

# Welcome.

**We're happy you're joining us today.**

**Please take our pre-survey while you wait for the webinar to begin.**

**1 hour CEU will be available for Certified Health Education Specialists and Social Workers.**

# Today's Facilitator



Jennifer W Gilchrist, LCSW, NCTTP  
Regional Manager, Region 6  
The Louisiana Campaign for  
Tobacco-Free Living (TFL)

# **Tobacco Disparities and Inequities**

Cessation Concerns,  
Best Practices, and  
Resource Challenges  
in Region 6

## 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."**

# Learning Objectives

- ❑ To identify the importance of tobacco cessation in preventing chronic disease and to identify the impact on populations disproportionately affected by tobacco use (disparities and inequities)
- ❑ To identify existing statewide and other cessation resources
- ❑ To discuss obstacles in R6 to in-person cessation services through a panel discussion

# Today's Speakers and Panelists



Michael D. Celestin, Jr.,  
Ph.D., CHES, NCTTP

Assistant Professor of  
Behavioral and Community  
Health Sciences, LSU  
Health New Orleans  
School of Public Health  
and Director of the  
Louisiana Tobacco Control  
Initiative.



Chrishelle H. Stipe, MPH,  
NCTTP

Cessation Manager, The  
Louisiana Campaign for  
Tobacco Free Living (TFL)



Stephanie Kennedy,  
MPH, TTS

Sr. Project Manager,  
Policy & Equity, Program  
Manager, ASIRT, LPHI



Cynthia Upton, TTS,  
NCTTP

Associate Certified  
Coach (ACC)

# Michael D. Celestin, Jr.

## PhD, NCTTS, CHES

- **Assistant Professor** of Behavioral and Community Health Sciences in the LSU Health New Orleans School of Public Health and **Director** of the Louisiana Tobacco Control Initiative. He has over 20 years of experience in tobacco prevention and cessation program development, implementation, evaluation, and research in community and health system settings. Dr. Celestin obtained his doctorate in Public Policy from Southern University in 2019 and maintains certification as a Health Education Specialist and a Tobacco Treatment Specialist.
- He will speak to us today on the importance of tobacco cessation in preventing chronic disease, especially for underrepresented group impacted by tobacco use by sociodemographic characteristics.

# Tobacco Use and Chronic Disease

Michael D. Celestin Jr., PhD, NCTTS, CHES

***Assistant Professor***, Behavioral and Community Health Science

***Director***, Louisiana Tobacco Control Initiative

School of Public Health

LSU Health New Orleans



# Agenda

- Health and economic burden of chronic disease
- Risk factors for chronic disease
- Chronic disease causally linked to tobacco use
- Tobacco use in the US, Louisiana, and Region 6

# Chronic Disease

- According to the Centers for Disease Control and Prevention, nearly one out of every two Americans suffers from a chronic disease, defined as a non-communicable disease (NCD) with a prolonged duration.
- Chronic disease is the number one cause of death in the U.S.



# Chronic Disease among U.S. Adults

## 6 out of 10

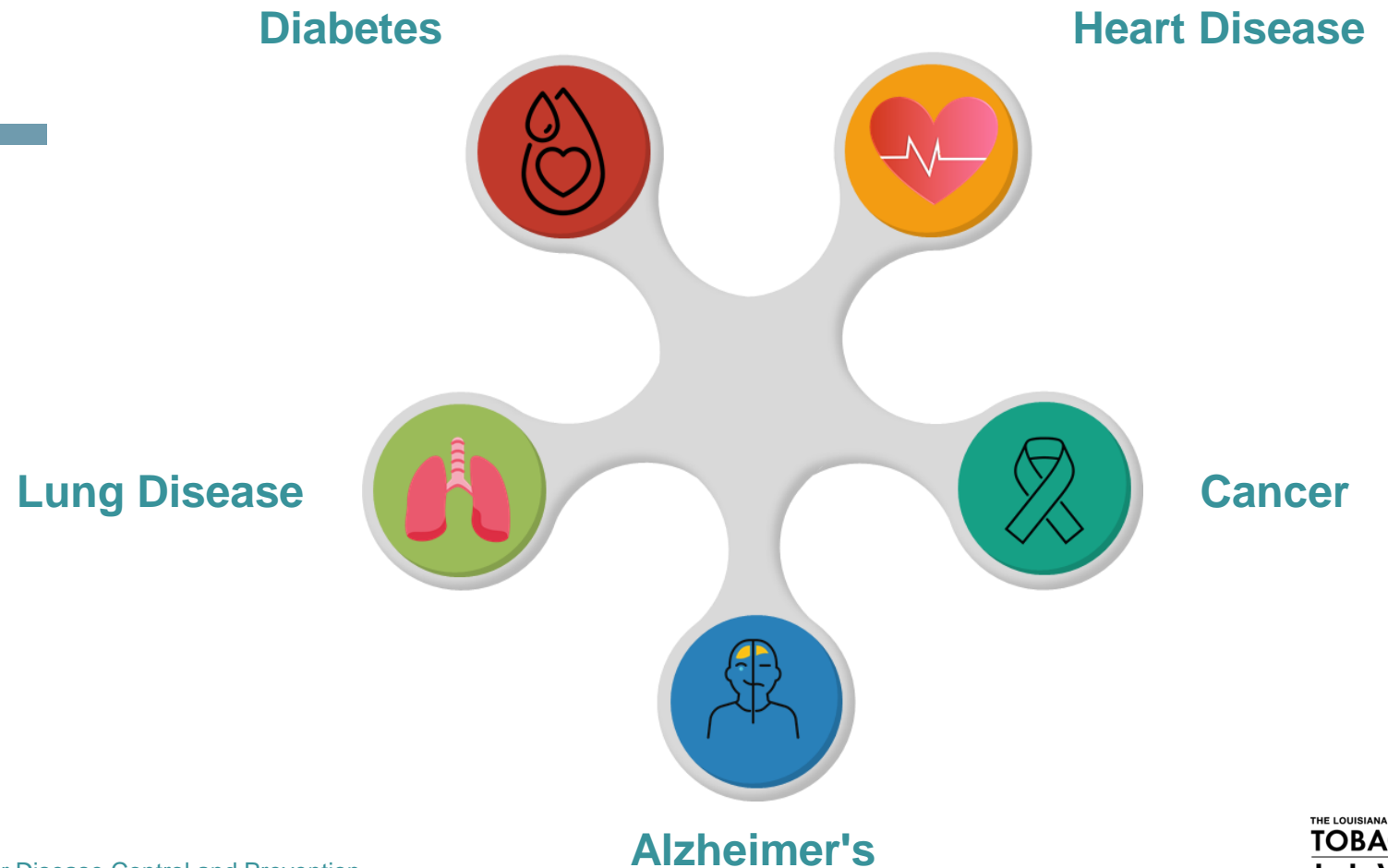
Adults in the U.S. have a chronic disease



