Cessation Strategies
for an evolving landscape of tobacco products
and use patterns among college students

CSU Alcohol, Tobacco, and Other Drugs Conference

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California Youth Advocacy Network

The California Youth Advocacy Network changes the tobacco use culture in California’s high schools, colleges and universities, military installations, and other youth and young adult communities by providing knowledge, skills, and tools to create local change for healthier communities.

**CYAN offers the following:**
- Technical Assistance & Trainings
- Statewide Advocacy and Policy Campaigns
- Educational Materials and Publications
- Opportunities for Networking

www.cyanonline.org
Topics

1) Best practices for tobacco cessation, and new developments for counseling and medication options.

1) Emerging issues in tobacco cessation: how new products and varying use patterns impact cessation.

1) Recommendations for creating collaborative relationships with non-traditional partners on campus to support student cessation.
BEST PRACTICES FOR TOBACCO CESSATION

Counseling and Medication Options
Tobacco Cessation

• Tobacco use is *behavioral* and *physical*
  – Behavioral Problem: Habitual use of tobacco
    • Treatment: Behavior change support
      – Increase motivation to quit
      – Address different ways that tobacco use affects daily life
  – Physical Problem: Addiction to nicotine
    • Treatment: Medications
      – Help make people more comfortable
      – Reduce withdrawal symptoms
      – Improve chances of quitting
      – Do not contain harmful ingredients found in tobacco and vape products

Rx for Change, UCSF rxforchange.ucsf.edu/
Best Practices for Cessation (Behavioral)

Counseling

Problem Solving
- Preparing for triggers
- What has worked before?
- What has been challenging before?

Social Support
- Motivation
- Coping/ Stress Reduction
- Encourage Positive Self-Talk

Behavioral Considerations

• Consider Motivational Interviewing techniques for tobacco users who are resistant to quitting.
• Communicate: caring, concern, encouragement, patience.
  – Explore reasons for wanting to quit, and barriers to cessation attempts.
• Motivate new quit attempts after relapse.
• Counseling and support, more contact time = better outcomes.

Best Practices for Cessation (Physical)

FDA Approved Cessation Medications

Nicotine Replacement Therapy (NRT)
- Gum
- Lozenge
- Patch
- Inhaler (Rx)
- Nasal Spray (Rx)

Non-Nicotine Medications
- Chantix (Rx) 
  Varenicline
- Zyban/ Wellbutrin (Rx) 
  Bupropion

Combination Therapy

- Slower/Longer Acting: Wellbutrin, Nicotine Patch
- Faster/Shorter Acting: Nicotine Gum, Lozenges, Inhaler, Nasal Spray
- Heavier tobacco users may need higher doses of NRT.
- Further increase chance of success by using a combination of the nicotine patch and a faster acting form.
- Research indicates that starting to use NRT shortly before the planned quit date may increase the chance of success.
Additional Information

• CYAN Advanced Pharmacotherapy with Dr. Lisa Kroon, UCSF
  – http://cyanonline.org/advanced-pharmacology-training/

• Cochrane Review

• Clinical Practice Guidelines
  – http://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/clinicians/treating_tobacco_use08.pdf

• Pharmacologic Product Guide (handy 2 page chart)
The 5 A’s

- Ask
- Advise
- Assess
- Assist
- Arrange

AAR, Brief Intervention

- Ask
  
  *Do you use tobacco?*

- Advise
  
  *The single best thing you can do for your health is to quit.*

- Refer
  
  *Free help is available. Call the California Smokers’ Helpline at 1-800-NO-BUTTS…*
Cessation Services

• In person/On campus

• Phone
  – 1-800-NO-BUTTS, the CA Smokers’ Helpline

• Live Chat
  – www.Ucanquit2.org, Quit tobacco, Make Everyone Proud
  – https://livehelp.cancer.gov, National Cancer Institute

• Text
  – http://smokefree.gov/smokefreetxt, SmokefreeTXT
Cessation Apps

QuitSTART

NCI QuitPal

QuitGuide

www.smokefree.gov
Other Nicotine and Tobacco Products

NEW PRODUCTS AND CESSATION
Other Nicotine and Tobacco Products

Different:
- Appeal
- Use Patterns
- Misconceptions
- Cessation Messages

Similar:
- Harmful to Health
E-Cigarettes/ Vape Products

• **PRODUCT INFO:** Electronic device which vaporizes a solution of propylene glycol (or vegetable glycerin), flavor, and nicotine.

• **MAIN ISSUES:** Much is unknown about these products, but research suggests they may delay cessation, promote initiation, promote dual-use, and contain toxic ingredients.

• **COMMON MISCONCEPTIONS:** People may believe that they are harmless water vapor, or that they are a cessation medicine.

• **CESSATION MESSAGES:** These are not made to help people quit. Other FDA approved cessation medications are available.
Menthol Cigarettes

• **PRODUCT INFO:** Menthol may be added to cigarettes, or optionally used by squeezing a capsule in the filter (Camel Crush, Marlboro NXT). Makes a minty sensation and cooling effect.

• **MAIN ISSUES:** Menthol cigarettes are used at a higher rate in 18-25 year olds than older adults. Menthol reduces perceived harshness of smoke which promotes initiation. Menthol may make cigarette smoking more addictive. May facilitate deeper inhalation.

• **COMMON MISCONCEPTIONS:** Some people may believe that menthol cigarettes are less harmful, or have a “medicinal benefit.”

• **CESSATION MESSAGES:** Menthol cigarettes are not safer than non-mentholated cigarettes. A person may need extra support to quit.
Little Cigars and Cigarillos

- **PRODUCT INFO:** Tobacco, wrapped in tobacco-containing paper.

- **MAIN ISSUES:** Sold in many flavors, no minimum packaging size regulation. These products appeal to younger people.

