

**Men's Health:  
The Importance  
of Health  
Screening &  
Cessation**

The Louisiana Campaign  
for Tobacco-Free Living

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Empowering People  
and Communities  
Series

# About TFL's Empowering People and Communities Series

**"Equitably bringing health education, resources and hope to people, populations, and communities in Louisiana."**

# Welcome.

We're happy you're joining us today.

# Today's Panelist



Rene' Stansbury, BS, CHES

Region IV, Regional  
Manager with the Louisiana  
Campaign for Tobacco Free  
Living



Paula Jordan

Community Relations  
Representative with  
Louisiana Healthcare  
Connections



Chrishelle Stipe, MPH, NCTTP

Cessation Manager with the  
Louisiana Campaign for  
Tobacco Free Living



## **Men's Health: Matters of the Heart**

# Overview

- Introduction
- Five fantastic heart facts
- Code red
- Heart disease risk factors
- Warning signs of a heart attack
- Good eats for good beats
- Commit to be fit
- Stay motivated and keep it fun

# Introduction to Men's Health

According to the National Center for Health Statistics (2019-2020):

- 13.2% of men aged 18 and over are in poor or fair health
- 40.5% of men aged 20 and over are obese
- 51.9% of men aged 20 and over have hypertension
- The leading cause of death in men are heart disease, cancer and COVID19

# Five Fantastic Heart Facts

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1

The average adult heart beats 72 times a minute.

2

A healthy heart can pump 2,000 gallons of blood through 60,000 miles of blood vessels each day.

3

Every day, the heart makes enough energy to drive a truck 20 miles.

4

The “thump-thump” of a heartbeat is the sound made by the four valves of the heart closing.

5

A woman’s heart beats faster than a man’s.



# Code Red

## HEART HAZARDS AND WARNING SIGNS



Inactivity



Obesity



Hypertension



Tobacco  
Usage



High  
Cholesterol



Diabetes



Stress

# Heart Disease Risk Factors

## BEYOND YOUR CONTROL

### Family History

Diagnosis  
before age 55  
in father or  
brother

### Gender

Men have  
increased risk  
of developing  
heart disease

### Age

Risk for men  
increases after  
age 45

### Race

African  
Americans

Native  
Hawaiians,  
African Indians  
and Mexican  
Americans

# Warning Signs of A Heart Attack

## WHAT TO DO ABOUT IT

Sudden chest  
pain or pressure

Tightening of  
Chest

Pain that spreads  
from chest

Sweating

Nausea

Dizziness

Shortness of  
Breath

Heartburn-like  
symptoms

Rapid or irregular  
heart beats

Extreme  
weakness/anxiety

**Call your doctor or Dial 911**



# Good Eats for Good Beats

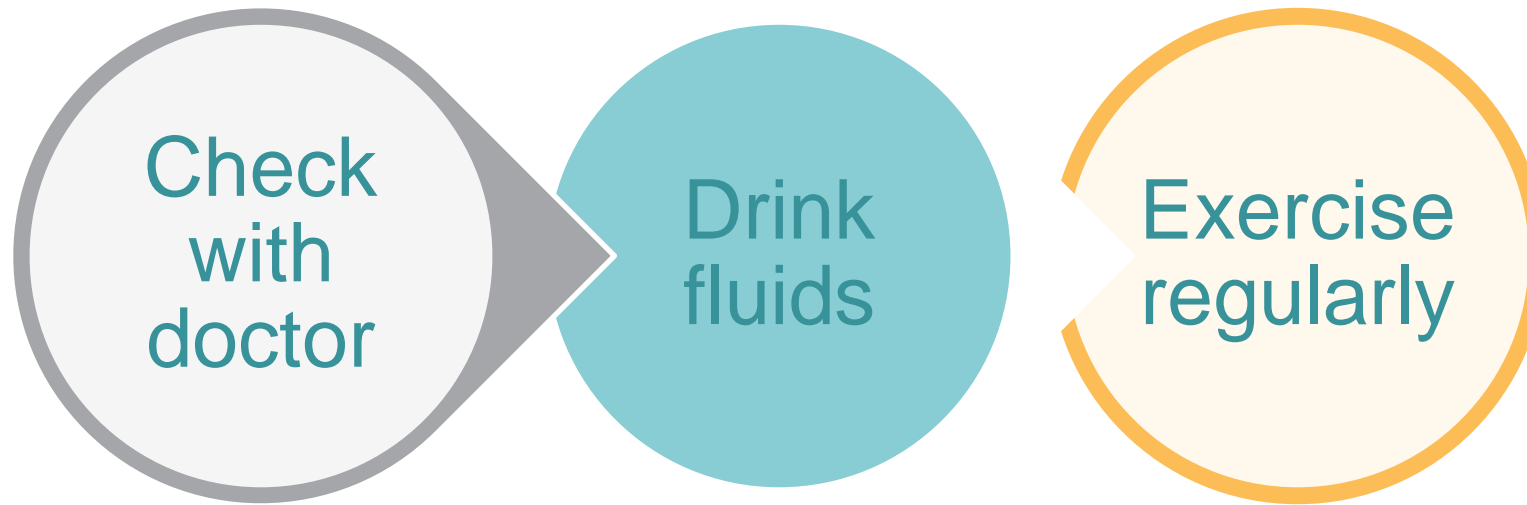
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- **Eat Regular Meals**