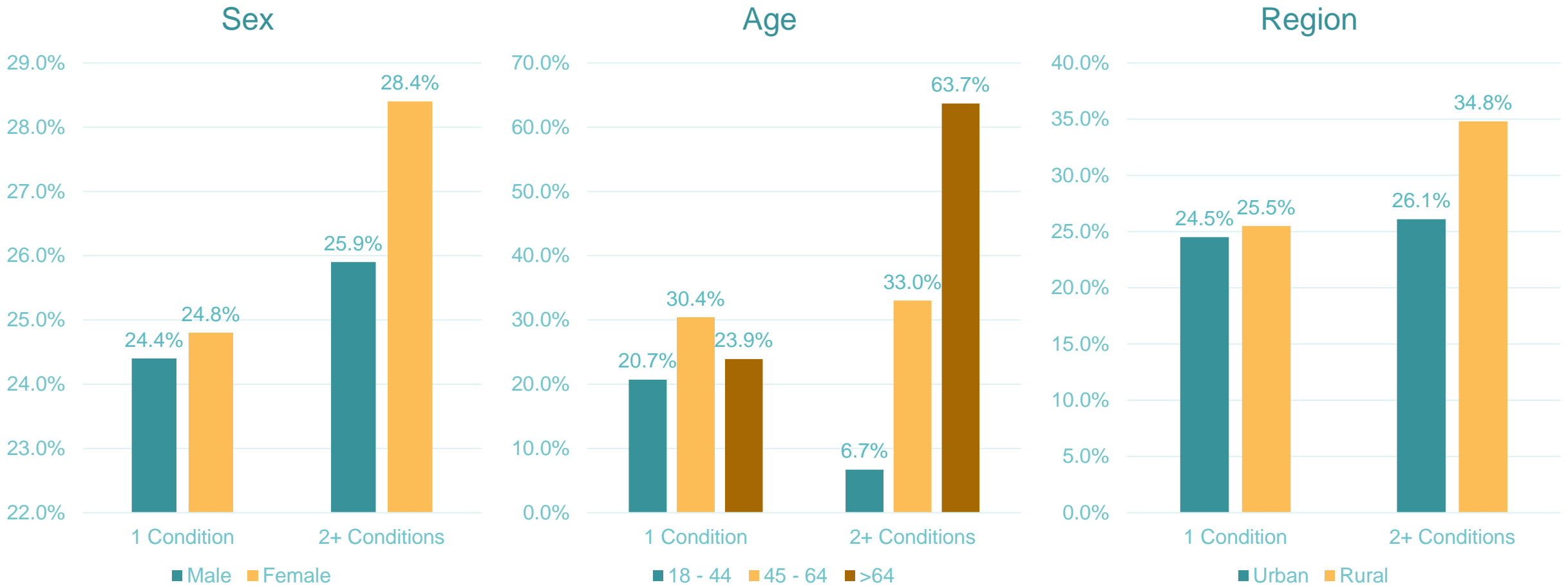
# Chronic Disease among U.S. Adults

66%

Deaths caused by  
one or more of five  
chronic diseases

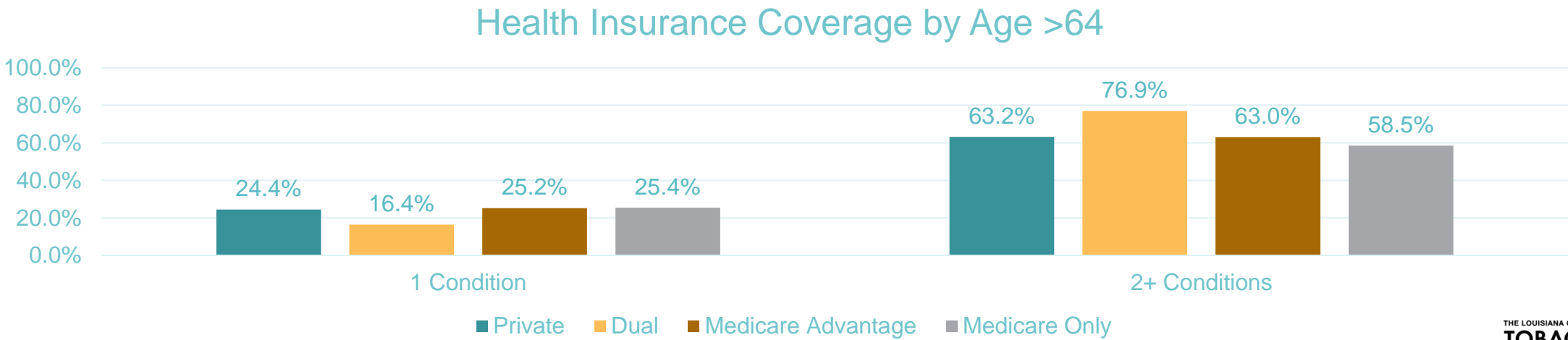
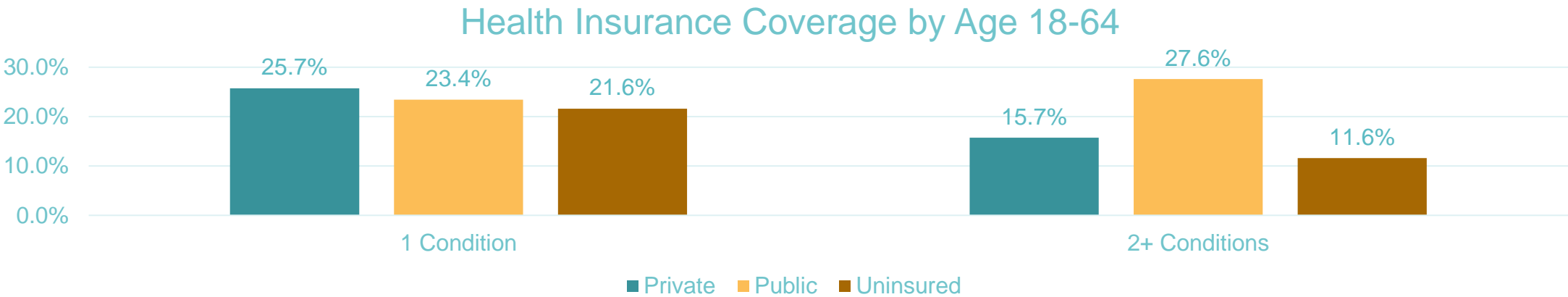


# U.S. Adults with 1+ Chronic Conditions, 2018



Source: Boersma P, Black LI, Ward BW. Prevalence of Multiple Chronic Conditions Among US Adults, 2018. Prev Chronic Dis 2020;17:200130.

# U.S. Adults with 1+ Chronic Conditions, 2018



Source: Boersma P, Black LI, Ward BW. Prevalence of Multiple Chronic Conditions Among US Adults, 2018. Prev Chronic Dis 2020;17:200130.

# Economic Burden of Chronic Disease

90%

Of the nation's \$3.8 trillion spent per year in healthcare costs

\$8,600

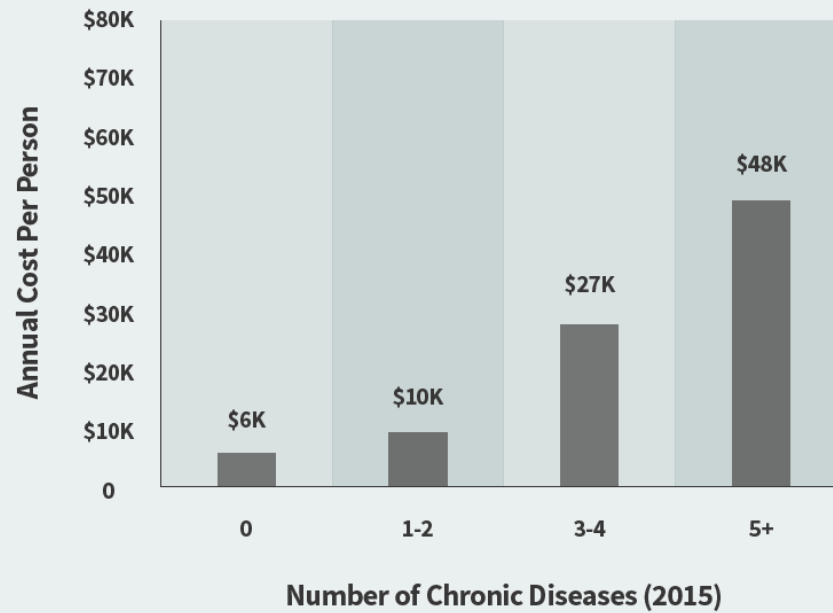
per person by 2030  
2030 to treat most  
diseases



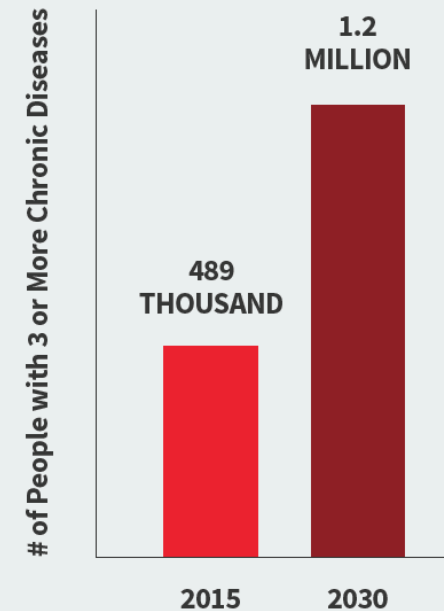
# In Louisiana...

## 5% OF PEOPLE ACCOUNT FOR 50% OF HEALTH CARE SPENDING<sup>1</sup> IN LOUISIANA...

### HEALTH CARE COSTS ARE CONCENTRATED AMONG THOSE WITH MULTIPLE CHRONIC DISEASES



### NUMBER OF PEOPLE WITH 3+ CHRONIC DISEASES IS GROWING



<sup>1</sup> SB Cohen, "The Concentration and Persistence in the Level of Health Expenditures over Time: Estimates for the U.S. Population, 2012- 2013." Statistical Brief #481. AHRQ, Sept. 2015. [http://meps.ahrq.gov/mepsweb/data\\_files/publications/st481/stat481.pdf](http://meps.ahrq.gov/mepsweb/data_files/publications/st481/stat481.pdf)



# Leading Risk Factors for Chronic Disease

- Tobacco Use
- Insufficient Physical Activity
- Poor Eating Habits
- Excessive Alcohol Use



# Impact of Eliminating Risky Behavior on Chronic Disease

90%

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Of all heart disease, stroke, and type-2 diabetes would be prevented in the U.S.

40%

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Of cancer would be prevented in the U.S.

## To Do List

- ☐ Quit Smoking
- ☐ Eat Healthy
- ☐ Exercise
- ☐ Drink moderately

# Tobacco Use

# 1

Preventable cause of disability, disease and death in the United States

Traditional Tobacco Products



Electronic Tobacco Products



# Impact of tobacco use on the body

## mood stimulation

Smoking can temporarily put you in a good mood, but dependence is common and withdrawal side effects like anxiety and irritability can be challenging to manage.

## anxiety and irritability

You might find yourself a bit on edge if you missed your cigarette break. Nicotine withdrawal is responsible for these symptoms.

## smelly hair

Tobacco smoke can stick to your clothes and hair. In fact, just being around secondhand smoke can make your hair and clothes smell.

## unhealthy teeth

Yellowish or brownish stains on the teeth are telltale signs of long-term smoking. Smoking also increases your risk for infections or inflammations that can lead to tooth and bone loss.

