



Vaping 101: What Is Vaping and the Latest Data



Thursday, September 26, 2024

12:00 – 1:00 PM

Moderator



Patricia Bax, RN, MS, NCNTT
Marketing & Outreach Coordinator
New York State Quitline



Housekeeping

- This presentation is being recorded.
- All live attendees are muted, and participation is via chat only.
- Please submit questions in the Q&A box.



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Roswell Park Comprehensive Cancer Center

Over 60 years as a leader in the field of tobacco control

Roswell Park Cessation Services:

- Offers evidence-based telephonic and digital nicotine dependence treatment services to state, health plans, and employer groups.
- Provides an Accredited Tobacco Treatment Training Program to practitioners and those serving nicotine dependent individuals.
- Conducts research to advance nicotine dependence access and treatment.

**Administering the
New York State Quitline
since its launch in 2000**

Featured Presenters

Andrew Hyland, PhD



**Roswell Park Comprehensive Cancer Center
Chair, Department of Health Behavior
Division of Cancer Prevention & Population Sciences**

Paula Celestino, MPH



**Roswell Park Comprehensive Cancer Center
Director of Client Relations & Outreach,
New York State Quitline**

CME Disclosures

None of the speakers, planners, and committee members, who are not already listed, have any relevant financial relationships with ineligible companies within the last 24 months.

All relevant financial relationships with ineligible companies have been mitigated.

Webinar Goal

**The goal of this webinar is to educate
healthcare professionals and
all those interested
in the differences between vaping and
commercial combustible tobacco use.**

First Presenter



**Roswell Park Comprehensive Cancer Center
Chair, Department of Health Behavior
Division of Cancer Prevention & Population Sciences**

Andrew Hyland, PhD

Vaping 101: What is vaping and the latest data?

Andrew Hyland, PhD

Roswell Park Comprehensive Cancer Center

Buffalo, New York

September 2024

Chair, Department of Health Behavior
Roswell Park Comprehensive Cancer Center
Buffalo NY 14263
Andrew.hyland@roswellpark.org



Overview of Talk

- What is 'vaping'?
- How have vaping products changed over time?
- How does it compare with 'smoking'?
- What are the public health and clinical issues with vaping?
Smoking?
- What are trends in youth vaping?
- What are trends in adult vaping?
- Can kids get hooked on vaping?
- Can vaping help with quitting smoking?
- What tools does the NYS DOH provide to help people stop using tobacco and vaping products?

Overview of Talk

- What is 'vaping'?
- How have vaping products changed over time?

What Are Ecigarettes?