- Fruits and Vegetables
- Low or Nonfat Dairy
- Lean meats
- Reduce Saturated Fats
- Limit salt and added sugars
- Eat fiber each day

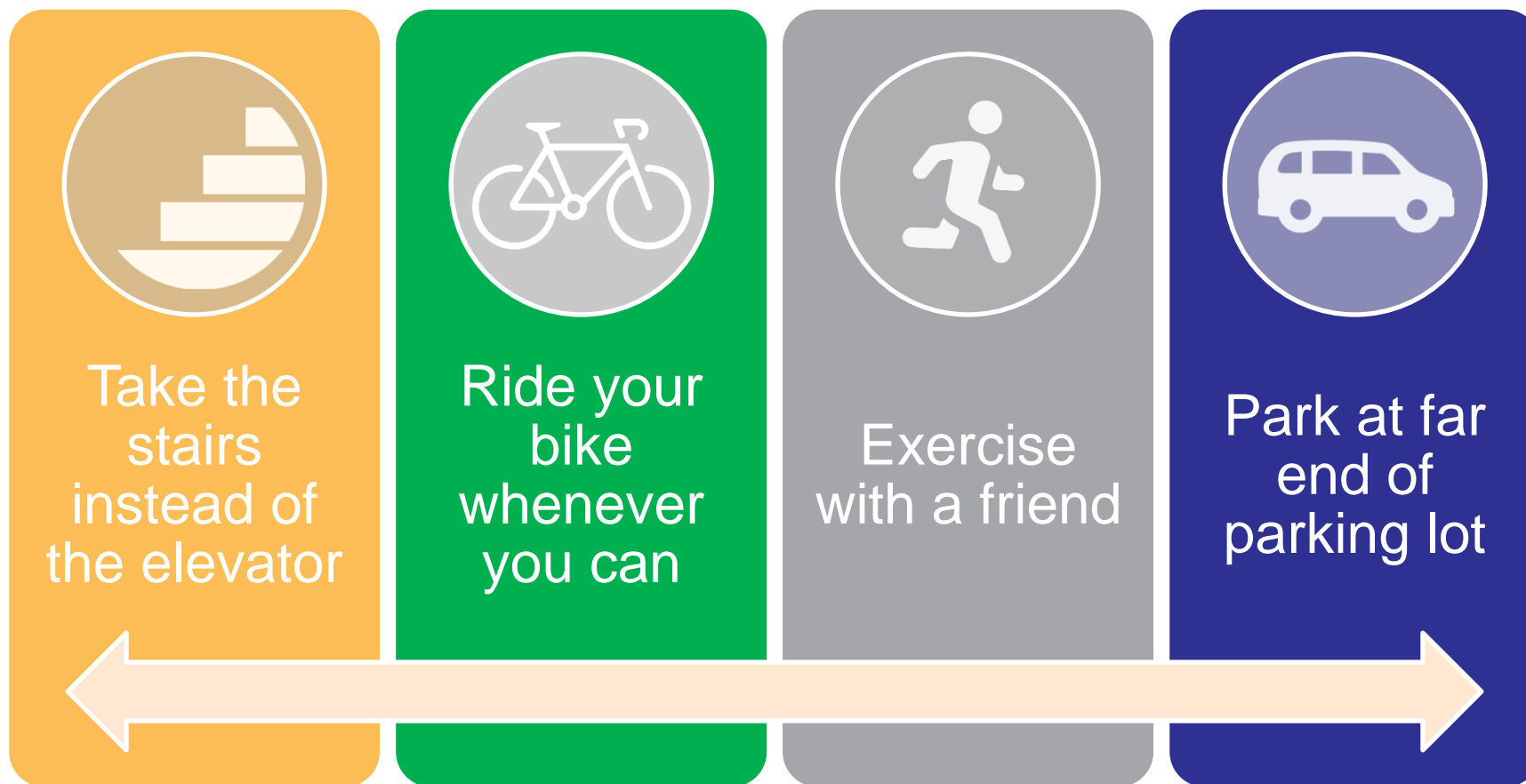
# Commit to Be Fit

## EXERCISE GUIDELINES



# Stay Motivated and Keep It Fun

## EXERCISE IDEAS



# Want to learn more about Louisiana Healthcare Connections?



[chooselouisianahealth.com](http://chooselouisianahealth.com)



1-866-595-8133: TTY 711



*Monday – Friday 7am to 7pm*

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# THANK YOU

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# Louisiana Cessation

Ms. Chrishelle Stipe

The Louisiana Campaign for Tobacco Free Living

# Louisiana Tobacco Quitline Services

## POINT OF ENTRY INTO QUITLINE SERVICES

| PHONE  | WEB  | TEXT2ENROLL   |
|--|--|---|
| <p><b>1-800-QUIT NOW</b><br/><b>Quit Coach</b><br/>---</p> <ul style="list-style-type: none"> <li>• Coaching calls</li> <li>• Program website</li> <li>• Medications – 18+ years <ul style="list-style-type: none"> <li>➢ 2-wks of nicotine patch/gum</li> </ul> </li> <li>• Quit guide (13+ years)</li> <li>• 1-call (18+ years)</li> <li>• 5-call program - ready to quit <ul style="list-style-type: none"> <li>• within 30 days/already quit</li> </ul> </li> <li>• 10-call program - pregnant women (18+ years)</li> <li>• 5-call Youth Support Program ages 13-17</li> </ul> | <p><a href="http://www.QuitWithUsLA.org">www.QuitWithUsLA.org</a><br/><b>Web Coach</b><br/>---</p> <ul style="list-style-type: none"> <li>• Email, text, and online support</li> <li>• Program website</li> <li>• Medications – 18+ years <ul style="list-style-type: none"> <li>➢ 2-wks of nicotine patch/gum</li> </ul> </li> <li>• Email – 13+ years</li> <li>• Quit guide (13+ years)</li> </ul> | <p><b>Text “Ready” to 200-400</b><br/><b>Quit For Life®</b><br/>---</p> <ul style="list-style-type: none"> <li>• Choice of options:</li> <li>• Phone (call programs)</li> <li>• Online Sessions</li> <li>• Web Coaching</li> <li>• Text Coaching</li> <li>• Email reminders</li> <li>• 2-wks of nicotine patch/gum</li> </ul> |



**Text2Quit – text coaching**  
**Connect with Quit Coach and interact with Web Coach via mobile phone**

# Partnerships in Cessation



Louisiana Tobacco Control Initiative (LA-TCI)

Phone: 1.866.457.QUIT (7848)

Email: [latci@lsuhsc.edu](mailto:latci@lsuhsc.edu)

Web: [www.latci.org](http://www.latci.org)

- Behavioral Counseling (Inpatient, Group, Virtual or Phone)
- Provider referrals to LA Tobacco Quitline counseling
- Information and access to cessation medication assistance
- Self Help materials
- Referrals to the SCT program for additional benefits

- Systems Change
- Health Services & Behavioral Research
- Direct Care

# Partnerships in Cessation



## Smoking Cessation Trust

504-529-5665

Toll Free 1-855-259-6346

Service@SmokingCessationTrust.org

Visit [www.smokingcessationtrust.org](http://www.smokingcessationtrust.org)

- Louisiana residents
- Initiated smoking before Sept 1, 1988
- No new enrollments following July 11, 2022
- Existing enrollees continue to receive services up to 5 years

# African American Male Cessation Initiative (AAMCI)

The goals of the campaign are to educate African-American male tobacco users about the cessation resources available to them and drive those in selected Louisiana communities to visit the Louisiana Tobacco Quitline website ([QuitWithUsLa.org](http://QuitWithUsLa.org)) or call (1-800-QUIT-NOW) to receive Tobacco Cessation services.