## early menopause

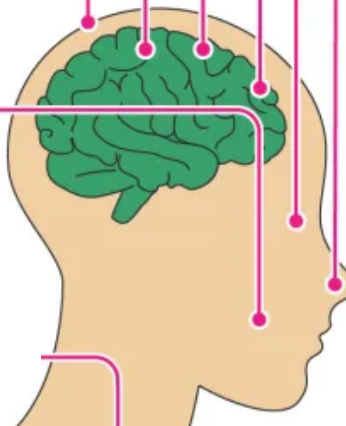
Female smokers tend to enter menopause earlier than nonsmokers. Smoking has also been shown to increase hot flashes.

## poor vision

Smoking can cause future vision problems and increase the risk of eye problems like glaucoma, macular degeneration, and cataracts.

## dull sense of smell and taste

Your sense of smell and taste can be dulled by smoking, which can decrease your appetite.



# Impact of tobacco use on the body

## unhealthy teeth

Yellowish or brownish stains on the teeth are telltale signs of long-term smoking. Smoking also increases your risk for infections or inflammations that can lead to tooth and bone loss.

## bronchitis

Smokers have a higher rate of bronchitis. Secondhand smoking can also increase the risk for bronchitis, especially in children. Other respiratory problems such as tuberculosis and pneumonia may worsen by smoking.

## persistent coughing

You know the infamous term "smoker's cough"? This is where it comes from. Damage to the airways contributes to this cough.

## heart disease

Smoking is one of the well-proven lifestyle habits that contribute to heart disease. Both people who smoke and those who are regularly exposed to secondhand smoke are at higher risk for heart attacks.

## high cholesterol

Tobacco smoke lowers your HDL (good) cholesterol and increases your LDL (bad) cholesterol. It also raises total cholesterol and triglycerides, which are fats in your blood.

## lung cancer

Smoking puts you at a significantly higher risk of developing lung cancer. Lung cancer is the most common cause of death due to smoking, according to the CDC. It's also the most common cause of cancer death in both men and women.

## constricted blood vessels

Nicotine causes blood vessels to tighten and restrict blood flow, which increases your risk for high blood pressure, stroke, and heart attack.

## COPD

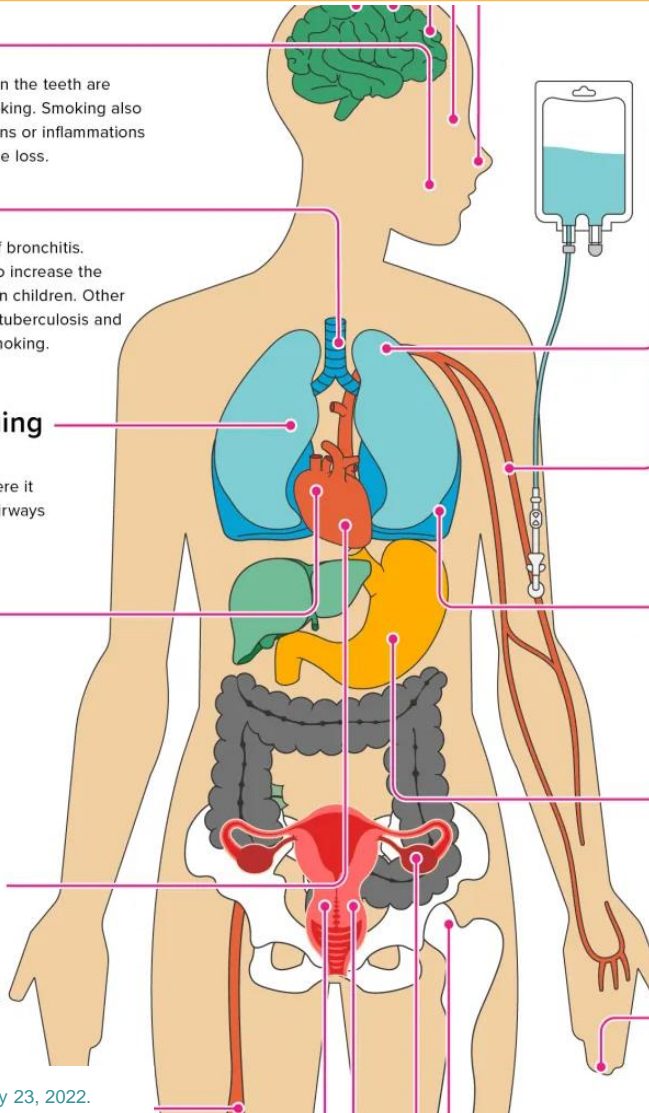
Developing chronic obstructive pulmonary disease (COPD) is more common in smokers. In fact, 8 out of 10 cases of COPD are due to smoking. Your asthma symptoms can worsen as well.

## loss of appetite

Smoking can suppress your appetite by decreasing your sense of taste. This can make eating less enjoyable. Once you stop smoking, you'll be more likely to taste your food fully again.

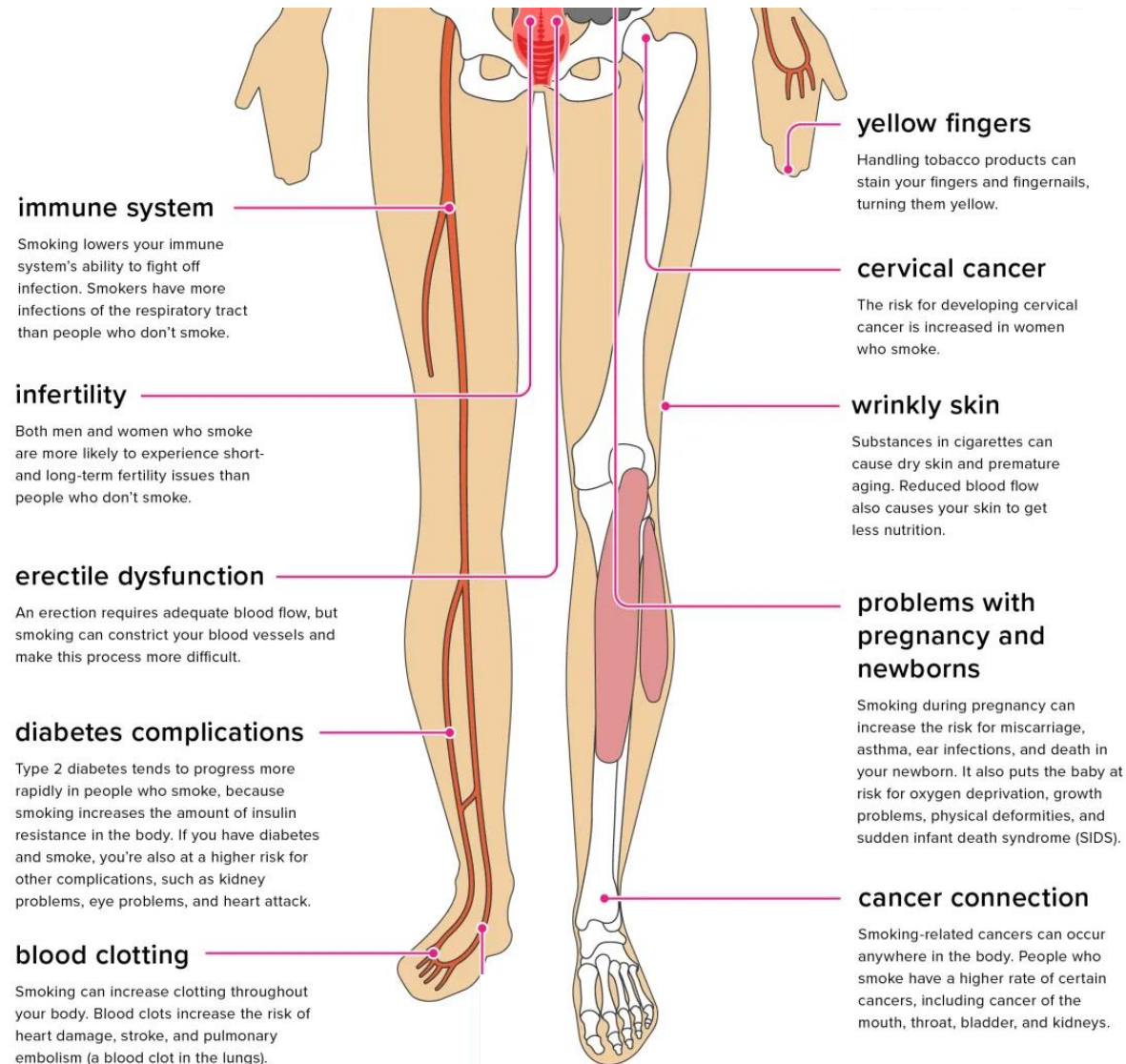
## yellow fingers

Handling tobacco products can stain your fingers and fingernails, turning them yellow.