- **COMMON MISCONCEPTIONS:** People may believe that these are less harmful than cigarettes.

- **CESSATION MESSAGES:** These products contain tobacco and nicotine, are harmful to health, and are addictive just like cigarettes.
Smokeless Tobacco: Dip/Chew/Energy Dip

- **PRODUCT INFO:** Shredded tobacco placed between the lower lip and jaw, tobacco/saliva mixture is usually spit.

- **MAIN ISSUES:** This product is sold in different flavors and strengths which can promote initiation. Energy dip promotes “benefits” of use. Use rates are increasing.

- **COMMON MISCONCEPTIONS:** People may believe that this product is safer than cigarettes because it is not smoked.

- **CESSATION MESSAGES:** There is no safe way to use tobacco. Counseling and NRT have been shown to be helpful when quitting smokeless tobacco, also oral exams and advice from a dentist to quit may increase quit rates.
Snus

- **PRODUCT INFO:** Shredded tobacco in a small tea-bag like pouch, placed between the upper lip and jaw, tobacco/saliva mixture is usually swallowed.

- **MAIN ISSUES:** Smokeless and spitless means these products are discreet. May appeal to individuals who spend time in smoke-free environments. Often advertised with “cessation” messages.

- **COMMON MISCONCEPTIONS:** Some people may believe Snus is a safe alternative to smoking.

- **CESSATION MESSAGES:** Switching to an alternative product is not quitting. There is no safe way to use tobacco products.
Hookah

- **PRODUCT INFO:** Mixture of shredded tobacco, fruit, molasses or honey, and other flavorings (together called Shisha) which is heated by coal and smoked via waterpipe. Steam Stones are a shisha alternative.

- **MAIN ISSUES:** Addictive and appealing to young people, hookah use has surpassed cigarette use among U.S. college students. Dual use with cigarettes is more common than hookah use alone.

- **COMMON MISCONCEPTIONS:** People may believe that hookah is a safe alternative to tobacco, does not contain tobacco, is not addictive, and that the smoke is filtered by the water

- **CESSATION MESSAGES:** This product contains more carbon monoxide, nicotine, and tar than cigarettes, and sharing a mouthpiece with others exposes a person to communicable diseases. This product is addictive. Users may inhale as much smoke in one session as a cigarette smoker would in 100 cigarettes (5 packs).
Alternative Products and Cessation

• National study investigating the frequency of alternative tobacco/nicotine product use (smokeless, snus, dissolvable, e-cigarettes) and association with quit attempts and intentions.

• Results: Use of alternative products was not associated with successful quit attempts.

• Conclusion: Alternative products attract smokers interested in quitting; however, data did not show products promote cessation.

Alternative Products and Cessation

• Another national study examined multiple tobacco product use and past quit attempts.
• Results: Smokers who are young adult, male, never married, reside in the West, and made prior quit attempts were more likely to use multiple products.
• Conclusion: Having failed quit attempts may be a risk factor for multiple tobacco product use.

Young Adults are Motivated to Quit

• In a survey of smokers aged 16 to 24 years, almost 2/3 said that they were planning to quit in the next 6 months – citing smoking’s health effects on themselves and others.

• Tobacco industry studies also have found that young adult smokers are more likely than other adult smokers to try to quit.

• But few of these potential quitters report use or even awareness of evidence-based treatments:
  – fewer than 5% had used quit line services;
  – fewer than 20% had used nicotine gum or patches;
  – most harbored misconceptions about the risks and benefits of effective treatments.

Non Daily Tobacco Users

• Intermittent Tobacco Smokers/ Social Smokers
• May be transitioning
  – From no tobacco use → tobacco experimentation
  – From daily tobacco use → cutting back/ cessation
• More likely to make a quit attempt than daily smokers.
• Non daily smokers may have significant difficulty quitting.

Nondaily Tobacco Users

• Social smokers feel immune from the personal health effects of tobacco but are concerned about the consequences of their SHS on others

  – Educating nondaily smokers about the dangers of SHS to others appears to be a more powerful cessation message than traditional smoking cessation counseling that emphasizes the harmful consequences to the smoker.

Building collaborative relationships across campus

NON-TRADITIONAL CESSATION PARTNERS
Why Create New Partnerships?

• Make tobacco issues relevant to many groups on campus in different ways.
• Opportunity to engage students with different messages for cessation.
• Potential to reach a greater number of students with relevant cessation messages.
• Tobacco is a multifaceted issue:
  – Social Justice
  – Environmentalism
  – Women
  – Early Childhood
  – LGBTQI
  – Race and Culture
  – Student Veterans
  – International Students
  – Economic
  – Athletics
Consider Partnering With

- Peer Health Educators
- Athletics
- Student Veteran’s Centers
- International Student Organizations
- Women’s Resource Centers
- Children’s Center
- Pride Centers
- Campus Police Department
- Human Resources/ Employee Wellness
- Student Classes
Campus Examples

• Pasadena City College
  – RN does cessation at the Student Veterans Center.

• San José State
  – Collaborating with Environmental Club for Tobacco-Free Earth Day Celebration.

• City College San Francisco
  – Connected to the Internal Student Services Organization.
Campus Examples

• San Joaquin Delta College
  – No health services: Police Department was the change agent for developing tobacco free policy and promoting cessation services on campus.

• UC Riverside
  – Employee wellness staff have been instrumental in engaging staff and faculty in tobacco cessation and policy promotion.

• Sac State
  – Innovative campaign: public relations students conducted a semester long tobacco policy advocacy campaign.
Questions or Comments?

Session Overview

1) Best practices for tobacco cessation.

1) Emerging issues in tobacco cessation: new products & nondaily tobacco users.

1) Creating collaborative relationships with non-traditional cessation partners.

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