- New Orleans
- Baton Rouge
- Shreveport
- Alexandria
- Monroe
- Opelousas
- “Cluster Market”

Partnered with MEE to develop media materials and implement “tailored” media campaigns and messaging towards Black males

- Billboards
- Radio
- Transit ads
- Social Media

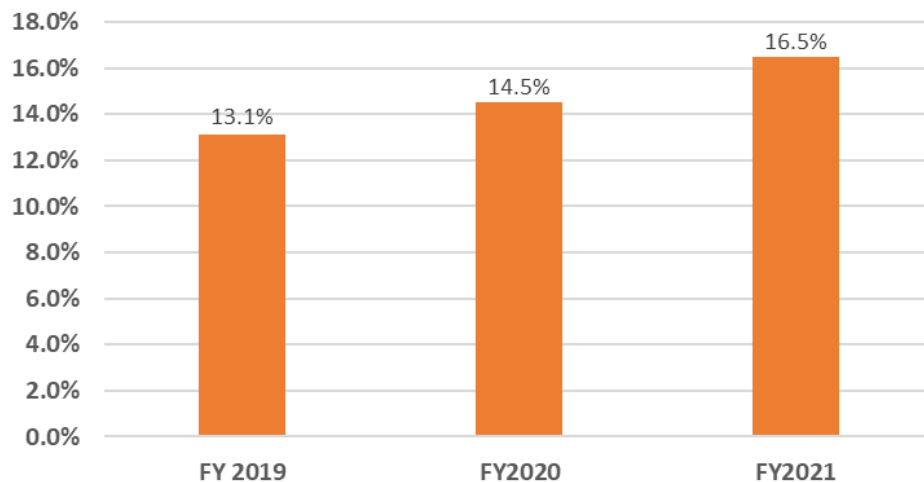
# African American Male Cessation Initiative

Partnered with Southern University Ag Center's Communities of Color (CoC) to do "tailored" education and awareness within communities

**AAMCI**

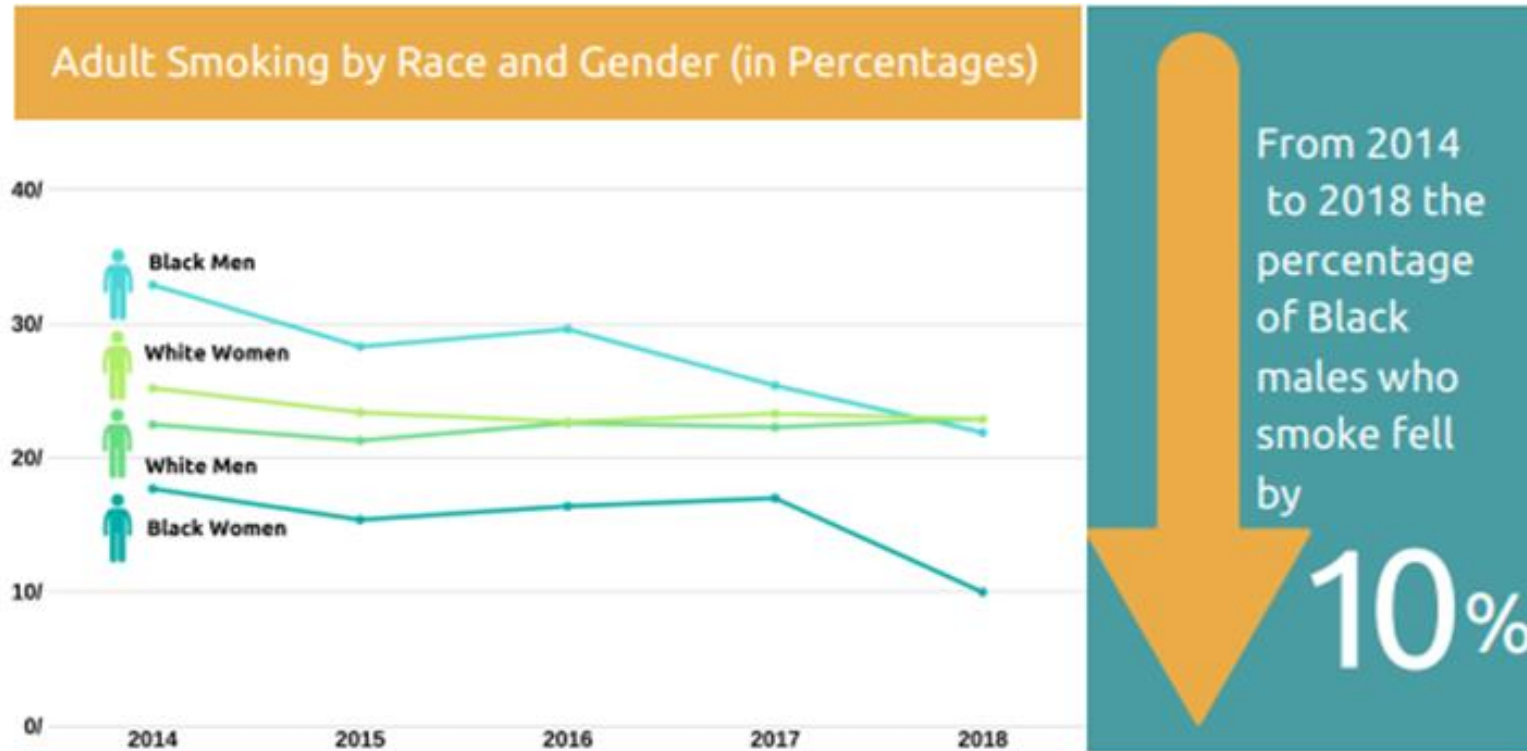
**QUIT**  
**WITH US, LA**  
— LIVE LIFE —  
TOBACCO - FREE

African American Male Quitline Utilization



## FIVE-YEAR OVERVIEW

# Tobacco Use Prevalence Among African American Males



Tobacco use among Black males is on the decline: For the 1st time in 5 years Black males are not the largest percentage of cigarette smokers.



## Policy Methodology

### Phase I: Assessment

- Identify the organization and initiate a discussion on program criteria
- Assess the level of awareness and program interest of the organization
- Meeting with Faith Leader to obtain consent. (i.e., virtual, phone call, in-person)
- Arrange a timeline for the implementation process

### Phase II: CoC Network Tobacco Curriculum (can be done virtually or in-person)

- Educational Awareness Workshops (i.e., Tobacco 101 Presentation, Cessation, Menthol, New Products, Secondhand Smoke (SHS), Vaping, Social Justice, Tobacco Products, Industry Monitoring and more)
- Booth Displays (i.e., various church functions, health fairs, back-to-school activities, holiday services and more)
- Tobacco-Free Pledge Drivers/Sabbath Days
- Church Bulletin Board materials (i.e., "No Menthol Sundays", "Quit With Us", "La", cessation resources and more)
- Ministry Alliance (i.e., women, men, youth, health, seniors, music, and others)

### Phase III: Policy Adaptation, Implementation & Collaborative Partnership

- Acknowledgment of policy adoption, signage display, and implementation.
- Obtain documentation of policy agreement from Faith Leader, via a copy of the signed policy and photo.
- Media exposure regarding Tobacco-Free Policy via social media and/or traditional media outlets.
- Continuous support following implementation (i.e., various church service events, educational resources, cessation materials and more)

*"The power of community to  
create health is far greater than  
any physician or hospital."*

~Mark Hyman

Southern University Agricultural Research and Extension Center  
Communities of Color Network

Ashford O. Williams Hall  
P.O. Box 10010  
Baton Rouge, La 70813

[www.suagcenter.com/communities-of-color](http://www.suagcenter.com/communities-of-color)

[www.tobaccofreeliving.org](http://www.tobaccofreeliving.org)



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COMMUNITIES  
OF COLOR NETWORK

## Tobacco-Free Church Curriculum

*"This holistic view of health, the belief that health has  
three dimensions: the spirit, the mind, and the physical  
well-being is having a resurgence in our churches."*

~National African American Tobacco Education Network





# Great American Smokeout







**Communities of Color Network (CoC) webpage**  
<https://www.suagcenter.com/page/communities-of-color-network>

**CoC Facebook Page**  
<https://www.facebook.com/SUAgCoC>

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*introducing...*

**LIVE VAPE FREE**

# LIVE VAPE FREE

## Step 1

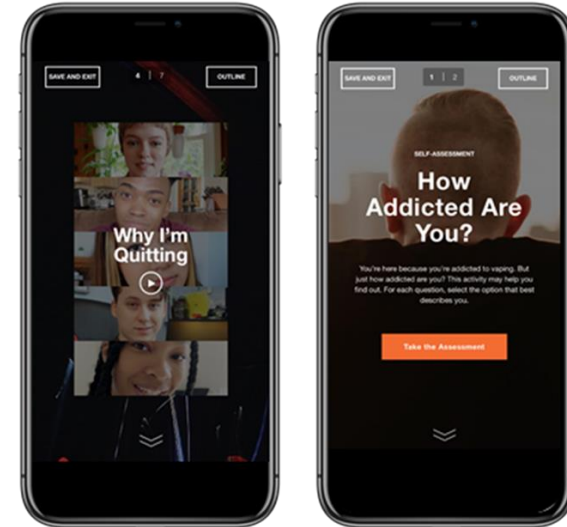
Participant texts  
**VAPEFREE** to **873373**

