Tobacco Control in Iowa

Iowa Department of
Public Health
Division of Tobacco Use Prevention & Control

6/19

Megan Aucutt
Community Health Consultant
Division of Tobacco Use Prevention and Control
Megan.Aucutt@idph.iowa.gov
515.725.2875

Iowa Department of
Public Health
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Agenda

- Who we are
- New Products
- Nicotine Addiction
- Cessation
- How we can partner

TUPC Mission & Programming

Mission:
To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

Programming:

Community Partnerships

ISTEP

Quitline Iowa

Smoke Free Homes

Smokefree Air Act

Surveillance and Evaluation

Smoke Free Homes

- Property Registry of over 1,200 smoke free rental properties
- Tenant Resources
- Property Manager/Landlord Resources
- Affordable Housing Resources

Smoke Free Homes
SmokeFreeHomes.iowa.gov

Iowa Students for Tobacco Education & Prevention

ISTEP

Iowa Department of Public Health

Iowa Students for Tobacco Education and Prevention

We Are ISTEP

www.IowaSTEP.org

New Products

Electronic Smoking Devices (ESDs)

Electronic Smoking Devices (ESDs)

JUUL/Pod Mods

Body

Pods insert here

Images obtained from Truth Initiative and Tobacco Control Network

VIRGINIA TOBACCO

5%, 3% Nicotine Strengths

QUICK SHOP

LEARN MORE

MINT

5%, 3% Nicotine Strengths

QUICK SHOP

LEARN MORE

MANGO

5% Nicotine Strength

QUICK SHOP

LEARN MORE

CLASSIC TOBACCO

5% Nicotine Strength

QUICK SHOP

LEARN MORE

CUCUMBER

5% Nicotine Strength

QUICK SHOP

LEARN MORE

MENTHOL

5% Nicotine Strength

QUICK SHOP

LEARN MORE

CREME

5% Nicotine Strength

QUICK SHOP

LEARN MORE

FRUIT

5% Nicotine Strength

QUICK SHOP

LEARN MORE

Strength of a Pack

	Amount	Equivalent
1 pack cigarettes	*20 cigarettes (contains 8mg per cigarette, but only inhale 1mg)*	
1 JUULpod	*0.7 mL pod "5% nicotine by volume"*	
1 PHIX pod	*1.5 mL pod "5% nicotine by volume"*	
1 Suorin pod	*2 mL cartridge "5.4% nicotine by volume "*	

Youth use rates - Iowa

22%

of 11th grade students in Iowa
use e-cigarettes

11th grade students, Iowa Youth Survey, 2018

Adult use rates- Iowa

Nicotine Addiction

Nicotine Addiction

Did you know nicotine reaches the brain in 10 seconds.

The Cycle of Nicotine Addiction

3 Link Chain of Addiction

5 stages of change

1. Precontemplation: People in this stage or not thinking seriously about changing and tend to defend their tobacco use.

2. Contemplation: People in this stage are able to consider the possibility of quitting but may feel unsure on the next step.

3. Preparation: Have usually made a recent attempt to change behavior, seeing the cons of using and the pros of quitting. Taking small steps to change behavior.

4. Action: Actively involved in taking steps to change their behavior.

5. Maintenance: Able to successfully avoid and temptations, can anticipate and handle cravings and coping well. May have a slip.

Cessation

QUITLINE IOWA
1 800 QUIT NOW | 1 800 784 8669
WWW.QUITLINEIOWA.ORG
Iowa Department of Public Health

Why QUITLINE IOWA?

- QUITLINE IOWA is the primary resource in Iowa to help tobacco users quit
- QUITLINE IOWA is confidential & private

- 1 on 1 counseling with a Quit Coach
- Support and advice on cessation medications

- Tools on how to overcome urges
- Tailored quit plans
- Cessation materials

The Facts

2x more likely

Studies have showing that enrolling in telephone counseling can more then double chances of quitting successfully.

- Using medication AND phone counseling triples chances

26%

of callers to Quitline Iowa successfully quit!

- 7 and 13 month folllow up
- UNI Evaluation

62%

of callers to Quitline Iowa stated they were very satisfied or mostly satisfied with the services they received.

- 7 and 13 month folllow up
- UNI Evaluation

Quitline Iowa

Available free of charge

Services in English & Spanish; interpreter service available for most other languages

Text messaging and email program available at no cost

Specialty Programs:

Pregnancy Program

Native American Program

Quitline Iowa

Three ways to enroll

- Call 1.800. Quit.Now
- Fax Referral Form
- Online: www.quitlineiowa.org

STRESS & TOBACCO USE

Stress is the #1 reason people use tobacco or relapse after quitting.

What Can I do to Reduce Stress?

- Stay Positive
- Set Limits
- Let Go of Control
- Be Active
- Be Assertive, not Aggressive
- Avoid Using Alcohol, Tobacco or Drugs
- Rest & Sleep
- Relax
- Eat Well-Balanced Meals
- Get Support

For more information, visit **njhealth.org/quittobaccohelp**

7 FDA Approved Cessation Medications

1. Bupropion SR--Prescription
2. Varenicline--Prescription
3. Nicotine gum --OTC
4. Nicotine inhaler--Prescription
5. Nicotine lozenges--OTC
6. Nicotine nasal spray---Prescription
7. Nicotine patch---OTC

What is the Brief Tobacco Intervention?

An approach to address tobacco use with your families and to dramatically increase the likelihood that they will quit tobacco

It is effective in all types of health care organizations, can easily be adapted

Steps to Success:

2A's and R Brief Tobacco Intervention:

1. ASK if the patient uses tobacco
2. ADVISE all tobacco users to quit
3. REFER those ready to quit to QUITLINE Iowa

- Takes less than 3 minutes!

