California Tobacco Flavor Ban:

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

July 26, 2023
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

- Dr. Elisa Tong, CA Quits Principal Investigator, Professor of Medicine, UC Davis Health
- Dr. Cindy Valencia, PhD, MPH Project Director
- Shannon Haggitt, MSW Plan & Partner Manager
- Moreen Sharma, CTTS Public Hospital Systems Coordinator
- Rebecca Hsieh, RD Communication & Education Coordinator
- Tasleem Chechi, MPH 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.
Number of CA Adult Tobacco Users
California Health Interview Survey, 2020-2021

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Age 18+</td>
<td>28.1%</td>
</tr>
<tr>
<td><strong>Race and Ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>34.4%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>68.1%</td>
</tr>
<tr>
<td>American Indian</td>
<td>1%</td>
</tr>
<tr>
<td>Asian</td>
<td>31.1%</td>
</tr>
<tr>
<td>White</td>
<td>15.4%</td>
</tr>
<tr>
<td>Other or Multiracial</td>
<td>25.2%</td>
</tr>
<tr>
<td><strong>Sexual Orientation</strong></td>
<td></td>
</tr>
<tr>
<td>Gay or Lesbian</td>
<td>35.0%</td>
</tr>
<tr>
<td>Bisexual</td>
<td>46.4%</td>
</tr>
<tr>
<td>Straight</td>
<td>26.1%</td>
</tr>
<tr>
<td><strong>Medicaid Coverage</strong></td>
<td></td>
</tr>
<tr>
<td>Covered by Medicaid/Med.</td>
<td>31.9%</td>
</tr>
<tr>
<td>Not Covered by Medicaid/</td>
<td>26.5%</td>
</tr>
</tbody>
</table>

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

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

Messaging & Outreach Efforts

- Print
- Community
- Digital
- Social media
Effective Messaging

Utilize data

Message is culturally responsive and relevant

Increase reach and frequency

Source: CDC Health Communications in Tobacco Prevention and Control
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.

KICK/T
KickItCA.org
1-800-300-8086

CALIFORNIA DEJÓ EL TABACO SABORIZADO—USTED TAMBIÉN PUEDE.

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

KICK/T
KickItCA.org/es
1-800-600-8191

California quit flavored vaping products. You can too.

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

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

Source: https://www.sacculturalhub.com
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
GET FREE QUITTING SUPPORT AT KICKITCA.ORG

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.
- Most teens and young adults who vape use a flavored tobacco product.
- Flavors like menthol can make it easier to start and harder to quit.

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 (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.
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
HOW WE SERVE

• FACILITATE COMPLEMENTARY CESSATION GROUPS & CAPACITY BUILDING

• PROVIDE TECHNICAL ASSISTANCE

• ADVOCATE FOR COMMUNITY SELF-DETERMINATION

• PARTICIPATE IN COMMUNITY-BASED RESEARCH
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.
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.
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 Quits 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 available from California Tobacco Prevention Program funded projects. For more information visit: [caquits.com](http://caquits.com)
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