • 1-800-Quit Now



Thank  
You

### Tobacco Control Program Team

Mark Boldt- Program Manager

Sarah Birckhead- Outreach and Policy Coord.

Rita Miller – Cessation Services Coord.

Gina Roberts- Lead Regional Coordinator (Region 3)

Kyle Girone- Epidemiologist/Evaluator

### Regional Coordinators

Tiffany Eustice– Region 1

Natalie Gospodinoff- Region 2

Vacant– Region 4

Nicole Mayaen – Region 5



# Rita W. Miller, TTS

## Tobacco Use and Dependence Treatment Coordinator

[rita.miller@vdh.virginia.gov](mailto:rita.miller@vdh.virginia.gov)

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TOBACCO CONTROL PROGRAM