



MISSISSIPPI STATE DEPARTMENT OF HEALTH

Mississippi Tobacco Control Advisory Council (TCAC) Meeting  
**WIC Large Conference Room**  
**805 S Wheatley St.**  
**Ridgeland, MS 39157**  
**November 1, 2019**  
**11:00 A.M. – 2:00 P.M.**

<b>Chairman:</b>	Robert Collins, MD	<b>Recorder:</b>	Reeshemah Allen
<b>Distribution List:</b>	Entire TCAC Membership		

	Attended	Did Not Attend	Representative Attended (list name)
Robert Collins	X		
Winston Choi		X	
Gena Vail		X	
Felicia Gavin		X	
Tom Payne		X	
Donna Antoine-LaVigne	X		
Krista Guynes			Robynn Devine
John Ruckdeschel		X	
Nelson Atehortua De La Pena	X		
Richard Friedman		X	
Mike Lanford	X		

Meeting Called to Order: 11:04 a.m.
Introductory remarks: Our challenge is to change the public image or perception of electronic nicotine delivery system (ENDS) as not “cool” and help those who are already having issues abstaining from the use of them. ~ Dr. Robert Collins
<p>Updates (MSDH): E-Cig Pulmonary Disease CDC is calling it E-VALI (E-cigarette and Vaping Associated Lung Illness). In MS, 7 cases and 1 death between the ages of 18 and 34. CDC and FDA have reported 1,888 E-VALI cases from all states except AK. Thirty-seven deaths in 24 states ages ranging from 17 to 75 years old. Among the illness, 70% are males and 79% of the patients are under the age of 35. Almost half of the patients are between 18 to 24 years of age. The compound causing the illness has yet to be identified. Many individuals that had been hospitalized are being re-admitted for lung damage.</p> <p>MSDH has been utilizing television ads, YouTube, Facebook and Instagram to inform Mississippians about the dangers of e-cigarettes. The tobacco coalitions are overwhelmed with requests to do presentations about the dangers of e-cigarettes to schools and communities. The Office of Tobacco Control, the State Health Officer and the State Epidemiologist have been receiving requests to talk to communities about e-cigarettes.</p> <p>Resources like videos, lesson plans, signage and e-cigarette related cessation resources have been added to the MSDH web page. These resources have been shared with department of education office of Healthy Schools including the school nurses. Currently, the Office of Tobacco working on a school toolkit to send to the schools through the coalitions.</p>
Updates (Data): While other forms of nicotine use have declined, e-cigarette use has more than double from last year going from 10% to over 20%. MS is expected to follow the national trend.

The national trend jumped from 10% to over 20 +%, making the national trend of e-cigarette users 27.5%.

Juul claimed their product was made for adult smokers who wanted to quit, less than 2% of adults who want to quit use this product. 10 percent of high school's students are using Juul or some pod-based device. Nine percent of adolescents do not smoke cigarettes but are using a pod-based device in the last 30 days.

MS and National data suggest that the problem of e-cigs use is going increasing and not declining. This is a problem the whole nation is facing. Right now, there is no meaningful regulation on these products.

Updates (Partners): In the process of meeting with policy makers to discuss tobacco control policy agenda for the upcoming legislative session.

Updates (Other): **Engaging the Behavioral Health Community -Pamela Luckett**

The project goal is to reduce smoking related death and disease and disability among the people seeking behavioral health and substance abuse disorders including staff. The objective was to collect data on the 14 community mental health centers on current policies for a tobacco free campus.

Many of the staff in the regions have been trained at a lunch and learn offering free CEUs, except regions 7, 8 and 15, but are in the process of scheduling a training.

The facilities say they have smoke free policies, but nothing was in writing for training for new staff. There are barriers for adopting or enforcing smoke free policies, more important, competing priorities, staff attitudes, and loss of revenue just name a few examples.

Evidence shows people who are compliant with mental health treatment as well as substance abuse treatment are much more likely to be successful with their sobriety and will not relapse if they have also quit smoking. The Department of Mental Health approved for Pamela to include a page of motivational interviewing questions for intake to gauge a person's willingness to quit. She has developed a toolkit to help assist in overcoming barriers for more campus to become and enforce tobacco free campuses.

