



The E-Cigarette Epidemic: Updated Services from the NYS Smokers' Quitline



Thursday, November 7, 2019

Welcome

Facilitators:

- *Patricia Bax, RN, MS, NCTTP, Marketing and Outreach Coordinator*
- *Tony Astran, MPA, APR, Public Information Specialist*

Presenters:

- *Paula Celestino, MPH, Client Relations and Outreach Director*
- *Sarah Pearson-Collins, MS, CRC, NCTTP,
Director, Training, Development & Support*
- *Darlene Drake, Cancer Prevention Associate II*

Webinar Goal

To update NYS Healthcare Professionals and NYS DOH Bureau of Tobacco Control contractors regarding recent enhancements of Quitline services for electronic nicotine device system (ENDS) users.

Webinar Objectives

At the close of this webinar, participants will be able to:

1. State the Quitline services available for ENDS users.
2. Access Quitline cessation resources for ENDS users and healthcare professionals.
3. Describe current anecdotal themes/trends the Quitline is experiencing from NYS ENDS users who contact the Quitline for services.

Overview

- Roswell Park Comprehensive Cancer Center
- NYS Smokers' Quitline Standard Services
- Enhanced Services for ENDS Users
- Anecdotal Trends and Themes
- Questions & Answers
- Conclusion



About Roswell Park

Roswell Park Comprehensive Cancer Center:

- Located in Buffalo, New York
- Over 60 years as a leader in the field of tobacco control
- Administering the New York State Smokers' Quitline since its launch in 2000
- Offers and provides telephonic and web-based cessation services for health plans and employer groups



NYS Smokers' Quitline

NYSSQL Services

- *Cessation coaching: up to 2 (two) coaching sessions and unlimited incoming calls*
- *Email or text support messages*
- *Nicotine Replacement Therapy*
 - *(phone and online registrations)*
- *Self-help materials*
- *QuitSite: www.nysmokefree.com*
 - *interactive and informational*
- *Refer or triage to other cessation services*
 - *(e.g., health plan, local or healthcare program, Asian Smokers Quitline)*



NYS Smokers' Quitline

NYSSQL NRT Availability*

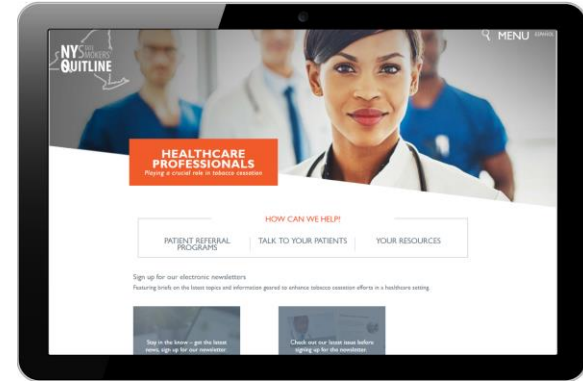
- *Eligibility criteria:*
 - *18 years or older, NYS resident, no contraindications*
 - *Most are eligible!*
- *Can receive supply two (2) times in 12 months with 3-month interval*
- *2- or 4-week supply available depending on resources (currently 4 weeks)*
- *Mailed out in 2-week shipments*
- *Moderate and heavy smokers receive a combination of nicotine patch and the gum or lozenge (combination therapy)*

****Criteria subject to change per NYS BTC supply/discretion & NYC supply***

NYS Smokers' Quitline

NYSSQL Services for Healthcare Professionals

- *Patient Referral Program*
 - *Call within 24-72 hours of referral receipt*
 - *Materials and referral forms*
 - *Technical assistance*
- *QuitSite resources (www.nysmokefree.com)*
- *E-Newsletters*
 - *Quitters Always Win & The Check-Up*
- *Webinars and CME trainings*
- *Connections to local NYS Health Systems Change programs*



