

California Tobacco Flavor Ban:

Addressing Health Equity & How to Engage Priority Populations to Quit Tobacco

July 26, 2023

[CLICK HERE FOR RECORDING](#)



Housekeeping

- All participants will be muted.
- Please enter your name/title and organization into the chat box.
- Ask questions by chat or during the Q&A period at the end.
- This webinar is being recorded and will be made available.

CA Quits Team

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Principal Investigator, Professor
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Quality Data Analyst



CA Quits (2023-2026)

Health Care and Medi-Cal Systems Change



Advance population health cessation strategies and promote health equity



Improve tobacco screening and counseling quality metrics



Facilitate local partnerships with health systems and Medi-Cal managed care plans

Webinar Objectives

1. Understand the impact of menthol/flavor tobacco use among priority populations
2. Identify existing messaging and resources available to help you conduct outreach
3. Discuss promising practices to help individuals quit menthol/flavor tobacco products

CALIFORNIA FLAVORED TOBACCO BAN

Flavored tobacco is out. Saving lives is in.

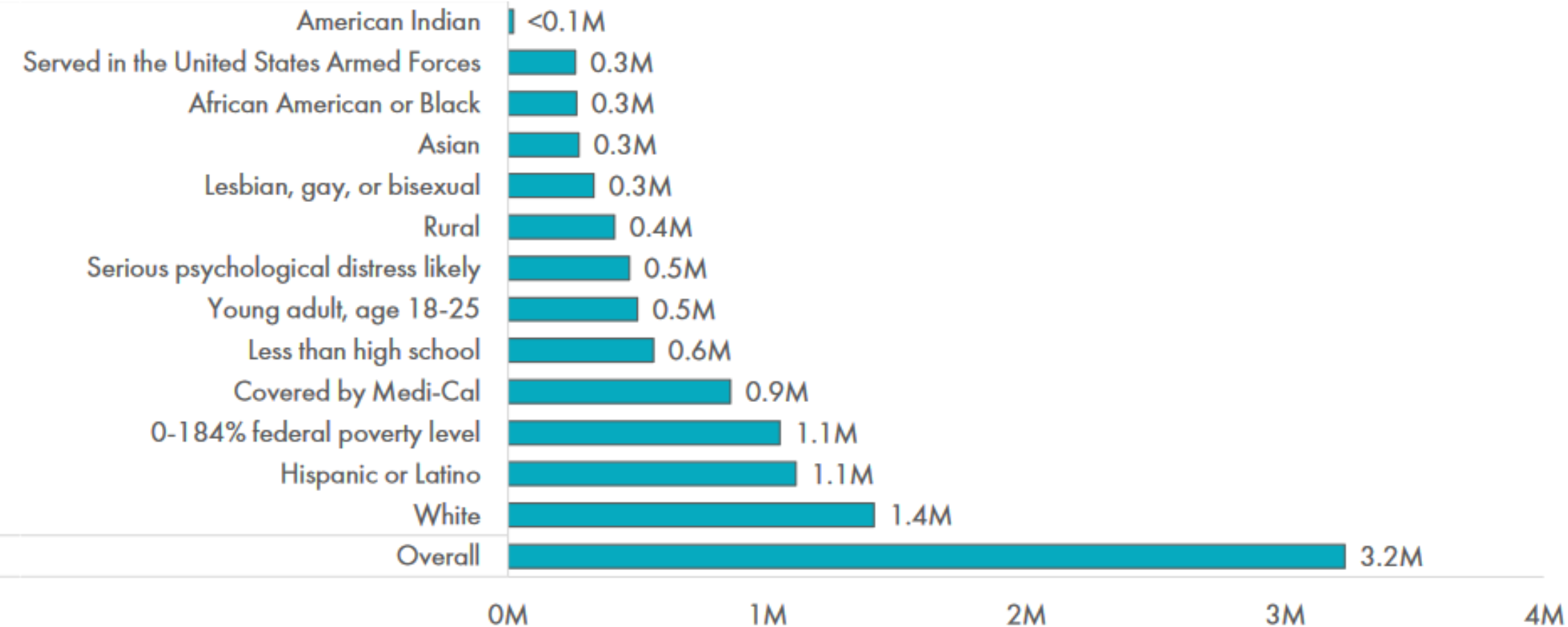
A new law ends the sale of most flavored tobacco products, including vapes and menthol cigarettes, and helps protect all Californians from a lifetime of deadly addiction – especially our kids.