Ask, Advise & Refer

Ask
Advise
Refer

Ask every patient about tobacco use at every visit

Do you use tobacco?

Note:

Complete the ASK during intake

Ask, Advise & Refer

Ask
Advise
Refer

Ask every patient about tobacco use at every visit

- Ask if patient uses tobacco rather than asking if he/she is a smoker
- Ask what kind of tobacco and how often
- Document use status

Ask, Advise & Refer

Ask
Advise
Refer

Advise all tobacco users to quit

Quitting tobacco is one of the best things you can do for your health and the health. I strongly encourage you to quit.

Ask, Advise & Refer

Ask
Advise
Refer

Refer those ready to quit to Quitline Iowa

Congratulations on your decision to quit tobacco. May I refer you to QUITLINE IOWA? They will provide you with support, help you create a quit plan, & help you overcome urges.

Ask, Advise & Refer

Ask
Advise
Refer

Refer those ready to quit to QUITLINE IOWA

- Explain how the referral resource will help
- Fax a referral directly to QUITLINE IOWA
  - They will place a proactive call to your patient
  - Helpful for those who may not reach out to make the call on their own

The QUITLINE IOWA Fax Referral

QUITLINE IOWA
1 800 QUIT NOW | 1 800 784 8669

QUITLINE IOWA FAX REFERRAL FORM
Fax Number: 1-800-261-6259

FAX SENT DATE: _____/_____/_____

Provider Information:

CLINIC NAME

CLINIC ZIP CODE

HEALTH CARE PROVIDER

CONTACT NAME

FAX NUMBER

PHONE NUMBER

I AM A HIPAA COVERED ENTITY (PLEASE CHECK ONE) YES ☐ NO ☐ DON'T KNOW ☐

Patient Information:

PATIENT NAME

DATE OF BIRTH

GENDER ☐ MALE ☐ FEMALE

ADDRESS

CITY

ZIP CODE

PRIMARY PHONE NUMBER HM ☐ WK ☐ CELL ☐

SECONDARY PHONE NUMBER HM ☐ WK ☐ CELL ☐

LANGUAGE PREFERENCE (*PLEASE CHECK ONE*) ENGLISH ☐ SPANISH ☐ OTHER

_____ (*Initial*) I am ready to quit tobacco and request Quitline Iowa contact me to help me with my quit plan.

_____ (*Initial*) I **DO NOT** give my permission to Quitline Iowa to leave a message when contacting me.
*** By not initialing, you are giving your permission for the quitline to leave a message.*

PATIENT SIGNATURE: _____ DATE: _____/_____/_____

Quitline Iowa will call you. Please check the BEST 3-hour time frame for them to reach you. ***NOTE: The Quitline is open 7 days a week; call attempts over a weekend may be made at times other than during this 3-hour time frame.***

☐ 6AM – 9AM ☐ 9AM – 12PM ☐ 12PM – 3PM ☐ 3PM – 6PM ☐ 6PM – 9PM

WITHIN THIS 3-HOUR TIME FRAME, PLEASE CONTACT ME AT (*CHECK ONE*): ☐ Primary # ☐ Secondary #

Confidentiality Notice: This facsimile contains confidential information. If you have received this facsimile in error, please notify the sender immediately by telephone and confidentially dispose of the material. **Do not review, disclose, copy, or distribute.**

IDPH Iowa Department of Public Health

Fax Number

Provider Information

→ can be filled out once and make copies

Patient Information

Patient Initial & Signature

2A's & R Online Training

Visit and Register:

www.quitlineiowaeducation.org

Complete the 2A's & R online training for continuing education credit

Common Concerns

I'm concerned some of my patients will react negatively if I address their tobacco use.	• 80% of patients want to quit tobacco and patients expect their provider to ask about tobacco use and perceive a higher quality of care when asked
Do I need to ask at every encounter?	• Yes, following up reinforces the importance of quitting, and motivation to quit fluctuates so he or she may have different needs each visit.
I don't have enough time to do this.	• It takes less than 3 minutes to deliver the 2As and R. If you use a team approach, it may be even less time for you.

Common Concerns

What if the individual has other health priorities?	• Tobacco use impacts overall health status and quitting aids in the treatment of other health conditions. This can be especially helpful if you can relate how tobacco specifically impacts the health concern under discussion.
Is the brief intervention effective?	• Yes, this is an evidence-based intervention for all patients. It has been shown to double or triple quit rates. In fact, it is the most effective and cost-effective intervention for adults.
I don't know of any effective referral resources.	• You do now! Quitline Iowa (1-800-QUIT-NOW) is an effective, evidenced-based referrals.

Resources

Free Resources:

- Quitline Iowa rackcards: English and Spanish
- Quitline Iowa Quit Tip Cards
- Other tobacco prevention/education pamphlets
  - **IDPH TUPC Order form**
    http://idph.iowa.gov/tupac/control

How we can Partner??

Community Partnerships

July 9th: Webinar

Local Community Partnerships

35 **Community Partnerships** in all 99 counties of the state are currently under contract

- Prevent the initiation of tobacco use by youth
- Promote cessation among young people and adults
- Eliminate exposure to secondhand smoke
- Coalitions
- Your local Community Partnerships:
  - *http://idph.iowa.gov/tupac/control*

Local Community Partnerships

- Webinar Tomorrow: July 9th at 11:00 am
- https://zoom.us/j/450128066

One tap mobile
+16468769923,,450128066# US (New York)
+16699006833,,450128066# US (San Jose)

Dial by your location
+1 646 876 9923 US (New York)
+1 669 900 6833 US (San Jose)
Meeting ID: 450 128 066
Find your local number: https://zoom.us/u/abMIDwnnrW

Thank you!!