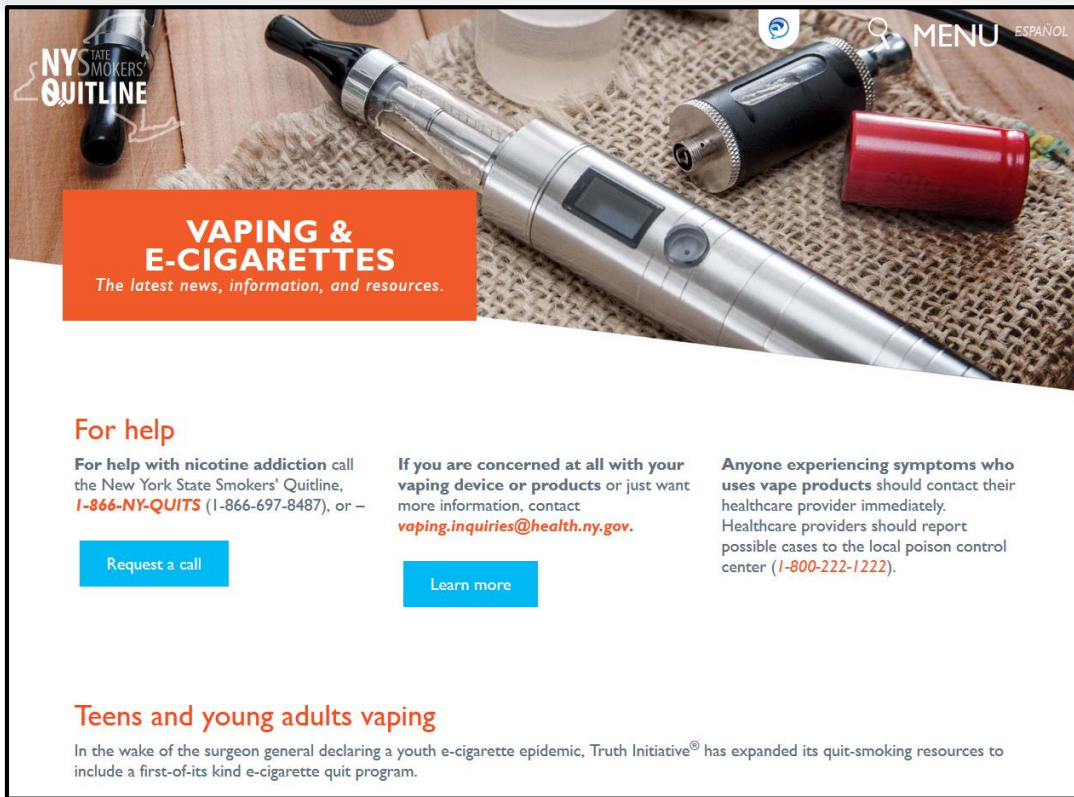
NYS Smokers' Quitline

In light of recent and ongoing news regarding e-cigarettes and vaping, we've updated nysmokefree.com ([e-cigarette page](#) and [landing](#)).



The advertisement features a blue-tinted profile of a man's head. Inside the head, there is a collage of images: a family of four, a doctor, a dollar bill, a white cat, and a lit cigarette. The text on the left side of the ad reads: "NYS SMOKERS' QUITLINE" with a logo, "SMOKING IS AN ADDICTION" in large letters, "Get support. Don't give up." followed by the phone number "1-866-NY-QUITS (1-866-697-8487)". A red oval highlights the text "Vaping & E-Cigarettes" and "Get the latest news, information, and resources. Learn more." in the bottom left corner. In the top right corner, there is a search icon and the word "MENU".

NYS Smokers' Quitline



NY STATE SMOKERS' QUITLINE

VAPING & E-CIGARETTES
The latest news, information, and resources.

For help

For help with nicotine addiction call the New York State Smokers' Quitline, **1-866-NY-QUITS** (1-866-697-8487), or –

[Request a call](#)

If you are concerned at all with your **vaping device or products** or just want more information, contact vaping.inquiries@health.ny.gov.

[Learn more](#)

Anyone experiencing symptoms who uses vape products should contact their healthcare provider immediately. Healthcare providers should report possible cases to the local poison control center (**1-800-222-1222**).

Teens and young adults vaping

In the wake of the surgeon general declaring a youth e-cigarette epidemic, Truth Initiative® has expanded its quit-smoking resources to include a first-of-its kind e-cigarette quit program.