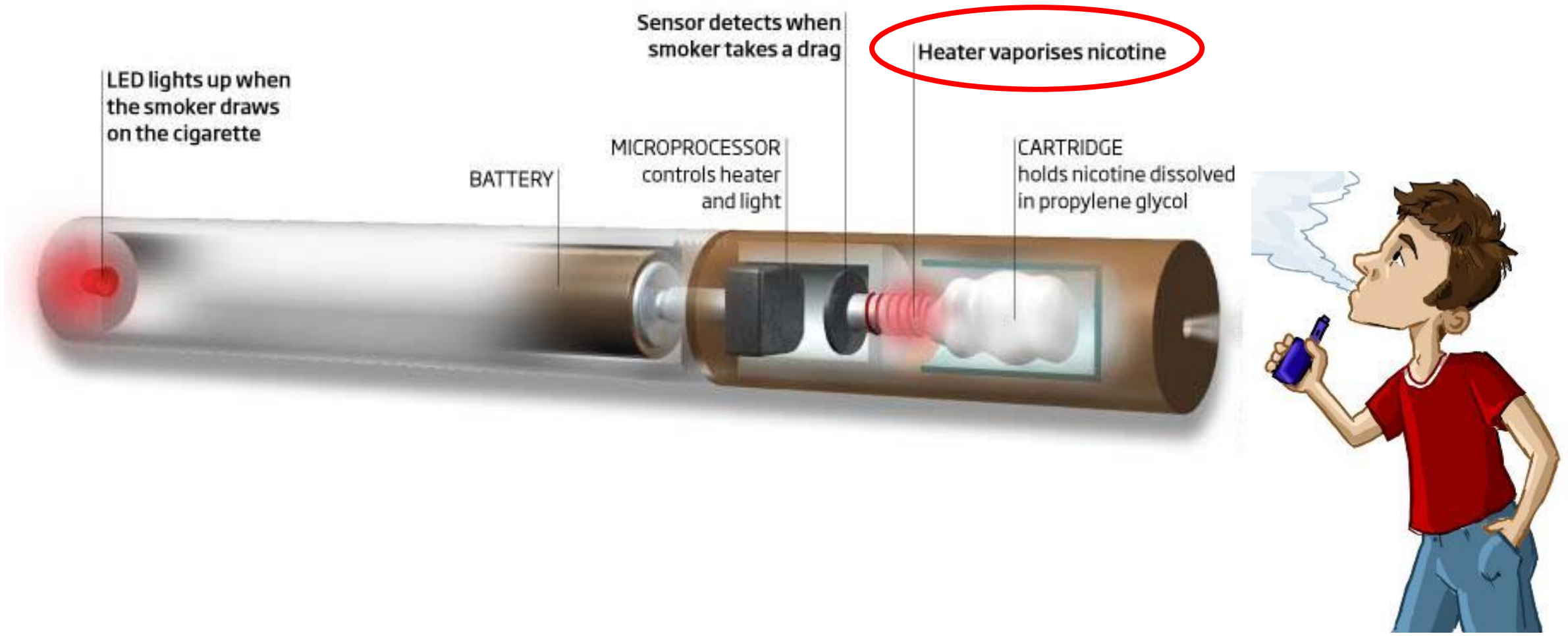


Ecigarettes heat up a solution that is vaporized to deliver nicotine to the user.

Ecigarettes do not burn tobacco

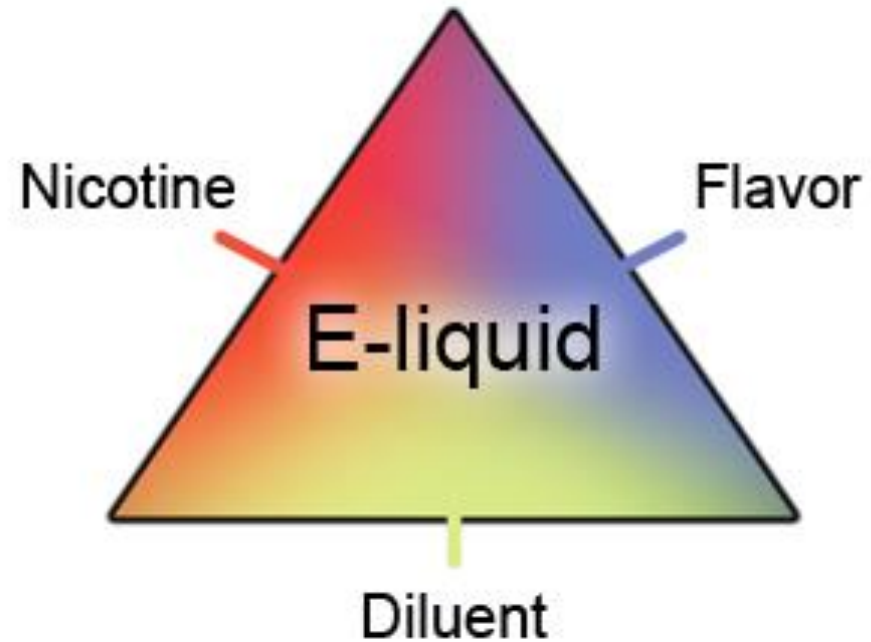
Ecigarettes have fewer toxins but are not free of toxins.

ANATOMY OF E-CIGARETTE



E-CIGARETTE INGREDIENTS

- **Nicotine (0% to 3.6%)**
- **Propylen Glycol (PG)**
- **Glycerin (VG)**
- **Water**
- **Flavorings**



Earlier Ecigarettes



Newer Ecigarettes



Why Do People Use Ecigarettes?