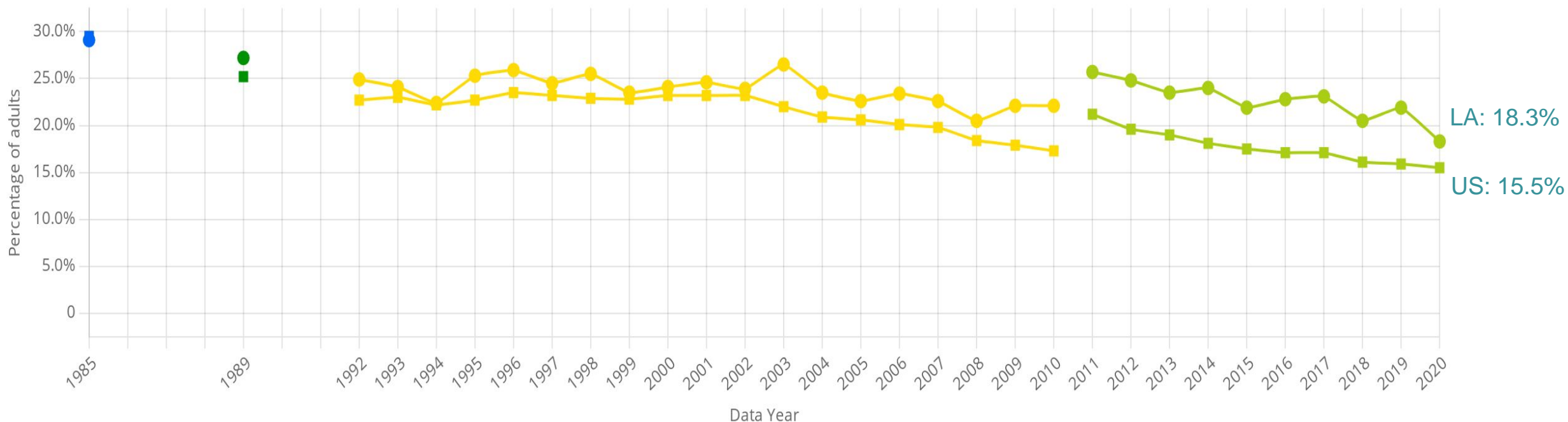


# Impact of tobacco use on the body



Source: Marcin J and Pietrangelo A. The effects of smoking on the body. Healthline. <https://www.healthline.com/health/smoking/effects-on-body>. Published February 20, 2019. Accessed May 23, 2022.

# Tobacco Use in the US, 2020



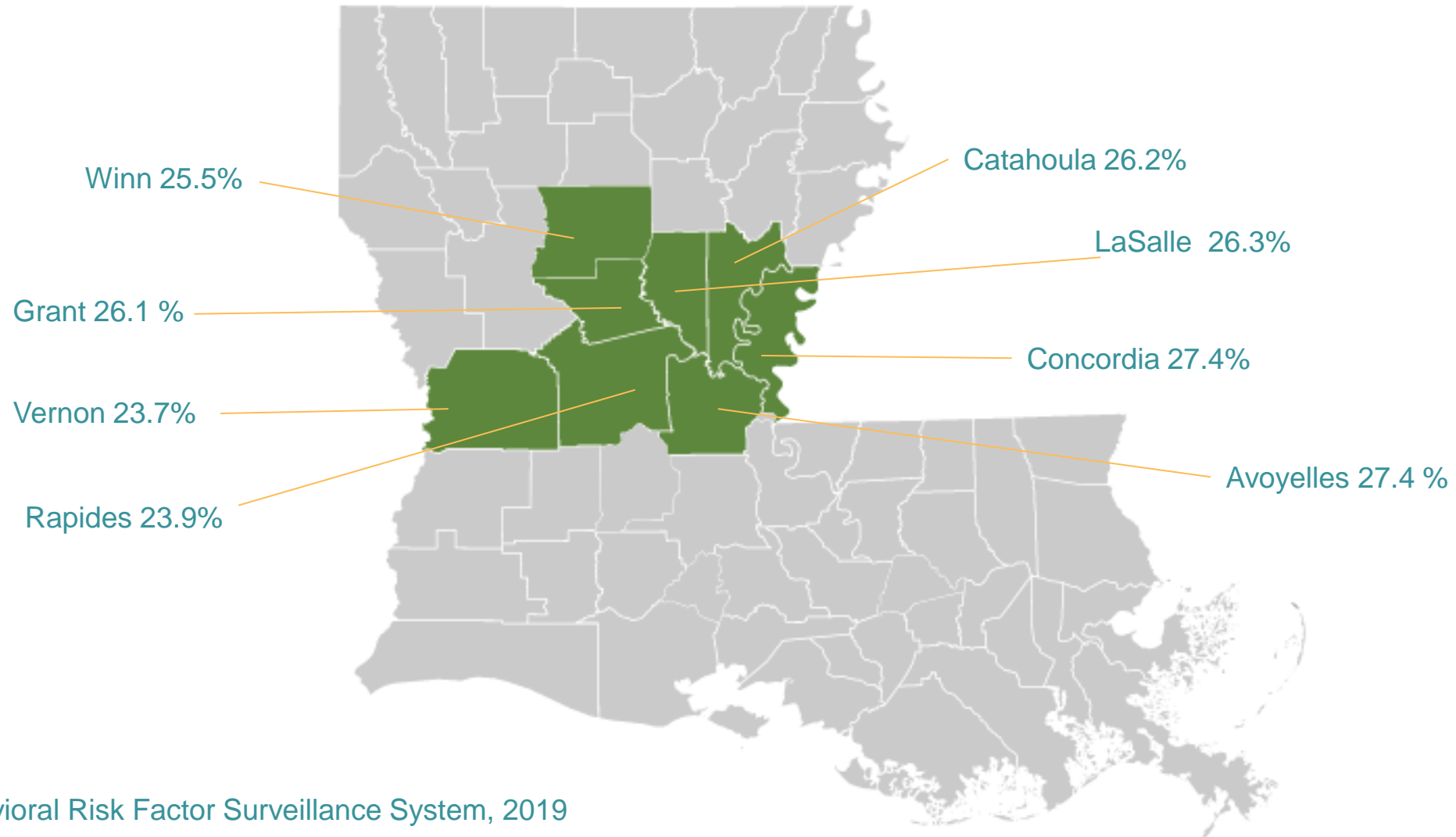
Percentage of adults who reported smoking at least 100 cigarettes in their lifetime and currently smoke daily or some days

