



Department of Public Health (DPH) ROCE Upstate

SmokeFreeSC Tobacco Roundtable
Tobacco Prevention and Cessation Update
October 25, 2024

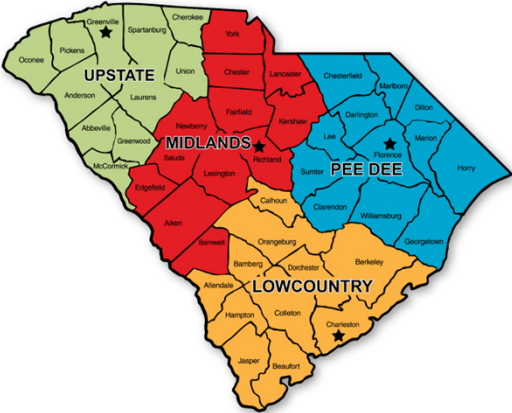


Disclaimer:

At DPH, the mission of the Division of Tobacco Prevention and Control (DTPC) is to reduce the burden of **commercial tobacco use in South Carolina through policy change and program development**.**

***All references to tobacco prevention and control are about the use of commercial tobacco products (cigarettes, cigars, e-cigarettes, smokeless products) - not the use of traditional tobacco for spiritual or medicinal purposes.*

Where are we located?



Who's working on Tobacco Prevention & Smoking Cessation?



Internal Partners

- Division of Tobacco Prevention & Control
- Community Outreach Resource and Education (CORE) Team/Community Engagement Specialists
- Outreach Team/Community Health Workers
- Baby & Me Tobacco Free Team/Community Engagement Specialists
- Clinic Teams (i.e., referrals to the Quitline and BAM)

External Partners

- SmokeFreeSC
- Just Say Something
- Anderson/Oconee Behavioral Health
- Several Community Health Coalitions and Organizations (i.e., workgroups for their CHIPs)
 - Community Engagement Team Examples

PARTNERSHIP



This is not a comprehensive list of **external partners**, but I would like to ask my colleagues that are on today to chime in when we get to the examples of partners who are working on tobacco objectives or priorities.

Upstate Programmatic Resources

- SC Tobacco Quitline Promotion (QuitNowSC.org)
- 2A's + R Brief Tobacco Intervention and QL Referrals (internal/external)
- Quitline Provider Recruitment
- Quitline Provider Training (HelpPatientsQuitSC.org) – CMEs available
- Baby & Me Tobacco Free
- Quit the Hit (Youth Vaping Cessation Program)*
- CDC Work@Health (Worksite)



SOUTH CAROLINA IT'S YOUR CALL TO QUIT
Tobacco Quitline
QUITNOW.NET/SOUTHCAROLINA 1-800-QUIT-NOW



Healthy Babies. Born on Time.



QTH – FREE, 5-week program to help youth quit vaping and make a little cash along the way by answering surveys!

Workplace wellness programs have health, business, and economic benefits. CDC's Work@Health Program provides education, training, and technical assistance to employers so they can establish and maintain their own workplace wellness programs.



The BABY & ME - Tobacco Free Program™

Program Eligibility

- Pregnant
- Less than or at 36 weeks gestation
- A current tobacco user* or quit since becoming pregnant or quit within 3 months of becoming pregnant
- Support Partner** – must live with the enrolled mother, enroll by 3rd prenatal session, complete the program along side mothers, including carbon monoxide testing and monitoring
- No age, income, insurance eligibility requirement

*Any form of tobacco: e-cigarettes, vapes, smokeless, etc.
(applies to *Mother*)

**User of combustible tobacco only (applies to *Support Partner*)

All references to tobacco use are about the use of commercial tobacco products, not the traditional use of tobacco for ceremonial or medicinal purposes

The Baby and Me tobacco free program in SC is for pregnant women who: are at no more than 36 weeks gestation, are a current tobacco user, or have quit since becoming pregnant, or who have quit within 3 months of becoming pregnant. The Baby and me tobacco free program in SC offers “support-partner enrollment” to increase the likelihood that a mother can quit using tobacco successfully. The support partner must live with the enrolled mother and can include spouses, live-in partners, parents, or close friends. Support partners complete the baby and me tobacco free program alongside the mothers - there are no age, income, or insurance requirements for the program. Please note that the baby and me tobacco free program provides quit support to mothers for *all tobacco products*, including smokeless products and e-cigarettes/vapes but only provides quit services to support partners who use combustible products like cigarettes and cigars.

Health Coach

Quit Plan

Testing and
Monitoring

Participant
Incentives



Healthy Babies. Born on Time.

Individualized Counseling -

A dedicated Baby and Me tobacco free Health coach is assigned to the mother to provide support and to create a personalized quit plan.

While enrolled, mothers attend 4 prenatal sessions and 12 postpartum sessions that last approximately 15-25 minutes each.

Scheduling and location are flexible. The Health Coach assesses the mother's needs and schedules in-person sessions or telehealth sessions.

Enrolled mothers are supported with a variety of education and coaching strategies, including -stress management, -Controlling triggers and urges to use tobacco -The effects of 2nd and 3rd hand smoke on their health and the health of their baby -creating a tobacco free home and preventing relapse.

Along the way, health coaches use positive reinforcement, and provide additional resources as needed.



**QUIT
THE HIT**

SC/Upstate Community Products



- Community Prevention Education Presentations (i.e., Oral Health & Tobacco)
- Tobacco Signage
- Quit Kits (Internal/External Partners)
- SmokeFree Palmetto Certifications
- Information and Technical Assistance for
 - City/County Ordinances
 - SmokeFree Housing (MUH)
 - SmokeFree/TobaccoFree Schools



As of January 2022, we had 14 smokefree municipalities across the region.

SmokeFree Palmetto Certifications: To become certified, local governments must adopt and implement clean air protections that prohibit smoking and the use of e-cigarettes and vapes in all indoor workplaces, restaurants, and bars. Most recent was presented by a collaboration between JSS and DPH to the League of Women Voters for Oconee/Pickens/Anderson.

Upstate Community Activities and Events



- **Community Outreach Events**
(i.e., SC Chapter of the American College of Physicians Scientific Meeting)
- **GASO Webinar**
 - Time to Talk: Youth Vaping
(Tools for Schools and Youth Organizations)
 - Wednesday, **Nov 13th**, 3:30 pm - 4:45 pm.





**Thank You!
Any Question?**

Lillie M. Hall
PhD, MPH, MHS, MCHES, CPM
Community Engagement Director
DPH ROCE Upstate
HALLLM@dph.sc.gov