MENU ESPAÑOL

The New York State Smokers' Quitline's Response to Providing Enhanced Services for ENDS Users

Enhanced Services for ENDS Users

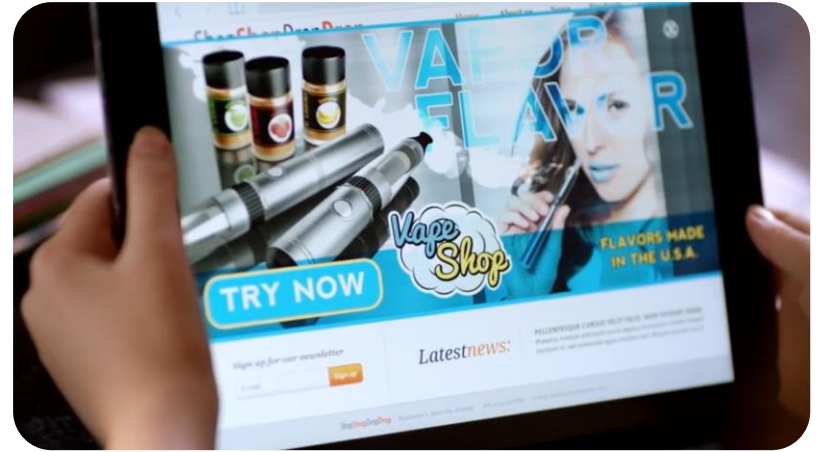


**Department of
Health**

In response to the growing use of ENDS and the escalating reported health concerns, the NYS Department of Health moved swiftly to ensure the Quitline provided comparable services for ENDS users seeking help to quit nicotine use.

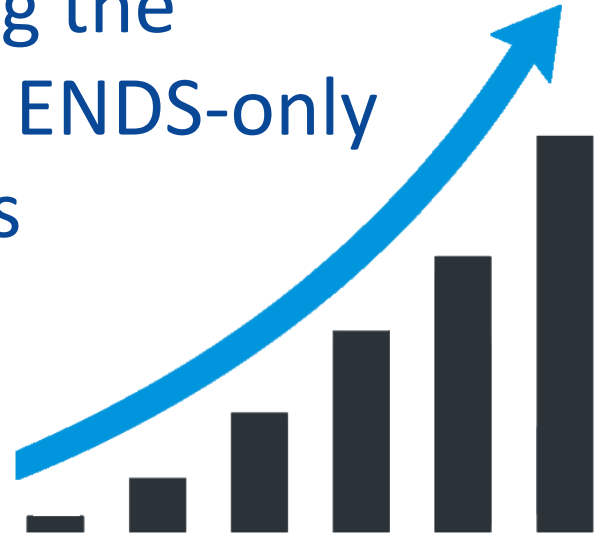
ENDS Enhanced Services

- ✓ As of October 29, 2019, the CDC reported 1,888 confirmed and probable lung injury cases associated with use of ENDS and 2 reported deaths in NYS.



ENDS Enhanced Services

- ✓ Although ENDS users make up a relatively small percent of those contacting the Quitline for help, the number of ENDS-only users contacting the Quitline has increased by **300%** between September-October 2018 and September-October 2019.



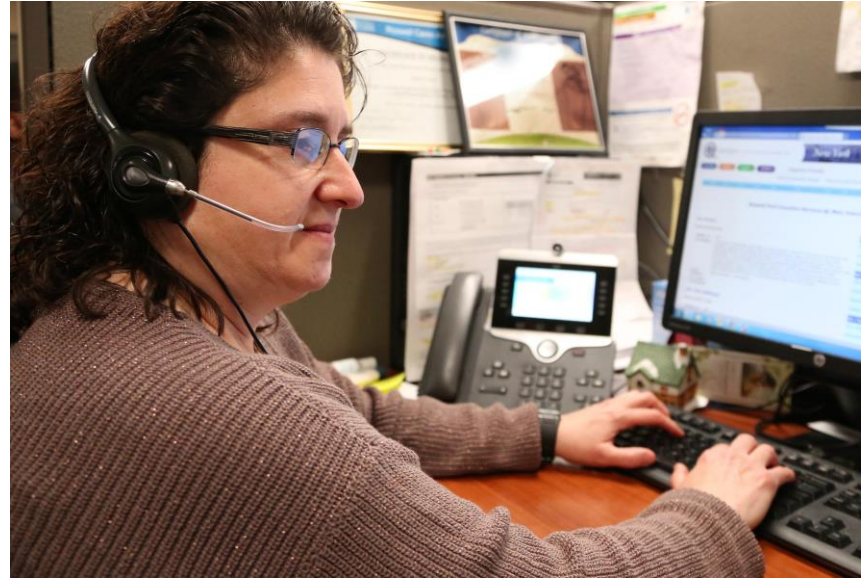
ENDS Enhanced Services

- Members of the NYS DOH and Roswell Park worked in tandem to develop and implement NRT eligibility criteria and tailored coaching support for ENDS users seeking help from the Quitline.