UNDO END
TOBACCO
DAMAGE
NOW



Number of CA Adult Tobacco Users

California Health Interview Survey, 2020-2021



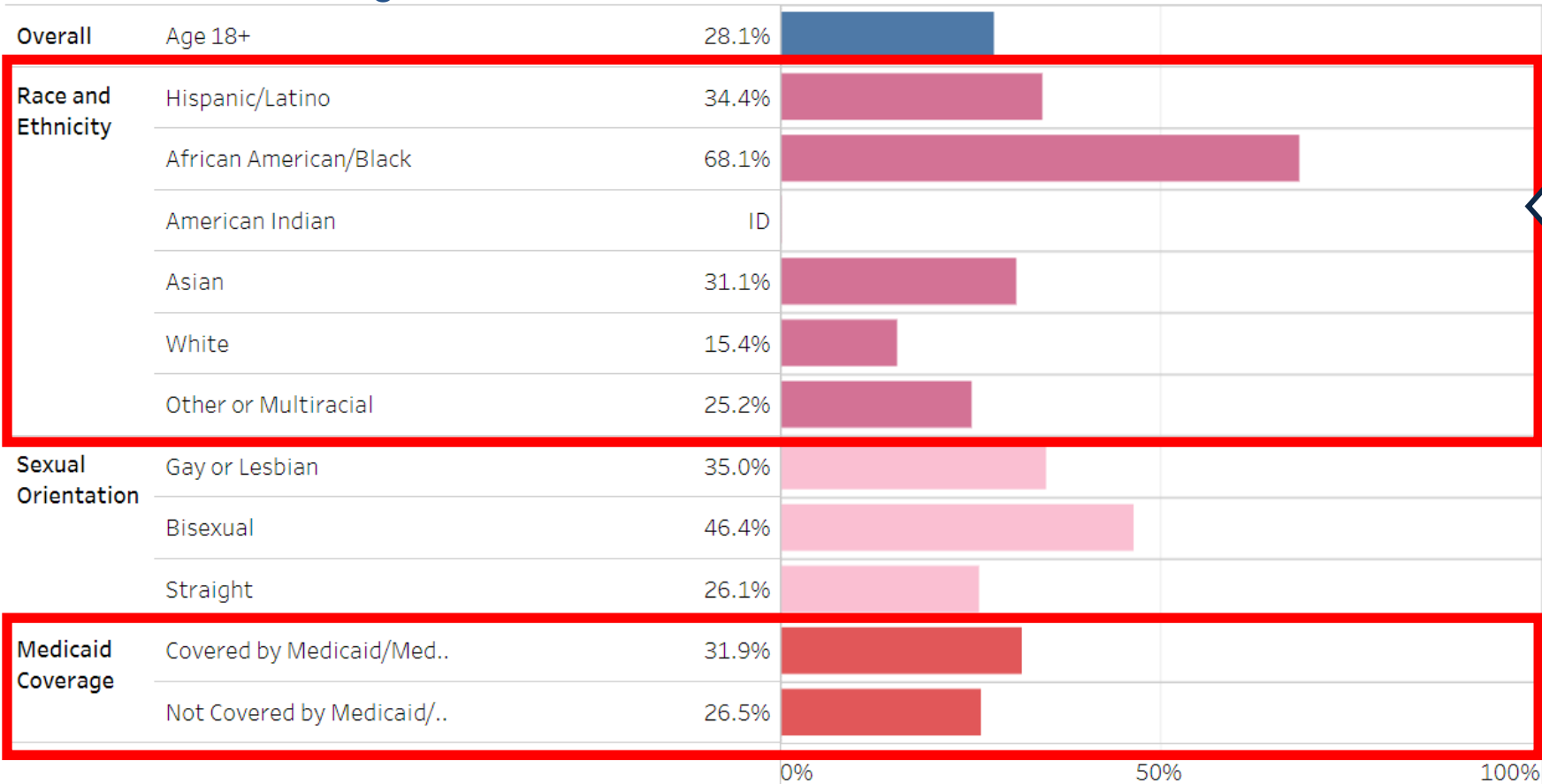
Source: California Department of Public Health, California Tobacco Prevention Program, California Tobacco Facts and Figures 2022.