● Louisiana

■ United States

Source: Behavioral Risk Factor Surveillance System, 2020

# Tobacco Use by LA Parish (Region 6)

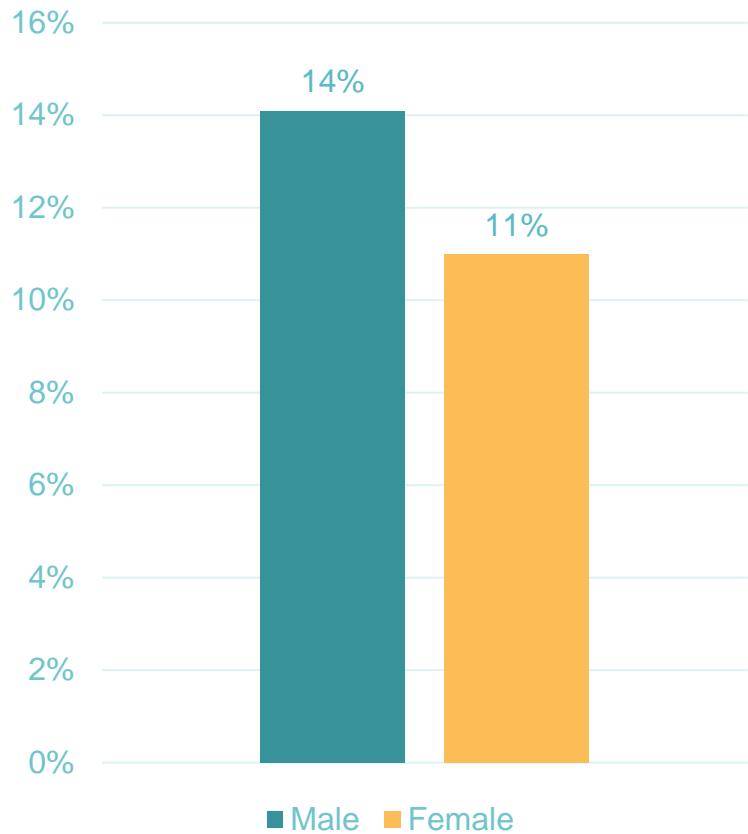


Source: Behavioral Risk Factor Surveillance System, 2019

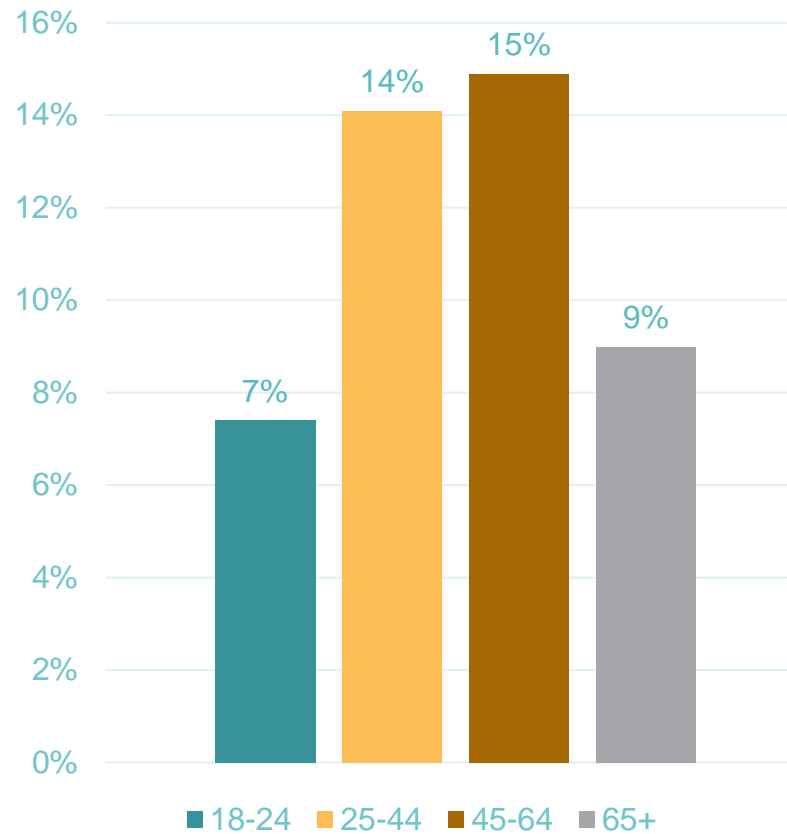


# Tobacco Use by Adult Demographic Groups in the U.S., 2020

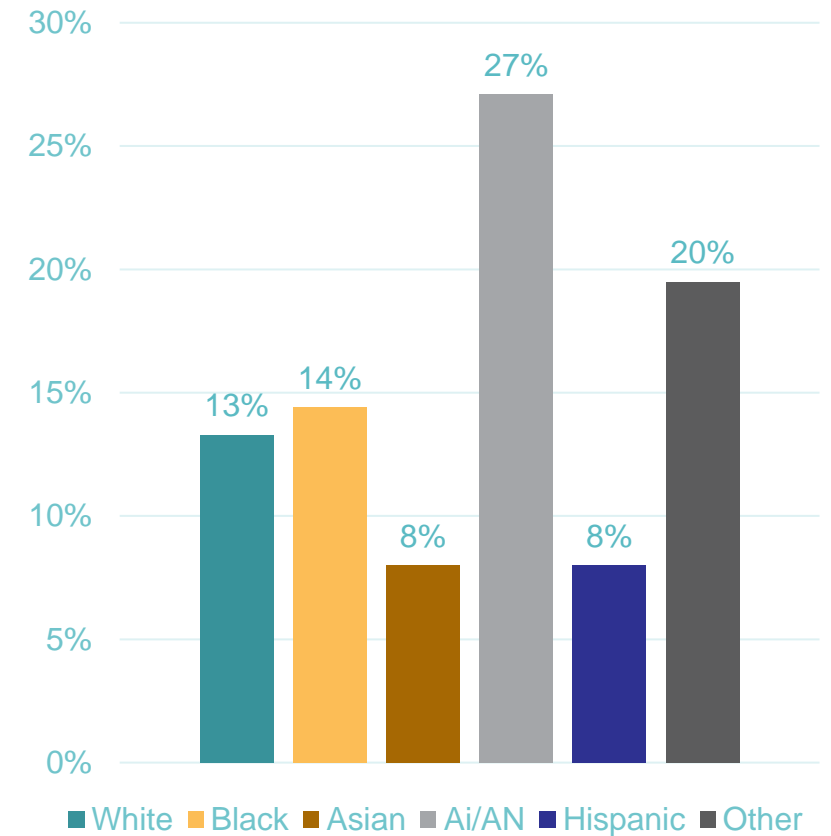
Sex



Age



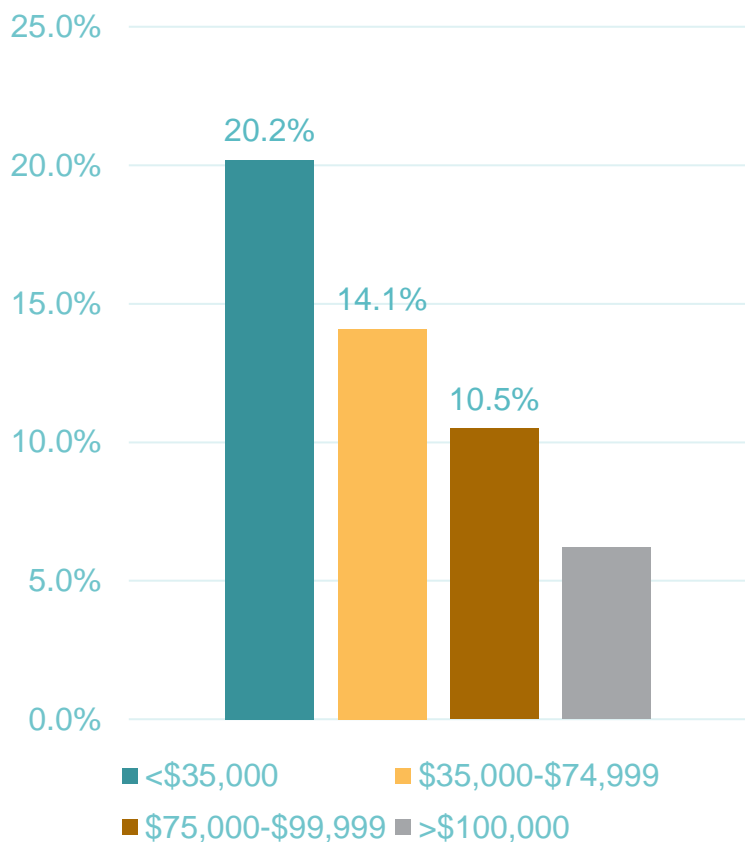
Race



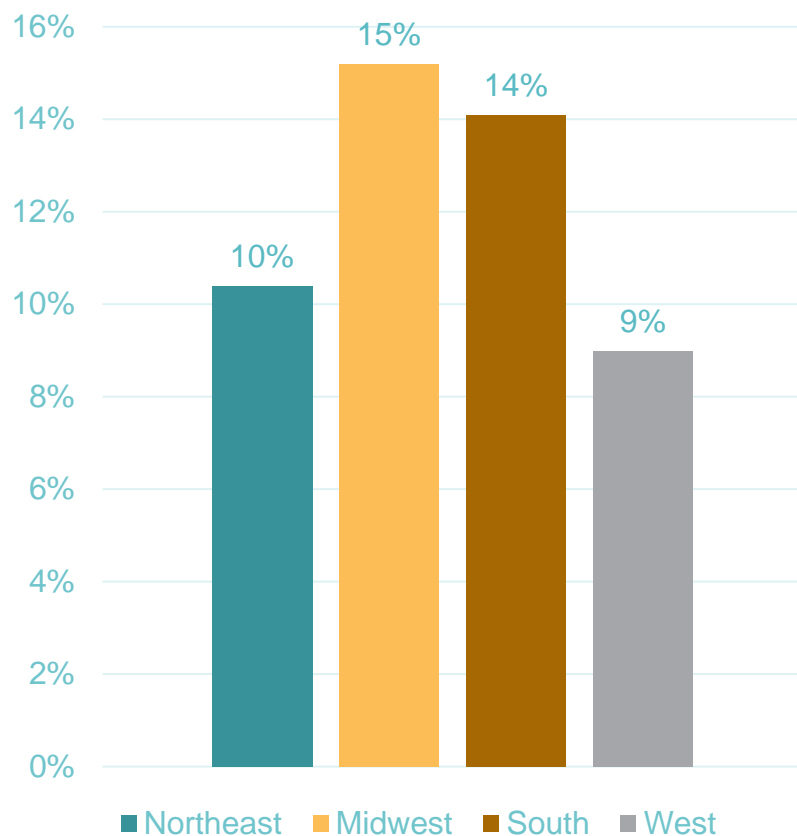
Source: National Health Interview Survey, 2020

# Tobacco Use by Adult Demographic Groups in the U.S., 2020

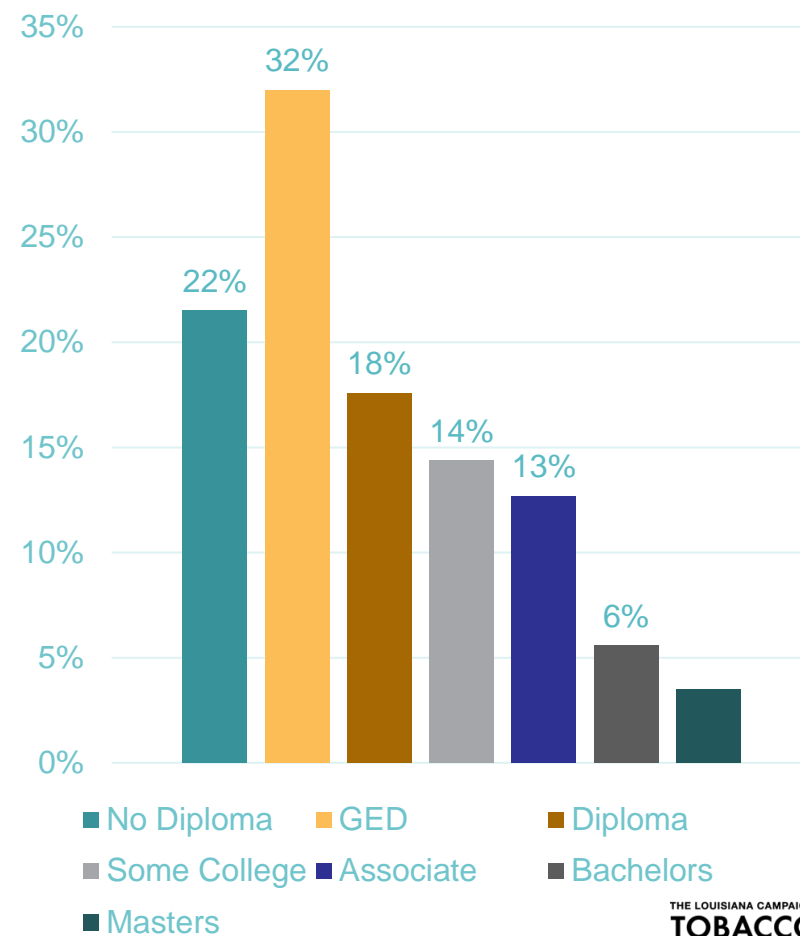
## Income



## Region



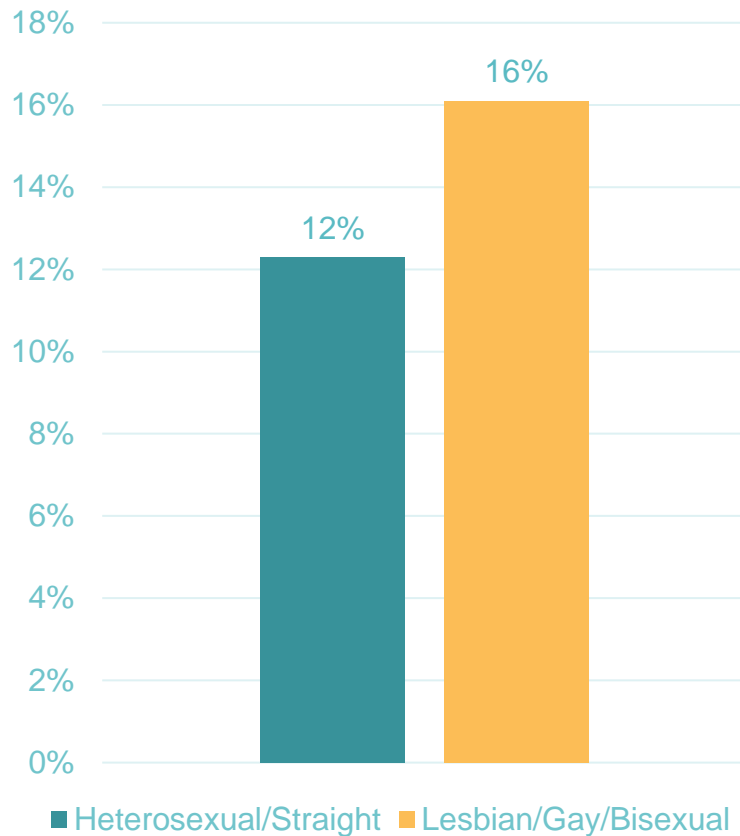
## Education



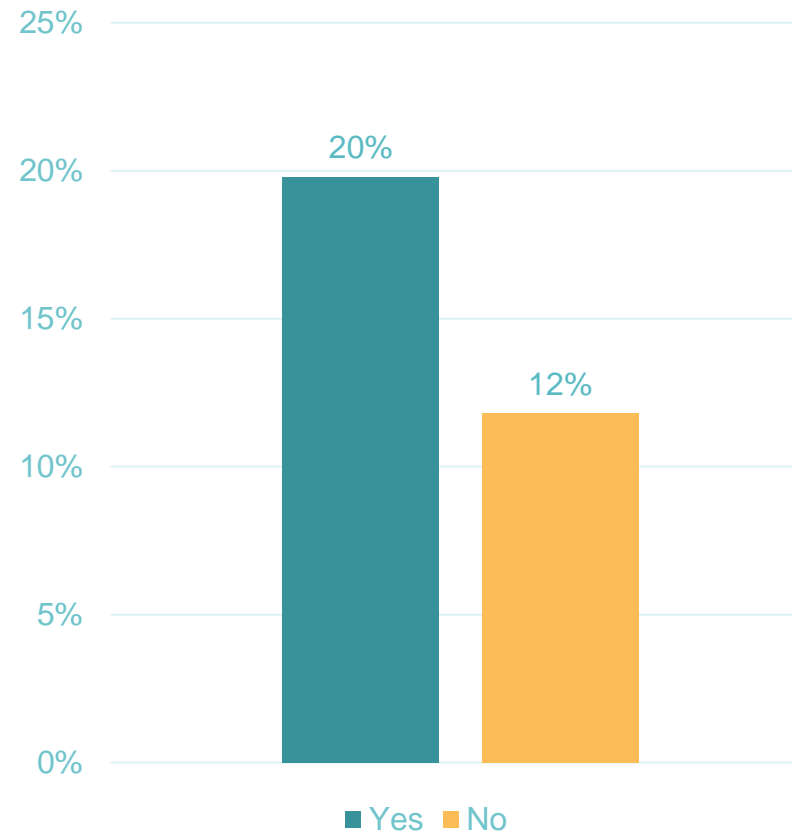
Source: National Health Interview Survey, 2020