ENDS Enhanced Services

- Since these enhanced services are new, monitoring is in place to make adjustments based on emerging best practices.



ENDS Enhanced Services

- The Quitline is in the process of reviewing our Patient Referral Program to address referring ENDS users to the Quitline.



ENDS Enhanced Services

- Healthcare professionals, as an enhancement to onsite cessation interventions, are encouraged to refer ENDS users to the Quitline using the same processes in place for referring traditional tobacco users.



ENDS Enhanced Services

What Are the Actual Services Provided to
ENDS Users Who Contact the Quitline or Are
Referred by Their Healthcare Professionals?



ENDS Enhanced Services

ENDS users seeking help are assessed for:

- All forms of tobacco use, including combustible and ENDS product use
- Time of use, frequency, and amount
- Level of motivation
- Readiness to quit



ENDS Enhanced Services

ENDS users of any age are eligible for coaching and support, comparable to traditional tobacco users:

- Offered two (2) coaching sessions with evidence-based approaches for treating nicotine dependence
- All tobacco users are advised to talk with their healthcare professional for support
- All insured tobacco users are advised to contact their health plan to access additional cessation benefits

ENDS Enhanced Services

ENDS users 18 years or older are screened to receive NRT comparable to traditional tobacco users:

- Up to 4 weeks of NRT for those who qualify (*most qualify*), 2 times/year
- Combination NRT (patch and gum/lozenge), provided as indicated



Anecdotal Trends and Themes

Anecdotal comments from ENDS users:

- ENDS users have quit smoking years ago.
- Believe because they get their vape products from a vendor, these are safe as opposed to products bought off the street.



Anecdotal Trends and Themes

Anecdotal comments from ENDS users:

- Report sneaking and using in places where smoking is banned.
- Most now think it is “ok” to vape or use ENDS in the house and around family (whereas they didn’t with combustible cigarettes).



Anecdotal Trends and Themes

Additional Points:

- ✓ No reported complaints with NRT use thus far – the behavior and wanting to sneak and smoke is still an issue with most.
- ✓ The contents of vaping products, including the level of nicotine, are not known.

Anecdotal Trends and Themes

Additional Points:

- ✓ Because the use of ENDS is relatively new compared to combustible products, a clear message about vaping and quitting is needed.
- ✓ We are still monitoring NRT use as part of our protocol.
- ✓ The message is still consistent that quitting tobacco-use is the best thing you can do for your health.

Key Points

Cessation coaching support is available for ENDS users contacting the Quitline.

NRT is available for those who qualify.

Healthcare professionals can refer their ENDS-using patients to the Quitline for additional support.

Monitoring and reviewing of best practices are ongoing to improve services for ENDS users.

Questions?



Resources

For more information about e-cigarettes, visit:

- https://www.health.ny.gov/prevention/tobacco_control/campaign/e-cigarettes
- <https://www.nysmokefree.com/FactsAndFAQs/AboutECigarettes>

Additional resources:

- https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm
- <https://www.fda.gov/tobacco-products/products-ingredients-components/vaporizers-e-cigarettes-and-other-electronic-nicotine-delivery-systems-ends>
- <https://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html>
- <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes>

Our Next Webinar...

Please join us for our next webinar:

2019 Healthcare Professional
Communication Preferences Survey:
*Findings and Implications for
the NYS Smokers' Quitline*

Tuesday, November 19, 2019
11:00 AM to 12:00 PM EST

Contact Us Anytime!

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<https://www.nysmokefree.com/NewsRoom>

A wide-angle photograph of the Roswell Park Comprehensive Cancer Center. The main building is a large, multi-story structure with a prominent curved section on the left, finished in reddish-brown brick with horizontal bands of windows. The name "ROSWELL PARK" is visible on the upper part of the building. In the foreground, there is a well-maintained green lawn with several wooden benches and a paved walkway. The sky is blue with scattered white clouds. A teal and green graphic overlay is in the top right corner, and a green bar is at the bottom.

Thank
you!

ROSWELL PARK COMPREHENSIVE CANCER CENTER