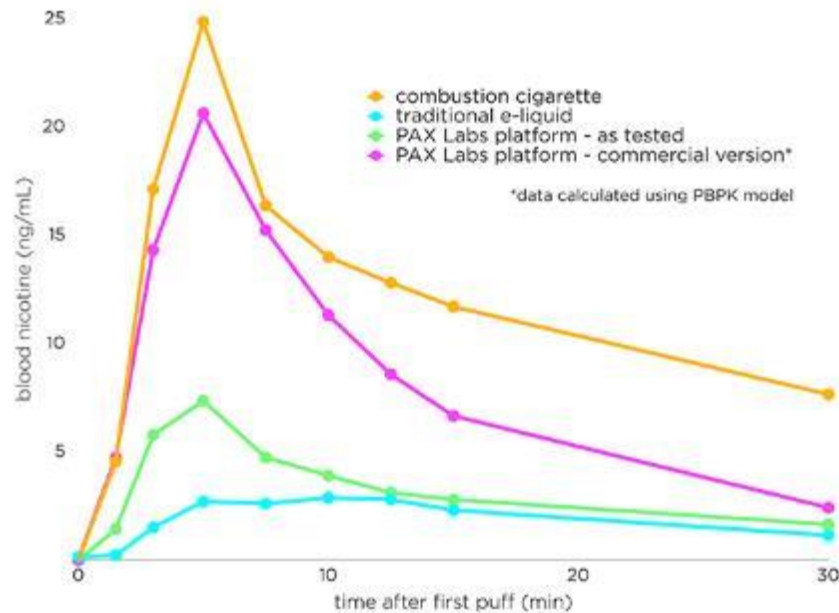


Reduce health risk/health concern

Flavors

Help to quit cigarette smoking

Vaping products today deliver nicotine much more efficiently than older products



[Source: Juul is the e-cig that will finally stop me from smoking \(I hope\) \(engadget.com\)](https://www.engadget.com/juul-is-the-e-cig-that-will-finally-stop-me-from-smoking-i-hope-1530111000.html)

JUUL Labs and its precursors figured out the chemistry to deliver nicotine much more efficiently

“They had worked through different formulations before landing on one that combined freebase nicotine with benzoic acid...that set off a chemical reaction, producing a nicotine salt liquid that reduced the harshness and allowed a higher rate of nicotine.” – NY Times - *How Juul Hooked a Generation on Nicotine. Creswell and Kaplan, June 28 2021.*



Vaping products today deliver nicotine much more efficiently than older products



Better nicotine delivery, in theory...



- Great for adults trying to quit cigarette smoking

- Terrible for kids who never used nicotine products before



Overview of Talk

- How does it compare with 'smoking'?
- What are the public health and clinical issues with vaping? Smoking?

HEALTH RISK FROM SMOKING TOBACCO



Source: <http://www.coolrisk.com/risk-cartoons/relative-risks>

Cigarettes Impact Every Part of the Body

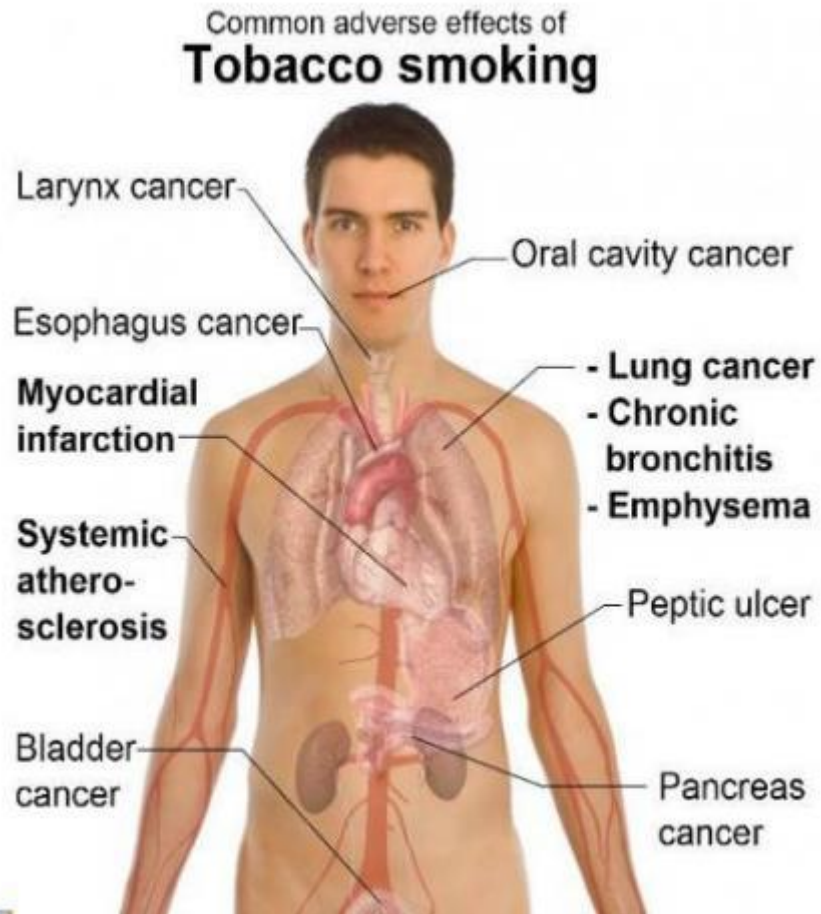


Image Courtesy: Wikimedia Commons

“Smoke for the nicotine, die from the tar”

Nicotine is what causes addiction but not most of the health problems

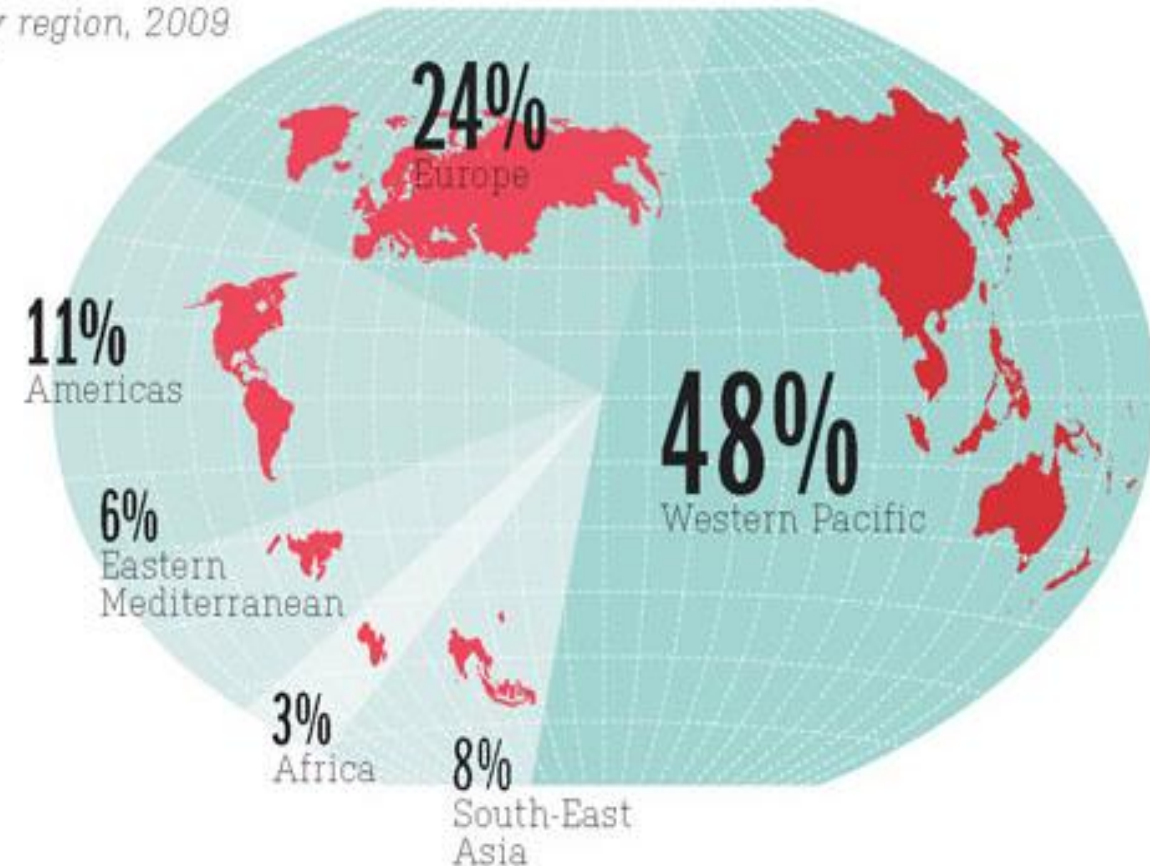
The tar and chemicals in the smoke cause most of the health damage

TOBACCO USE AND HEALTH RISK

- Tobacco is the number one preventable cause of disease, disability, and death in the US
- 480,000 people in the US die prematurely from cigarette smoking
- 1 **B**illion people globally to die from tobacco this century on current trends
- Combusted tobacco, which contains more than 7,000 chemicals including hundreds of toxic compounds, is particularly dangerous.

World Cigarette Consumption

By region, 2009



'Safe' or 'Safer'?

Are electronic
cigarettes **safe**?
Safer than cigarettes?



CONCEPTUAL MODEL OF RISK CONTINUUM OF TOBACCO PRODUCTS

Likely Least Harm

Likely Most Harm

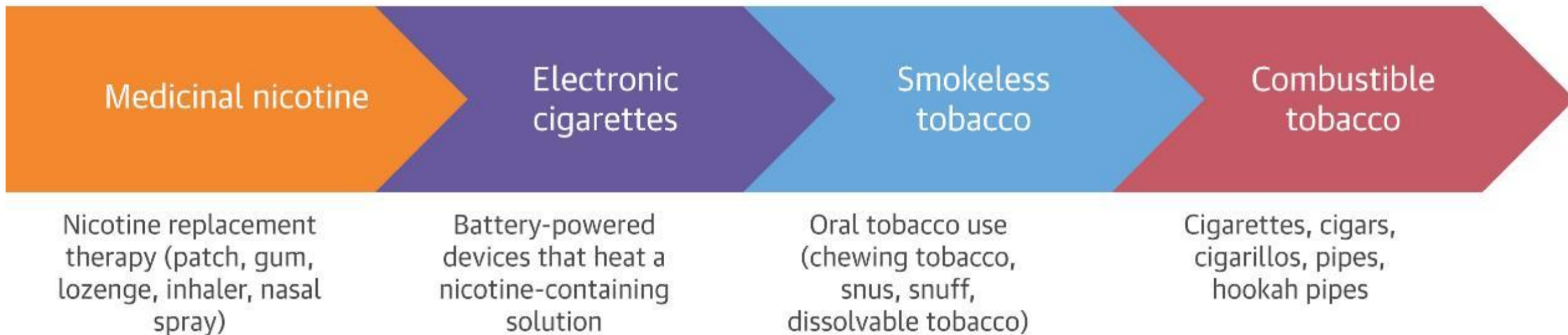


Image inspired by principles in Zeller et al. Tobacco Control 2009.

IMPORTANT: RANKING IS NOT TO SCALE. GLOBALLY, SMOKELESS TOBACCO IS VERY DIVERSE AND MAY HAVE MORE OR FEWER TOXINS THAN SOME ELECTRONIC PRODUCTS

Strong evidence toxin exposure changes along continuum

Literature less developed at present on whether actual harm changes along continuum