CA Adult Menthol Cigarette “Usual” Use

1/3 Medi-Cal smokers, Highest in African Americans



Percent of Adult Current Cigarette Smokers Who Usually Smoked Menthol Cigarettes, 2019-2020



Nationally, nearly **85%** of African Americans/Black use menthol.

- Subgroups w/ high menthol use rates:
- **77%** of Native Hawaiian/ Pacific Islander
 - **62%** Puerto Rican
 - **45%** Filipino

Source: California Health Interview Survey (CHIS), 2019-2020; [National Survey on Drug Use and Health](#), Center for Behavioral Health Statistics and Quality, Substance Abuse & Mental Health Data Archive, 2019; Delnevo CD, Gundersen DA, et al. [Smoking-cessation prevalence among U.S. smokers of menthol versus non-menthol cigarettes](#); Mukherjee A, Wackowski OA, et al. [Asian American, Native Hawaiian and Pacific Islander tobacco use patterns](#).

Messaging & Outreach Efforts



Print

Community

Digital

Social media

Effective Messaging



Utilize data



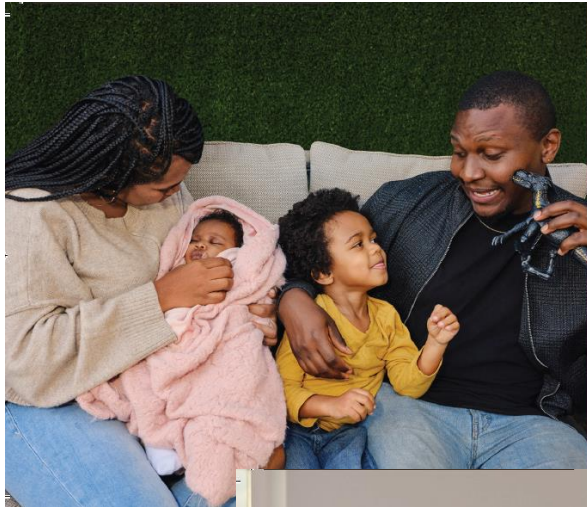
Message is culturally responsive and relevant



Increase reach and frequency

Quit Flavored Tobacco:

7 million Medi-Cal Eligibility Flyers, Kick It CA and CYAN Social Media



CALIFORNIA QUIT FLAVORED TOBACCO— SO CAN YOU.

Get free help to quit flavored tobacco,
including menthol cigarettes.
Call today for information about getting
FREE nicotine patches covered
by Medi-Cal.

PROMO CODE: 32

KICK / T
California
kickitca.org
1-800-300-8086



THE SALE OF MENTHOLS IS NOW PROHIBITED IN CALIFORNIA

IT'S TIME TO
QUIT
MENTHOLS
FOR GOOD

kickitca.org



California quit
flavored vaping
products.
You can too.

Free and anonymous support to quit all
tobacco products: cyanonline.org/quit-tobacco



CALIFORNIA DEJÓ EL TABACO SABORIZADO— USTED TAMBIÉN PUEDE.

