







Empowering People and Communities Series (EPCS)

Many Roads, One Goal: Veterans Share Real Paths to Smoking Cessation

THE LOUISIANA CAMPAIGN FOR TOBACCO-FREE LIVING

A Program of the Louisiana Cancer Research Center and the Louisiana Public Health Institute

WHO WE ARE

The Louisiana Campaign for Tobacco-Free Living (TFL) is a program of the Louisiana Cancer Research Center and the Louisiana Public Health Institute. TFL engages in local and state-wide tobacco control and prevention efforts focusing on:



GOAL 1

To prevent Louisiana's youth from beginning to use tobacco



GOAL 2

To eliminate exposure to secondhand smoke



GOAL 3

To promote quitting among adults and young people



GOAL 4

To identify and eliminate cancer and other tobacco-related health disparities



GOAL 5

To facilitate effective coordination of all tobacco control & prevention initiatives statewide

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About TFL's Empowering People and Communities Series

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

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Learning Objectives

- After participating in this session, attendees (veterans, families, and clinicians working with veterans) should be able to outline the paths to smoking cessation for veterans - the LA Quitline, the VA & SmokeFreeVet programs, and clinical smoking cessation best practice interventions.
- After participating in this session, attendees should be able to understand and empathize with the impact of tobacco on veterans, particularly the need for smoking cessation for veterans health over their lifetimes - shared by veterans for other veterans.
- After participating in this session, attendees should have a greater understanding of the real health risks for veterans from smoking of lung cancer and other tobacco related cancers and the corresponding need for early screening and detection.

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Moderators



Bradley D. “Brad” Wellons, JD, MA
Regional Manager, Greater New Orleans & Bayou River Parishes
The Louisiana Campaign for Tobacco-Free Living



Mitzi Lasalle Guillory
Regional Manager, Central & SW Louisiana
The Louisiana Campaign for Tobacco-Free Living

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Panelists



Jesse Guillory
Veteran



Maximino “Max” Martell, PA
Physician Assistant
Healthcare Heroes Lead, Legion of Mars

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Veterans, Cessation & Cancer: Resource Pages

Smoking cessation resources • Lung & tobacco-related cancer resources

Quit With Us, Louisiana — The Louisiana Tobacco Quitline

Free, confidential help for every Louisiana resident age 13+

- **Call 1-800-QUIT-NOW (1-800-784-8669)** — free, 24 hours a day, 7 days a week
- Online: **quitwithusla.org**
- Text a coach: **text "READY" to 21586**
- Five free personal coaching sessions (phone, web chat, or text) plus unlimited inbound support
- Free nicotine replacement therapy (gum or patches) for eligible callers
- Coaching available in English, Spanish, and 150+ other languages; TTY/TDD for deaf & hard-of-hearing: 1-877-777-6534

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VA Tobacco Cessation Resources

For veterans enrolled in VA health care

- Quit VET quitline: **1-855-QUIT-VET (1-855-784-8838)** — Mon–Fri, 9am–9pm ET, English & Spanish
- SmokefreeVET texts: **text VET to 47848** (Spanish: text VETesp to 47848)
- Stay Quit Coach app: **mobile.va.gov/app/stay-quit-coach**
- Learn more: **mentalhealth.va.gov/quit-tobacco** and **veterans.smokefree.gov**
- Counseling (individual & group, in person or via VA Video Connect) plus prescription meds and NRT — available at every VA medical center
- Medication + counseling together gives the best chance of quitting for good

What Primary Care Providers Can Do

The 5 A's — USPHS Clinical Practice Guideline: Treating Tobacco Use and Dependence

- **ASK** — about tobacco use at every visit; record smoking status as a vital sign
- **ADVISE** — every tobacco user to quit, with a clear, strong, personalized message
- **ASSESS** — readiness to quit; for patients not ready, use motivational interviewing (the 5 R's)
- **ASSIST** — with a quit plan: set a quit date, offer pharmacotherapy (NRT, bupropion, varenicline), refer to counseling
- **ARRANGE** — follow-up contact, especially around the quit date
- **Ask-Advise-Refer:** a 30-second version that works — ask, advise, then refer to 1-800-QUIT-NOW or the VA quitline
- USPSTF: clinicians should screen all adults for tobacco use and offer cessation interventions — even brief (<3 min) advice increases quit rates

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Lung & Tobacco-Related Cancer Resources

Support, screening info, and helplines for veterans and families

- American Lung Association — **1-800-LUNGUSA (1-800-586-4872)** · **lung.org** — VA national partner on veterans' lung health
- GO2 for Lung Cancer — **1-800-298-2436** · **go2.org** — VA partner on lung cancer screening; support & clinical-trial matching
- LUNGevity Foundation — **HELPLine 833-797-5800** · **lungevity.org**
- American Cancer Society — **1-800-227-2345** · **cancer.org** — rides to treatment, support groups, resource database
- Lung Cancer Research Foundation support line: **1-844-835-4325**
- VA: National Oncology Program; veterans with toxic exposures during service should ask about PACT Act eligibility for expanded care and screening

Q&A Session

Let’s start a conversation.

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Takeaway and Resources

www.tobaccofreeliving.org

1-800-Quit Now

www.quitwithusla.org

Text **Ready** to **21586**

Well-Ahead Louisiana

https://wellaheadla.com

UNFILTERED FACTS :
https://unfilteredfacts.com/

w.wellaheadla.com

(teens & young adults)

https://livevapefree.com

School Vape Free Toolkit

https://wellaheadla.com/prevention/tobacco/youth-tobacco-use/school-vape-free-toolkit/

PAVE – Parents Against Vaping E-Cigs

https://www.parentsagainstvaping.org/









Thank you

We look forward to seeing you again

Creating a Healthier, Tobacco-Free Louisiana

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