# Tobacco Use by Adult Demographic Groups in the U.S., 2020

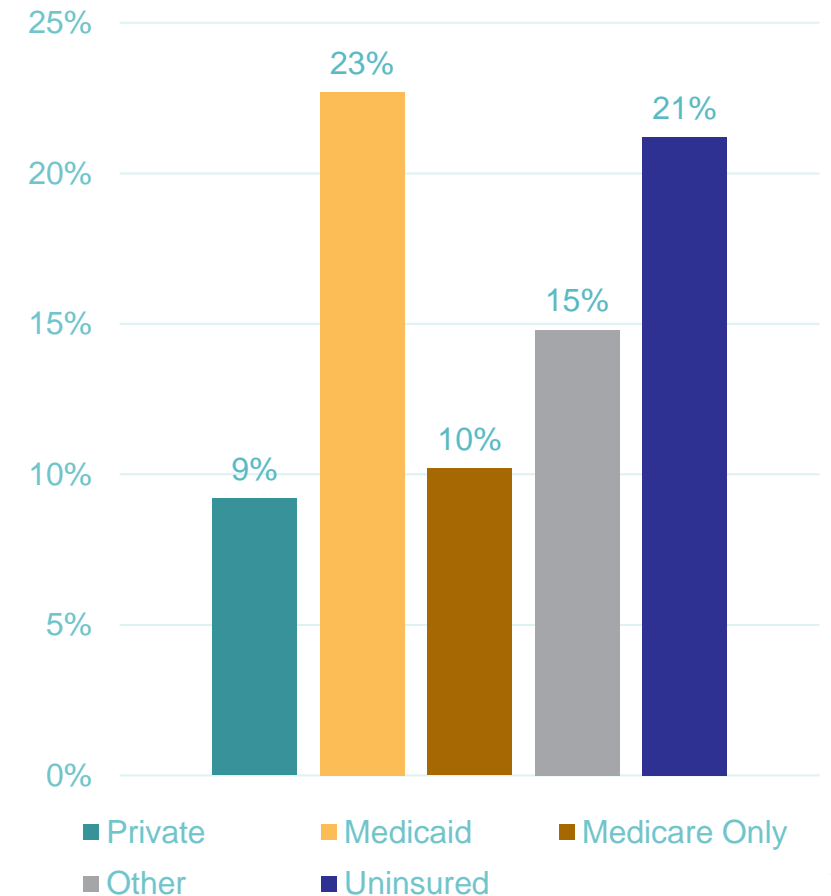
## Sexual Orientation



## Disability

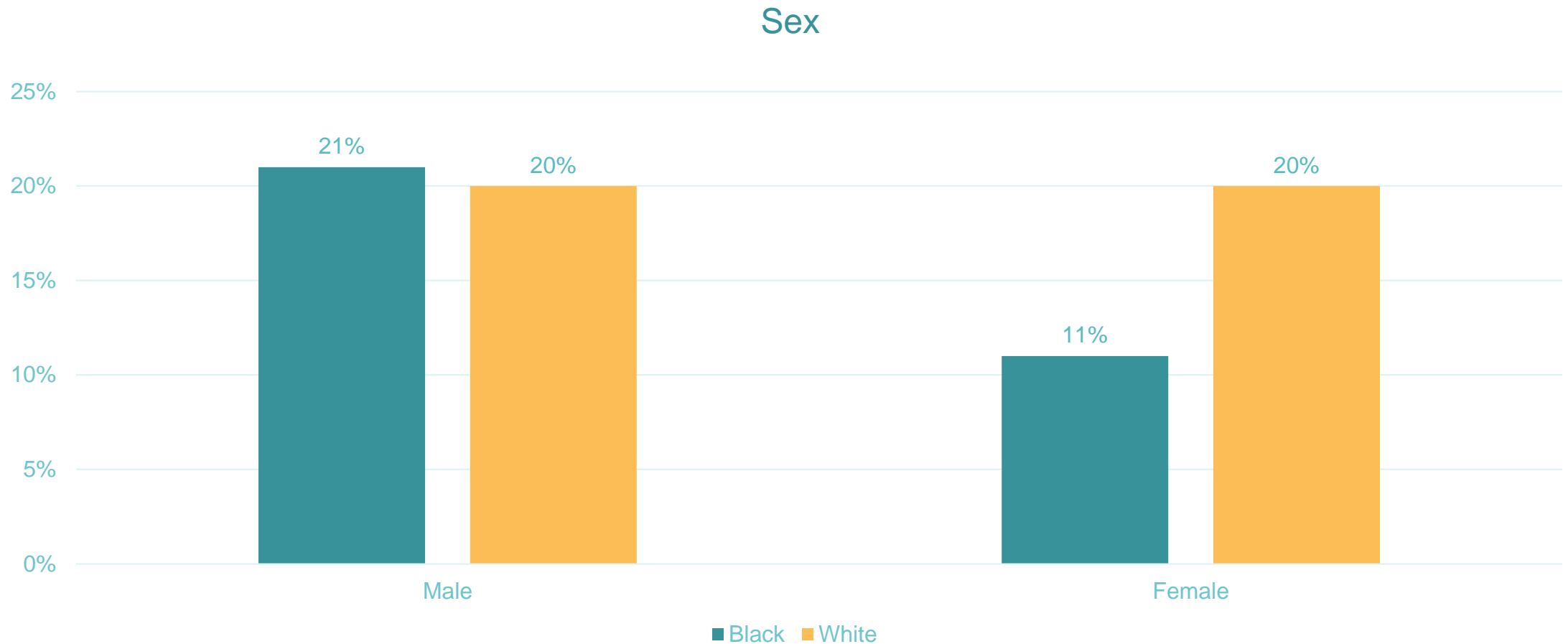


## Health Insurance



Source: National Health Interview Survey, 2020

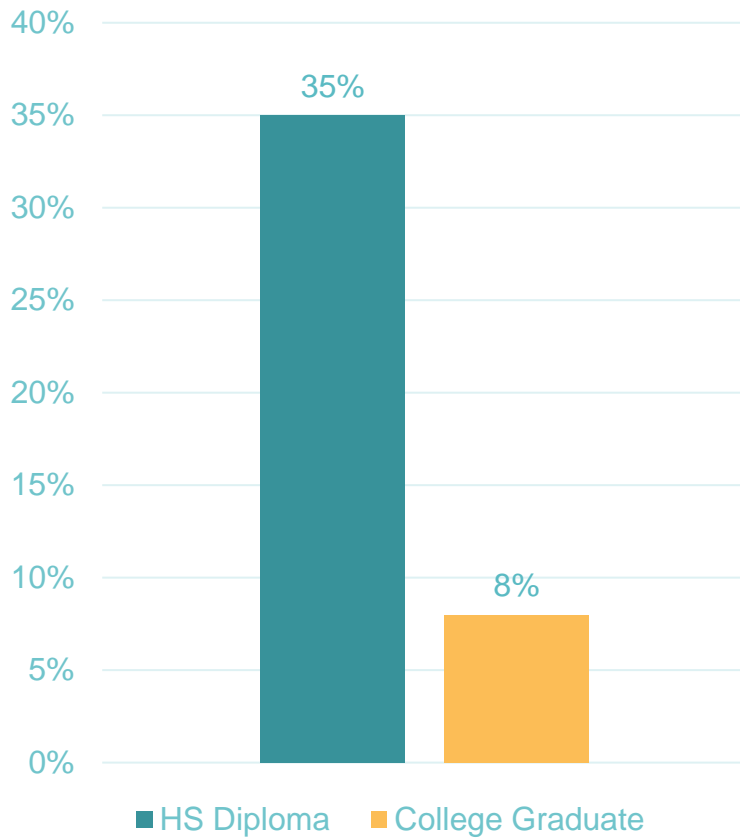
# Tobacco Use by Race in Louisiana, 2020



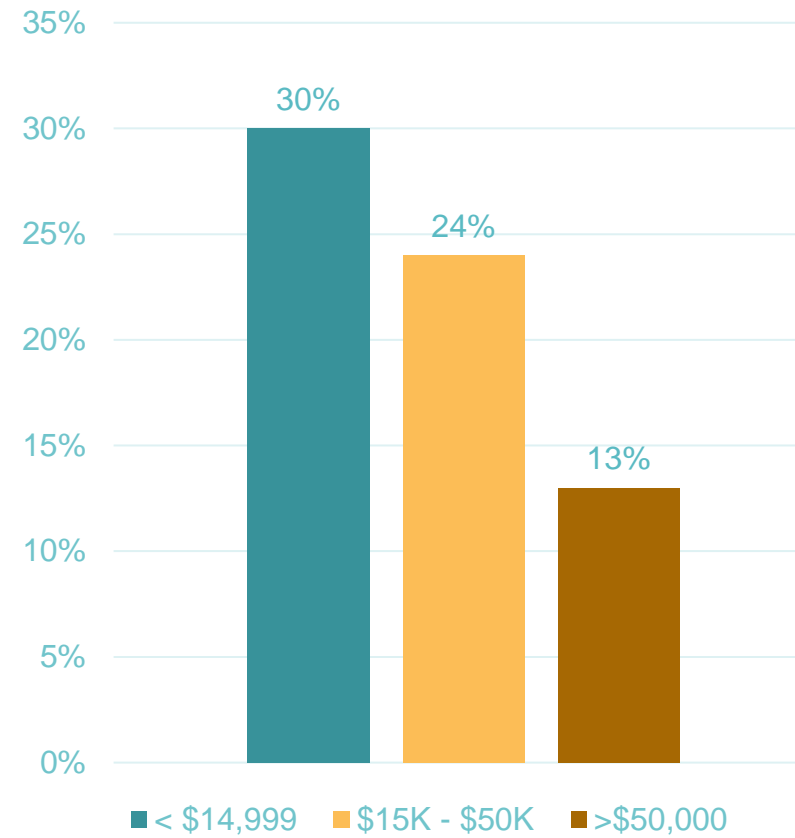
Source: Behavioral Risk Factor Surveillance System, 2020

# Tobacco Use by Adult Demographic Groups in Louisiana, 2019-2020

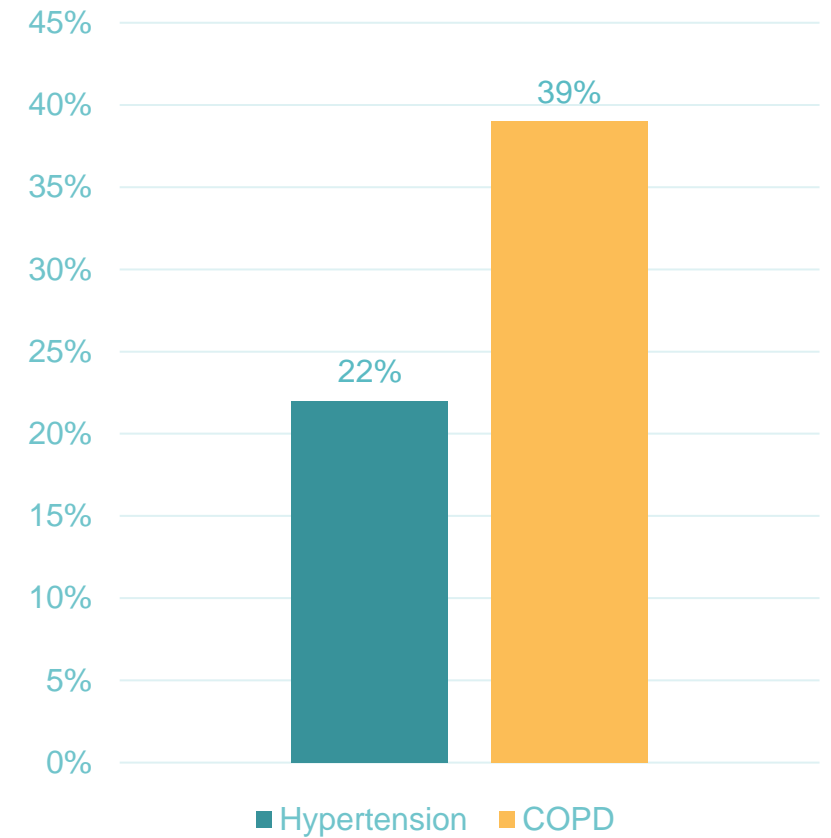
## Education



## Income



## Chronic Condition



Source: Behavioral Risk Factor Surveillance System, 2019 - 2020

# Importance of Quitting Tobacco Use

**Save lives**

**Improve quality** of life

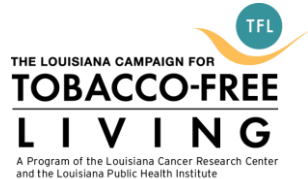
**Reduce** healthcare costs

**Increase productivity**

# Chrishelle H. Stipe, MPH, NCTTP

- Mrs. Chrishelle Stipe is the Tobacco Cessation Manager, she manages the Louisiana Tobacco Quitline services and works closely with the Louisiana Department of Health - Tobacco Control Program, the LSU School of Public Health - Tobacco Control Initiative, and other external partners. She is a Certified Tobacco Treatment Specialist (CTTS) and a National Certificate in Tobacco Treatment Practice (NCTTP) with over 20 years' experience in tobacco control, specifically in tobacco cessation implementation and management.
- She will speak with us today about existing statewide and other cessation resources and cessation best practices

# Louisiana Tobacco-Free Recovery Education Committee



## ***Committee Purpose:***

*This committee will focus on changing the culture around tobacco by communicating the benefits of smoking cessation to behavioral health providers, primary care providers, and behavioral health consumers (clients/patients) as well as promoting best practices for helping someone quit smoking (evidence-based smoking cessation).*

***Goal:*** *To disseminate consistent messages broadly throughout the healthcare community.*

## ***Committee Objectives:***

1. Establish baseline (interventions as well as knowledge attitudes, beliefs)
2. Collect, refine, create a compendium of educational services and resources (assure health equity is addressed)
3. Disseminate through collective channels
4. Evaluate



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# Cessation Services

# Louisiana Tobacco Quitline Services

## POINT OF ENTRY INTO QUITLINE SERVICES

PHONE	WEB	TEXT2ENROLL
<p><b>1-800-QUIT NOW</b> <b>Quit Coach</b> ---</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> <b>Web Coach</b> ---</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> <b>Quit For Life®</b> ---</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>



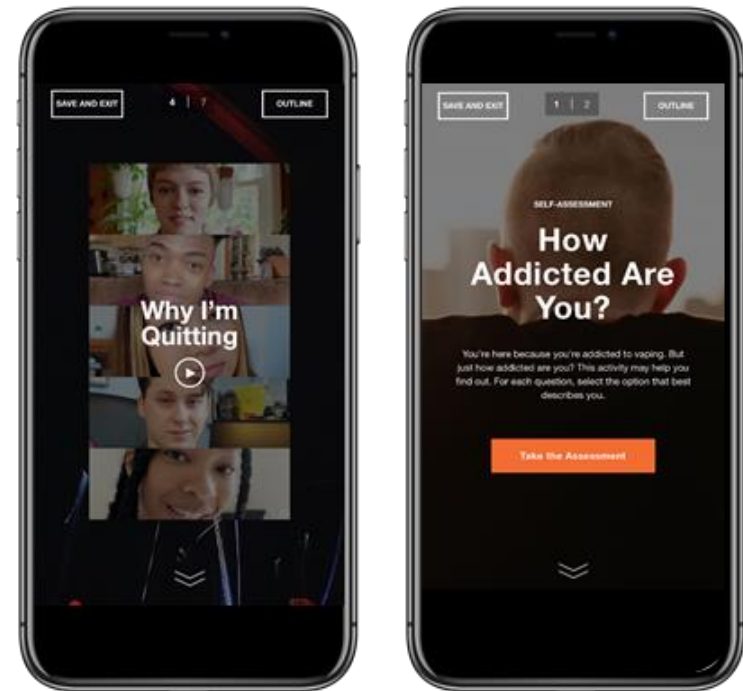
**Text2Quit – text coaching**  
**Connect with Quit Coach and interact with Web Coach via mobile phone**

*introducing...*

**LIVE VAPE FREE**

# What is Live Vape Free?

- Vape cessation service/tool to help youth quit vaping
- Designed for teens 13-17
- Interactive texting with a coach
- Little-to-no barriers
- Multimedia experience
- Easy-to-access content



ALL IMAGES ARE FPO

# Live Vape Free: How does it work?



## Getting started

- Teen texts the word **VAPEFREE** to **873373** and immediately receives a few brief questions for enrollment
- Upon enrollment, the texting experience kicks off with the first introductory lesson to assess
- Teen sets a quit date



## Staying engaged

- Teen has questions and texts **COACH** in response to a lesson
- Responding to the incoming text from a teen, a coach replies to see how they are doing
- Teen continues to receive texts with relevant content, such as videos, quizzes and podcasts, to help move along the quit continuum

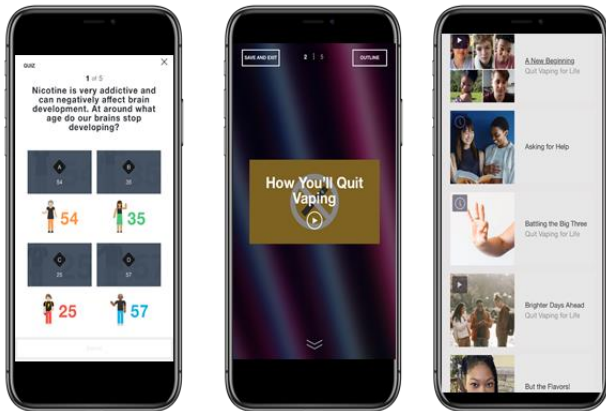


## Achieving success

- Teen is engaged throughout the program and reports being 7 days vape free
- Teen continues to receive relapse prevention support / support to get back on track
- Teen reports being vape free and graduates from program or continues to work on their quit and re-enrolls in the program

# Text **VAPEFREE** to **873373**

## Teen program activities



- 1 User receives a text message with a link to online content
- 2 User clicks the link and views the content
- 3 User is then encouraged to explore additional videos, podcasts and activities

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

# Addressing Youth Vaping in Louisiana Schools

## ***Geaux Tobacco-Free Schools Toolkit***

The toolkit was designed to encourage Louisiana schools to take the lead in responding to the youth vaping epidemic. This resource will guide schools in creating a tobacco-free environment that helps prevent students from using tobacco products, including e-cigarettes, and supporting students who need help quitting.

**HB 368 Louisiana Vape Education Bill**  
passed into law 2021 Legislative Session  
Effective: August 1, 2021

### **Toolkit Contents**

- Youth Tobacco Use in Louisiana
- Tobacco-Free Policy Implementation and Enforcement
- Communication Tools and Signage
- Vape Education and Resources for Adults (Educators, Administrators, Parents, etc.)
- Vape Education and Resources for Students
- Resources for Quitting
- Youth Engagement
- Additional Resources



# Panel Discussion

Let's start a conversation.



# Stephanie Kennedy, MPH, TTS

Stephanie Kennedy is a Public Health Professional from New Orleans, Louisiana. She graduated from Georgia State University with a B.A. in Psychology and in 2014, received her master's degree in Public Health from the LSU Health Sciences Center, specializing in Behavioral and Community Health. Stephanie currently serves as a Senior Project Manager on the Policy & Equity team at the Louisiana Public Health Institute (LPHI). Her work with LPHI prioritizes addressing systemic inequities that impact tobacco use and health in Black and rural communities in Louisiana through community partnerships, collaborative learning, and grassroots policy change initiatives.

Stephanie's brings to our discussion experience with our TFL ASIRT grant which addresses tobacco use in black, rural communities.

# **Cynthia Upton, TTS, NCTTP Associate Certified Coach (ACC)**

Cindy Upton is an Associate Certified Coach (ACC) credentialed through the International Coaching Federation. With a passion to help individuals achieve positive change, she earned a National Certificate in Tobacco Treatment Practice (NCTTP) to begin coaching tobacco users seeking assistance with cessation efforts.

As a lifelong resident of Central Louisiana with a NCTTP, she brings much practical experience with cessation and awareness of barriers to change.

# Panel Discussion

Let's start a conversation.

# Q&A

Please put your questions in the chat and who it is for; we will answer as many questions as time allows.

# Takeaways and Resources

## **CDC Tobacco Related Disparities**

<https://www.cdc.gov/tobacco/disparities/index.htm>

## **CDC Tobacco Industry Marketing**

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/marketing/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/)

## **CDC Best Practices User Guide**

Cessation in Tobacco Prevention and Control

<https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/2014/comprehensive.pdf>

# Takeaways and Resources

## Cessation Resources

Louisiana Website/Quitline

<https://quitwithusla.org/>

1800QuitNow

**\*Smoking Cessation Trust**


<https://smokingcessationtrust.org/>

**Rapides Foundation/CMAP Program**

<https://www.cmaprx.org/Our-Work/Smoking-Cessation-Counseling>

**\*NOTE:** The court has mandated that the SCT stop new enrollment into the program on 7/11/22, however anyone approved into the program by this date will be allowed to continue to receive services for a period of up to 5 years after 7/11/2022.

# Takeaways and Resources

<div>  <p>THE LOUISIANA CAMPAIGN FOR <b>TOBACCO-FREE LIVING</b></p> <p><small>A Program of the Louisiana Cancer Research Center and the Louisiana Public Health Institute</small></p> </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?
<p><b>Quit With Us, Louisiana</b></p> <p>Call 1-800-QuitNow Text READY to 200-400 Visit <a href="http://QuitWithUsLa.org/Act">QuitWithUsLa.org/Act</a></p>	<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>	<p>Louisiana residents: Ages 13+ for coaching services; Ages 18+ for medication services</p>
<p><b>Live Vape Free</b></p> <p>Text VAPEFREE to 873373</p>	<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>	<p>Louisiana residents ages 13 - 17</p>
<p><b>Louisiana Tobacco Control Initiative (TCI)</b></p> <p>Call 1-866-457-QUIT (7848) Email <a href="mailto:LATCI@lsuhsc.edu">LATCI@lsuhsc.edu</a> Visit <a href="http://www.LATCI.org">www.LATCI.org</a></p>	<ul style="list-style-type: none"> <li>Inpatient/group behavioral cessation counseling</li> <li>Counseling done by phone/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>	<p>Louisiana residents ages 18+</p>
<p><b>Smoking Cessation Trust</b></p> <p>Call 504-529-5665 Call Toll Free 1-855-259-6346</p> <p>Email <a href="mailto:Service@SmokingCessationTrust.org">Service@SmokingCessationTrust.org</a> Visit <a href="http://www.smokingcessationtrust.org">www.smokingcessationtrust.org</a></p>	<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>	<p>Louisiana residents who began smoking before September 1, 1988</p> <p>No new enrollments following July 11, 2022. Existing enrollees will continue to receive services.</p>

# Thank you.

We look forward to seeing you again.