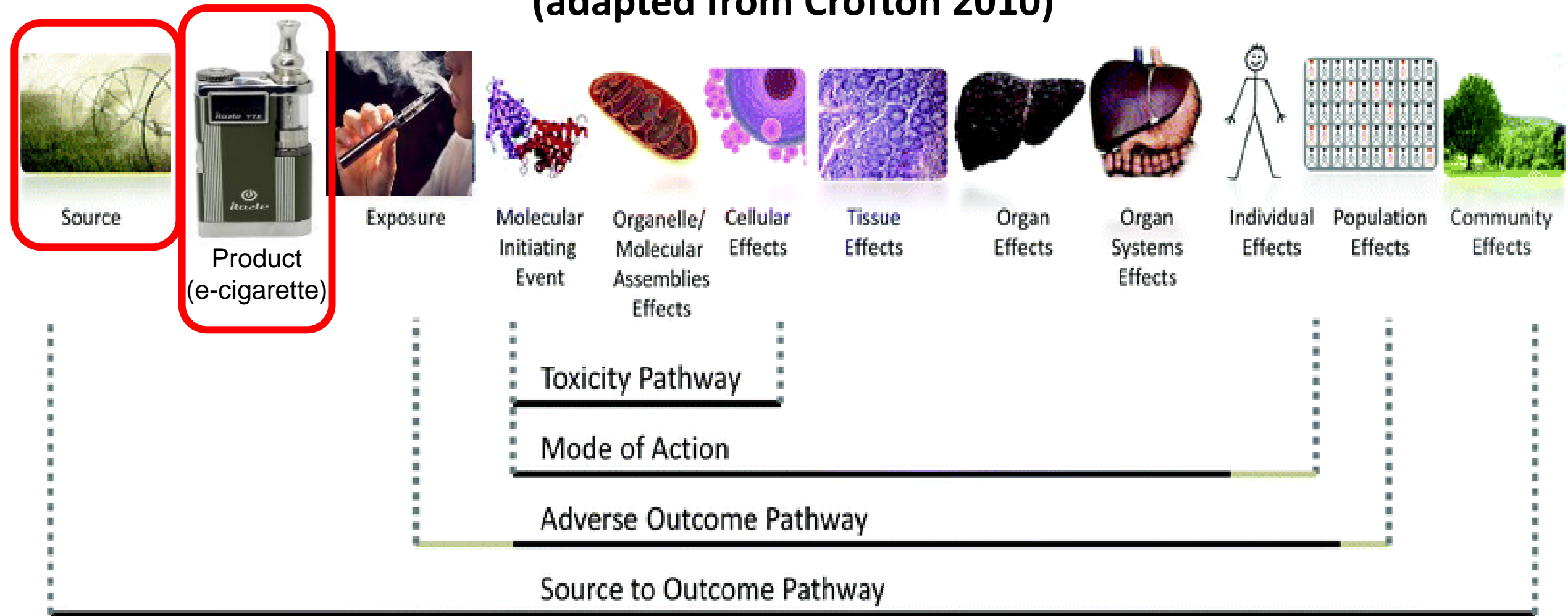
MODELING PUBLIC HEALTH EFFECTS OF E-CIGARETTES

Range of assumptions about e-cigarette effects on:

- ***Absolute harm of e-cigarettes and relative harm*** of e-cigarettes compared to combustible tobacco cigarettes
- Vaping ***initiation*** rate among smokers and smoking ***cessation*** rate
- Vaping and smoking ***initiation*** rates among non-smokers
- Pattern of dual or exclusive use

SCOPE OF PATHWAYS APPROACHES

(adapted from Crofton 2010)



TOXICANT DELIVERY FROM E-CIGARETTES



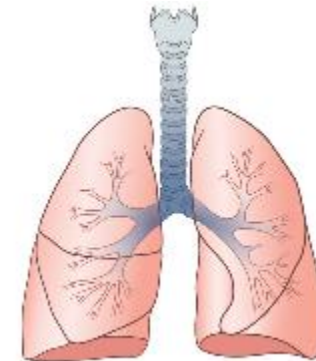
E-liquid is heated and released from device



Toxicant yield in aerosol



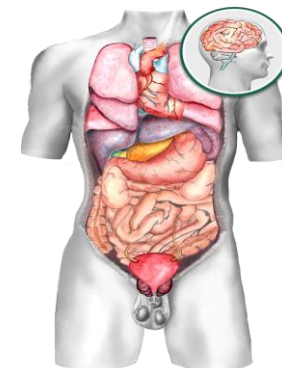
Aerosol enters body (puffing topography)



Toxicant absorption



Toxicant distribution



Toxicant concentration in the product

TOXICANTS IN AEROSOL FROM E-CIGARETTE

Table 4 Comparison of toxins levels between conventional and electronic cigarettes

Toxic compound	Conventional cigarette (μg in mainstream smoke) ³⁵	Electronic cigarette (μg per 15 puffs)	Average ratio (conventional vs electronic cigarette)
Formaldehyde	1.6–52	0.20–5.61	9
Acetaldehyde	52–140	0.11–1.36	450
Acrolein	2.4–62	0.07–4.19	15
Toluene	8.3–70	0.02–0.63	120
NNN	0.005–0.19	0.00008–0.00043	380
NNK	0.012–0.11	0.00011–0.00287	40

NNK, N'-nitrosonornicotine (NNN) and 4-(methylnitrosoamino)-1-(3-pyridyl)-1-butanone; NNN, N'-nitrosonornicotine.

ABSOLUTE DIFFERENCE

Chemical analyses reveal that e-cigarette aerosols contain numerous respiratory irritants and toxicants.

RELATIVE DIFFERENCE

E-cigarettes contain fewer numbers and lower levels of toxic substances than conventional cigarettes.

BIOMARKERS

- **Biomarker of exposure:** A tobacco constituent or metabolite that is measured in a biological fluid or tissue that has the potential to interact with a biological macromolecule; often considered a measure of internal dose
- **Biomarker of potential harm:** A measurement of an effect due to exposure; include early biological effects, alterations in morphology, structure, or function, and clinical symptoms consistent with harm; also includes “preclinical changes”



Image from Co-Pilot on prompt 'make me an image of a biomarker of nicotine exposure'