**MS Youth Programs - Brenda Bell Caffee**

It is the four-month Anniversary for Caffee Caffee & Associates manning the helm for the new Youth Tobacco Prevention program using activism-based effort developed to disrupt and dissolve the tobacco industry targeting vulnerable communities in MS whose schools meet the following criteria:

1. Schools that have at least 80% of student populations on free or reduced lunches.
2. Caucasian population is rural and more than 50% of population.
3. More than 50% African American
4. At least 10% of population are homeless youth.

The smoking rates are going down the prevalence was reducing; thus, vulnerable populations were not being reached nor being noted as the one not to initiate smoking. Their job was to target the 9<sup>th</sup> through 12<sup>th</sup> grades population of the schools. The schools had to have one or more of the criteria. Some schools met as many as three of the criteria. Twelve schools were selected that matched the criteria.

They are using the youth as ambassadors to mentor the youth in their respective communities to:

- Engage at-risk youth (grades 9-12) in tobacco prevention activities.
- Reduce at-risk youth's access to tobacco products.
- Increasing at-risk youth exposure to effective anti-tobacco messaging.

The goal is to train in at 1,000 students in the tobacco control activities chosen along with BBC Associates. The students will be on the executive board and have equal vote as program officers. The youth will also engage and educate 80% of tobacco retailers around those schools about the state laws are and they should not to not sale tobacco products to youth.

They have contracted with Youth Empowerment Solutions Group (YES) to help train the youth how to be advocates for their own issues and National Association of African American for Positive Imagery. This is the group that created the buffer zone concept which is implemented in Chicago and Oakland.

The over-arching goal is to create a vibrant healthy conscious youth free from tobacco related disease community.

To review the work that has been done please visit <http://ccaphf.org/>

### MS Tobacco Quitline Data and Updates- Christie Cresswell

For adults 18 and up, Smokeless tobacco and commercial tobacco the Quitline offer free coaching and up to 8 weeks of free nicotine patches or gum. Coaching starts with the intake call collecting demographic information. At intake, callers get a quit plan and with the assistance of a coach, set a date to start the quitting process. There is a follow-up session with a coach at 7 months to ask how their “quit” is going and for a satisfaction rate of the process.

For youth there is protocol treatment for regular (commercial) tobacco. The Quitline offers treatment for youth starting at 13 years of age. The Quitline provides coaching for the intake process, guidance for the quit plan, and the counseling sessions for youth, however they are sent to their primary care provider for NRT. The Quitline must get a verbal consent of an adult to treat youth. The Quitline services are available online (MSQuitline.com) and by telephone at 1800QUITNOW.

#### Call Volume FY 2020

The Quitline received over 6,000 calls with a 92% answered live. They have processed 2,000 intakes, helped developed 1,600 quit plans, and conducted over 2,000 coaching sessions. The Quitline has distributed 5,000 orders of patches, 78% at highest mg dosage (21mg) and 1,100 orders of gum 84% highest mg dosage (4 mg). The Quitline have 38% quit rate and 96% satisfaction rate among participants. Referral to intake rate conversion was 37%.

Demographic of the caller to the Quitline are 28% male and 53% female; 49% white, 28% African American 1.4% Hispanic/Latino, and 1 % native American. The average age was 50. The percentage of calls for vaping is low. In the process of expanding on the treatment protocols for adults and youth who use e-cigarettes. The Quitline has received a lot of calls from providers, parents and schools, not many youths to enroll for services.

During the 2019 TIPS campaign from April 26 to October 6, 2019, the MS Tobacco Quitline received over 9,000 calls with a 93% live answer rate.

The Quitline have sent out cards to smokers, who had/have smoked for 20 to 30 years, a pack or more a day, and between the age of 55 – 80, to inform them to call to see if they qualify for the program for a low dose computed tomography scan (LCDT) available to UMMC and Greenwood Leflore Hospital.

Old Business:

Approval of Previous Minutes (Yes or No – List any Revisions): no

Motions (List the Motion and the individual who made the motion):

Seconding of Motions (List the individual who seconded the motion):

Votes (In Favor of Or Opposed):

New Business:

Next Meeting: February 7, 2019

Adjourned (List Time): 1:20 p.m.

Comments:
