

Tobacco Free Nebraska

NPQIC Conference
Tobacco Cessation Resources
November 9, 2022

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Agenda

- Smoking and Pregnancy
- Program Overview (Tobacco Free Nebraska)
- Tobacco Habits of Nebraska (Statistics)
- Community Resources
- Nebraska Tobacco Quitline
- Questions

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Tobacco Free Nebraska (TFN)

The TFN program works to:

- Help people quit commercial tobacco
- Eliminate exposure to secondhand smoke
- Prevent youth from starting
- Reach underserved populations in Nebraska



for a great state of health

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TFN Resources – www.dhhs.ne.gov/tfn

Quitline

Policy
Development

Marketing
Assistance

Tobacco-
related Data

Community
Grants

Youth
Prevention

Cessation
Directory

Continuing
Education

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Key Tobacco-Related Data

- Source: KEY STATE-SPECIFIC TOBACCO-RELATED DATA & RANKINGS
 - <https://www.tobaccofreekids.org/assets/factsheets/0176.pdf>

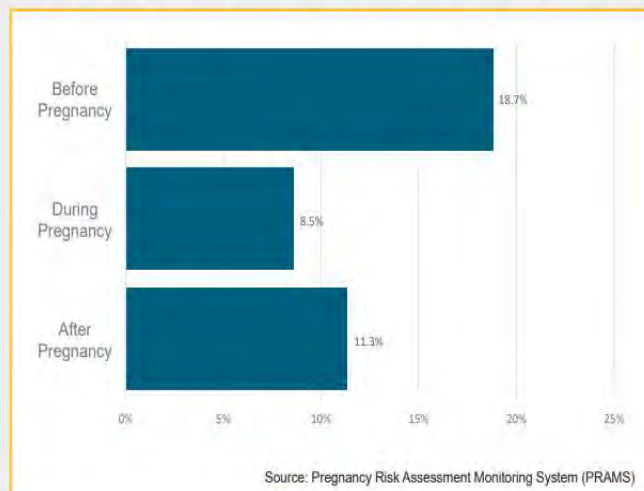
Nebraska Data	
Adult Smoking Rate	13.9%
Pregnant Smoking Rate	9.8%
Youth Smoking Rate	4.2%
New Youth Smokers Per Year	500
Annual Adult Smoking Deaths (approx.)	2,500
Kids now alive who will become smokers	118,600
Kids now alive who will die from smoking	38,000
Smoking Caused Health Costs	\$795,000,000
Cigarette Tax (per pack) (The average state cigarette tax is \$1.91/pack)	64 cents/pack

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Smoking and Pregnancy

- Higher rates of smoking Before Pregnancy vs General Population
- 9% continue during pregnancy
- Some relapse

2016: Cigarette Use During Pregnancy in Nebraska



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Why don't people just quit smoking?



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Nicotine Addiction

- Tobacco dependence is a chronic, relapsing condition driven by an addiction to nicotine
 - Nicotine is the addictive drug found in all tobacco products
 - Menthol and flavoring make smoking easier
 - Nicotine is highly addictive, like heroin and cocaine
 - Emotional -> Behavioral -> Physical
 - Nicotine dependence makes it hard to quit smoking
 - Most people try to quit several times before succeeding

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Quitting is possible

- 3 out of 5 adults who have ever smoked cigarettes have quit

Smokers want to quit




- Nearly 70% of adults who smoke want to quit
- More than 50% make a quit attempt each year

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Quitting is Hard

-  Less than 1 in 10 adults successfully quit each year
-  Less than 1 in 3 adults are using cessation counseling or FDA-approved medication when trying to quit
-  40% do not receive advice to quit from a healthcare professional

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Evidence-Base Cessation Treatments

Tobacco use and dependence often require repeated intervention and long-term support to help patients quit.

7 FDA-approved Tobacco Cessation Medications

- Over-the-Counter Nicotine Replacement Therapy (NRT): Patch, Gum, Lozenge
- By Prescription: Bupropion, Varenicline, and NRTs: Nicotine Inhaler and Nicotine Nasal Spray

Counseling and medication

- Each is effective when used alone
- Using them together can more than **double the chances of quitting**

Tobacco quitlines

- Proactive counseling from quitlines increases the chances of quitting when used alone or together with cessation medication. Text messaging and web-based cessation interventions can also help people successfully quit smoking.

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Community Resources



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Reasons to use a Quitline

1. Help to stop smoking—free, with no judgment
2. Quit coaches help create a personalized quit plan
3. Quit coaches help get quit-smoking medication
4. Provide helpful tips on cravings
5. More likely to successfully quit!

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Nebraska Tobacco Quitline

- Hours of Operation (24/7)
- Languages
 - **English:** 1-800-QUIT-NOW (784-8669)
 - **Spanish:** 1-855-DÉJELO-YA (335-3569)
 - **200** other languages
- Certified Tobacco Cessation Counselors
 - 5 counseling sessions
 - Nicotine Replacement therapy
 - Self-help materials
 - Digital Services
 - Free to all Nebraskans



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Nebraska Tobacco Quitline

Tobacco Users:

Family Members

Health Care
Providers

General Population

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How to refer to the Nebraska Tobacco Quitline

Website

- Provider Web Referral
- Online Registration

Fax

- Fax Referral Form
- Provider or CHW

Telephone

- Live Referral
- Patient self Referral

Provider Website: www.QuitNow.ne.gov/providers

Participant

- Website: www.QuitNow.ne.gov – click “Quitline Services”
- Phone: 1-800-QUIT-NOW or 1-855-DÉJELO-YA (335-3569)

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Tools and Resources

www.QuitNow.ne.gov/providers

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Nebraska Tobacco Quitline

CDC Best Practice	Broad Reach	Reduces Barriers
Diverse populations	Increase quit rates	Cost-effective

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How to reach the Quitline?

Phone:

- **English:** 1-800-QUIT-NOW (784-8669)
- **Spanish:** 1-855-DÉJELO-YA (335-3569)

Web:

- www.QuitNow.ne.gov

Provider Resources, Referrals, Training, and More:

- www.QuitNow.ne.gov/providers



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Questions?



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