## Step 2

Participant completes a  
brief assessment

## Step 3


- Experience kicks off with the first introductory lesson
- Teen sets a quit date



ALL IMAGES ARE FPO

Videos • Quizzes • Self-assessments • Flip cards • Audio and podcasts

# Takeaway and Resource

| <div>  <b>THE LOUISIANA CAMPAIGN FOR TOBACCO-FREE LIVING</b><br/> <small>A Program of the Louisiana Cancer Research Center and the Louisiana Public Health Institute</small> </div> <div> <p>Several options are available for individuals who would like support in quitting tobacco products. For additional information regarding any of the resources listed below, contact <a href="mailto:tobaccofreeliving@lphi.org">tobaccofreeliving@lphi.org</a>.</p> </div> |  |   |
|---|--|---|
| RESOURCE  | WHAT SERVICES ARE OFFERED?   | WHO QUALIFIES?  |
| <b>Quit With Us, Louisiana</b><br><br>Call 1-800-QuitNow<br>Text READY to 200-400<br>Visit <a href="http://QuitWithUsLa.org/Act">QuitWithUsLa.org/Act</a>   | <ul style="list-style-type: none"> <li>1:1 live coaching calls</li> <li>Web Coaching</li> <li>Text Coaching</li> <li>Welcome kit/guide</li> <li>Medication/quitting aids/nicotine patches (available to users 18+)</li> <li>Encouragements and reminders sent via email/text</li> <li>Referrals to local tobacco quit services</li> <li>Support for quitting tobacco products, including cigarettes, dip, chew, vape products, etc.</li> <li>Available 24/7</li> </ul> | Louisiana residents:<br>Ages 13+ for coaching services;<br>Ages 18+ for medication services   |
| <b>Live Vape Free</b><br><br>Text VAPEFREE to 873373  | <ul style="list-style-type: none"> <li>Text-based cessation coaching</li> <li>Videos, quizzes, and podcasts used as aides to support cessation efforts</li> <li>Individualized content and coaching</li> <li>Support to quit Vape Use</li> <li>Available 24/7</li> </ul>   | Louisiana residents ages 13 - 17  |
| <b>Louisiana Tobacco Control Initiative (TCI)</b><br><br>Call 1-866-457-QUIT (7848)<br>Email <a href="mailto:LATCI@lsuhsc.edu">LATCI@lsuhsc.edu</a><br>Visit <a href="http://www.LATCI.org">www.LATCI.org</a>   | <ul style="list-style-type: none"> <li>Inpatient/group behavioral cessation counseling</li> <li>Counseling done by phone/a virtual setting</li> <li>Self-help materials</li> <li>Referrals and resources</li> <li>Support for quitting tobacco products, including cigarettes, dip, chew, vape products, etc.</li> </ul>   | Louisiana residents ages 18+  |
| <b>Smoking Cessation Trust</b><br><br>Call 504-529-5665<br>Call Toll Free 1-855-259-6346<br><br>Email <a href="mailto:Service@SmokingCessationTrust.org">Service@SmokingCessationTrust.org</a><br>Visit <a href="http://www.smokingcessationtrust.org">www.smokingcessationtrust.org</a>  | <ul style="list-style-type: none"> <li>Inpatient and outpatient cessation programs</li> <li>Multi-week smoking cessation programs</li> <li>Reimbursement for medications and therapies</li> <li>Resources and referrals</li> <li>Support for quitting tobacco products, including cigarettes, dip, chew, vape products, etc.</li> </ul>  | Louisiana residents who began smoking before September 1, 1988<br><br>No new enrollments following July 11, 2022. Existing enrollees will continue to receive services. |

Additional resources:  
**Quit With Us, Louisiana**  
<https://quitwithusla.org>

**The Louisiana Campaign for Tobacco-Free Living**  
<https://tobaccofreeliving.org/cessation>

**Louisiana Department of Health - Well Ahead Louisiana**  
<https://wellaheadla.com/prevention/tobacco>



**Thank You!**

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# Q&A Session

Let's start a conversation.

# Conclusion

Let's recap.



# Thank you.

We look forward to seeing you again.