Obtenga ayuda gratuita para dejar el
tabaco saborizado, incluidos los cigarrillos
mentolados. Llame hoy para más
información sobre cómo conseguir
parches de nicotina GRATUITOS,
cubiertos por Medi-Cal.

CÓDIGO PROMOCIONAL: 32

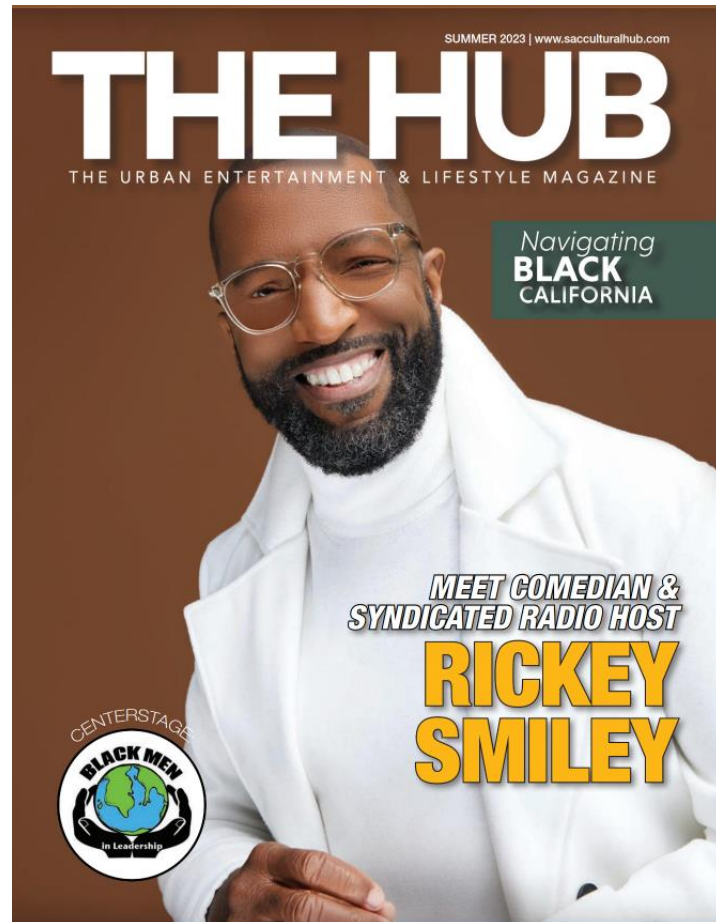
KICK / T
California
kickitca.org/es
1-800-600-8191



I will quit vaping
this year! Quitting
can lower your
stress, anxiety,
depression, and
mood swings.

Get free and anonymous support
cyanonline.org/quit-tobacco

Community Campaign





CALIFORNIA QUIT FLAVORED TOBACCO - SO CAN YOU.

Get free help to quit flavored tobacco, including menthol cigarettes. Call today for information about getting FREE nicotine patches covered by Medi-Cal.

PROMO CODE: 8

 **KICK/T**
California
kickitca.org
1-800-300-8086

 **SACRAMENTO COUNTY PUBLIC HEALTH**
Promote • Prevent • Protect

Sponsored by the Sacramento County Tobacco Education Program.

ISSUU.COM/THEHUBMAG

Become a champion for a smokefree environment.

Learn how you can be a part of the solution.

Visit greaterstobaccofree.org for more information.





 **GREATER SACRAMENTO SMOKE & TOBACCO FREE COALITION**

Sponsored by the Sacramento County Tobacco Education Program.

ISSUU.COM/THEHUBMAG

Health Professional Campaign



**CALIFORNIA JUST
QUIT FLAVORED
TOBACCO.**

A new California law makes it illegal to sell most flavored tobacco, including vapes and menthol cigarettes, protecting our kids from a lifetime of deadly addiction.

LEARN MORE AT [UNDO.ORG](https://undo.org)
GET FREE QUITTING SUPPORT
AT [KICKITCA.ORG](https://kickitca.org)

KICK/IT **UNDO**
California END TOBACCO
SINCE
NOW

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How Health Professionals Can Support Patients to Quit Flavored Tobacco Products



Now is a great time to offer counseling and medication assistance for patients who have been using flavored tobacco products. California no longer allows the retail sale of most flavored tobacco products.

Quick Facts:

- African Americans who smoke have high menthol use rates and much higher rates of cancer, heart disease, stroke, and death.¹
- Most teens and young adults who vape use a flavored tobacco product.²
- Flavors like menthol can make it easier to start and harder to quit.³

How you can help your patients (sample script):

- **ASK A TOBACCO USER:** "Have you used any tobacco products, including chew or vapes?" If yes, "Do you use any flavored tobacco products, like menthol cigarettes or flavored chew/vapes?"
- **ADVISE TO QUIT:** "This could be a good time to think about quitting for your health."
- **ASSIST/REFER:** "[Kick It California](https://kickitca.org) (KIC) can help you with a free plan to quit smoking, chewing, or vaping. They can also tell you more about medications to help you quit."



NOTE

The American Academy of Pediatrics has guidance on prescribing [cessation medication](#) for teens and [sample counseling scripts](#). Teens 13+ years do not need parental consent to call or text KIC for services.

¹ African American Tobacco Control Leadership Council

² CDC (2021) California Tobacco Facts and Figures.

³ CDC (2022) Menthol Smoking and Related Health Disparities.

Engaging communities to quit flavored commercial tobacco products

Panel Discussion

California Tobacco Prevention Program Coordinating Center Statewide Objectives

- **Objective 1:** Tailored educational and Outreach materials and Training and Skill Building/TA
- **Objective 2:** Community Engagement in Commercial Tobacco Prevention and Equity in Funding

Panelists



Dr. Karen Beard, CTTS



Rosendo Iniguez, MPH, Project Director



Priya Raman, Program Coordinator

AMPLIFY

STATE
COORDINATING
CENTER

SAN
FRANCISCO

ELIMINATING TOBACCO PRODUCTS
IN AFRICAN AMERICAN AND
AFRICAN IMMIGRANT
COMMUNITIES



MY ROLE

- FACILITATE CESSATION GROUPS
- NATIONAL SPOKESPERSON
- OVERSEE CESSATION
COMMUNITY-BASED PROJECTS
- COMMUNITY CO-PI



Kick•It•Now

HOW WE SERVE

- FACILITATE COMPLEMENTARY CESSATION GROUPS & CAPACITY BUILDING
- PROVIDE TECHNICAL ASSISTANCE
- ADVOCATE FOR COMMUNITY SELF-DETERMINATION
- PARTICIPATE IN COMMUNITY-BASED RESEARCH



Kick•It•Now

BREAKING FREE FROM NICOTINE IN SOUTH LA



Introduction

The Latino Coordinating Center for a Tobacco-Free California (LCC) is a program of the California Health Collaborative in partnership with the University of Southern California, funded by the California Tobacco Control Program as the Coordinating Center for the Latino community.



LATINO
COORDINATING CENTER
For a Tobacco-Free California

Introduction

The overall goal of the LCC is to facilitate access and use of resources along with communication and collaboration among projects serving Latino communities throughout the state.



Policy Platform: Policy Priorities

- **Prevent Youth Initiation of Tobacco Use.**
- **Prevent Exposure to Secondhand Smoke and Aerosols.**
- **Promote Tobacco Cessation.**
- **Build Community Capacity and Leadership.**





Statewide Pacific Islander Asian American Resource and Coordinating Center (SPARC)



California Tobacco Flavor Ban: Addressing Health Equity and
How to Engage Priority Populations to Quit Tobacco



SPARC

The Statewide Pacific Islander Asian American Resource and Coordinating Center (SPARC) is California specific program under APPEAL.

Our aim is to foster integrative collaboration and communication among organizations across CA to reduce commercial tobacco-related disparities in AA & NH/PI communities.

Reducing Commercial Tobacco Use
Among Native Hawaiian, Pacific Islander
& Asian American Communities



APPEAL 2022 Policy Platform For California Executive Summary

PROTECTING OUR MULTI-GENERATIONAL HOMES

Building a Smoke-Free Generation to Benefit
our Families and Communities

Living in a multigenerational home with a smoker may increase your risk of second-hand smoke and breathing problems.^{1,2}

"Secondhand smoke (SHS) is what you breathe in when you are around a smoker." All levels of smoke are dangerous to your health.

For example, children who grow up around secondhand smoke experience worse and more frequent asthma attacks.³

Adults and children exposed to secondhand smoke can also experience infections and damage to their lungs.

By eliminating the smoke exposure in your home, you can reduce the harmful effect and improve the air quality and health of your family.

Making healthy decisions sets an example for future generations to envision what a smoke-free lifestyle can look like.

If you or someone you know wants to quit, there is free help available.

pihp Pacific Islander Health Partnership
For more in-language materials and NH/PI initiatives, <https://www.pacifichealthpartnership.org>

Statewide Pacific Islander Asian American Resource & Coordinating Center
Learn more at www.appealforhealth.org/SPARC

SPARC



Funding Opportunity

Community Engagement Activity (CEA)
grant for AANHPI- serving organizations
working in tobacco control and/or
COVID-19 in California

APPLY NOW

<http://bit.ly/SPARCEAEXT2021>

DEADLINE: APRIL 2ND, 2021

Offered through APPEAL's
SPARC Program



**Tobacco Use in
AA and NH/PI
Communities**

The Impact of Tobacco on Our Communities
San Mateo County Tobacco Education Coalition
Thursday, September 15, 2022
4:05-4:35 PM PT



Panelists



Dr. Karen Beard, CTTS



Rosendo Iniguez, MPH, Project Director



Priya Raman, Program Coordinator

Q&A

CA Quits Webinar Evaluation



Partner Needs Assessment

Promotional Materials to Quit Flavored Tobacco



California no longer allows the retail sale of most flavored tobacco products. This is an opportunity to raise awareness and help people quit. CA QUIT can help you create and customize a strong messaging campaign to engage different audiences.



Health Professionals

Promote the [Ask, Advise, Refer](#) tobacco intervention and additional resources to support individuals to quit.

Community

Distribute messages to the community and health plan members on how to access [free quit services](#).



Youth & Young Adults

Engage teens and young adults to quit flavored tobacco products by sharing [social media messages](#).

Resources above are from California Tobacco Prevention Program funded projects.
For more information visit: caquits.com

Rev. 7/23



Contact us:

Email: caquits@ucdavis.edu

Connect with us: www.caquits.com

Resources:

[Toolkit](#)

[Ask Advise Refer Flyer](#)

[UC Quits Learning Series \(up to 3.0 Free CMEs\)](#)

[Join our newsletter](#)



Healthcare Systems Toolkit

A guide to integrate tobacco treatment into health systems.

Thank you!

Webinar Resources

California Tobacco Prevention Program's Statewide Coordinating Center Contacts

- Amplify:
 - Contact: Dr. Karen Beard, drbeard@amplify.love
- Latino Coordinating Center:
 - Contact: Rosendo Iniguez, riniguez@healthcollaborative.org
 - Latino Coordinating Center Policy Platform:
 - Ask Advise Referral Guidebook for the Latino Community
- Statewide Pacific Islander Asian American Resource and Coordinating Center (SPARC):
 - Contact: Priya Raman, praman@appealforhealth.org

Additional Resources

- [CA Quits Policy Brief](#)
- [Asian Smokers' Quitline](#) – language lines in (Cantonese, Mandarin), Vietnamese, and Korean
- [Transportation Services for Medi-Cal Members](#)
- [AskCHIS: Tobacco-related data, including PCP advice to quit](#)
- [Press Release on Latinos advised less](#)
- [Press Release on Proactive Outreach strategy](#)