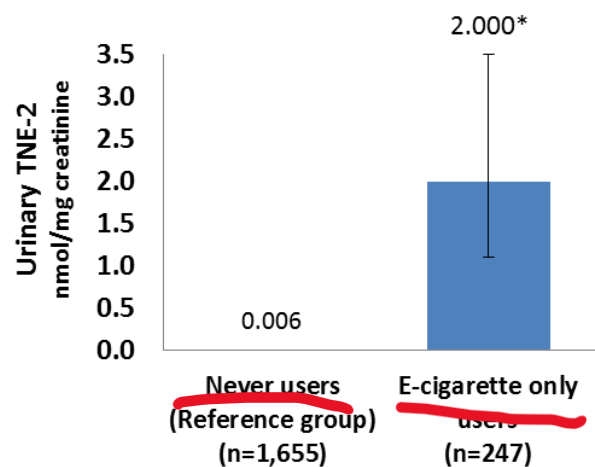
Group	Toxicant	Biomarker	Clinical Significance	FDA HPHC*
Urinary Nicotine Metabolites	Nicotine	Total Nicotine Equivalents (TNE2) - a molar sum of urinary cotinine and trans-3'-hydroxycotinine	<ul style="list-style-type: none"> Addictive Reproductive or developmental toxicant 	YES
Tobacco Specific Nitrosamines (TSNAs)	4-methylnitrosamino)-4-(3-pyridyl)-1-butanon (NNK)	4-methylnitrosaminol)-4-(3-pyridyl)-1-butanol (NNAL)	<ul style="list-style-type: none"> Carcinogen 	YES
Metals	Lead (Pb)	Urinary Lead	<ul style="list-style-type: none"> Carcinogen Cardiovascular toxicant Reproductive or developmental toxicant 	YES
	Cadmium (Cd)	Urinary Cadmium	<ul style="list-style-type: none"> Carcinogen Respiratory toxicant Reproductive or developmental toxicant 	YES
Polycyclic Aromatic Hydrocarbons (PAHs)	Naphthalene	2-Naphthol	<ul style="list-style-type: none"> Carcinogen Respiratory toxicant 	YES
	Pyrene	1-Hydroxypyrene	<ul style="list-style-type: none"> Cardiovascular toxicant 	NO
Volatile Organic Compounds (VOCs)	Acrylonitrile	CYMA	<ul style="list-style-type: none"> Carcinogen Respiratory toxicant 	YES
	Acrolein	CEMA	<ul style="list-style-type: none"> Cardiovascular toxicant Respiratory toxicant 	YES

* HPHC, Harmful and Potentially Harmful Constituents

Absolute Difference

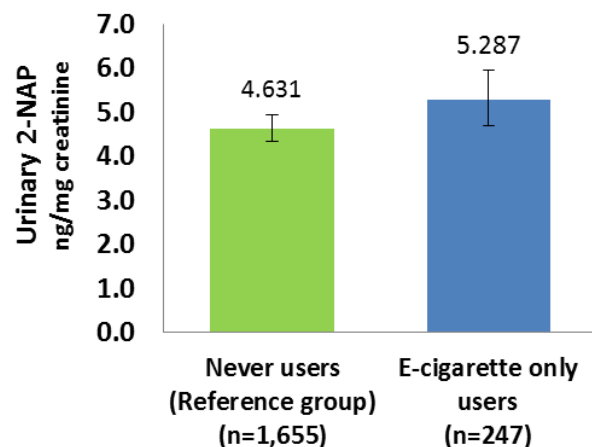
Exposure to Nicotine

Biomarker: TNE-2



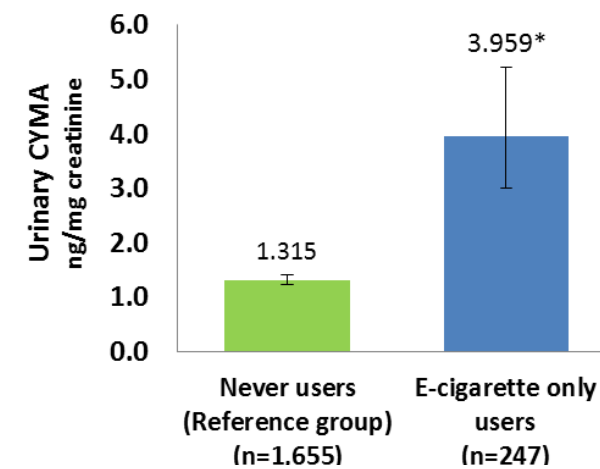
Exposure to Naphthalene

Biomarker: 2-Naphthol



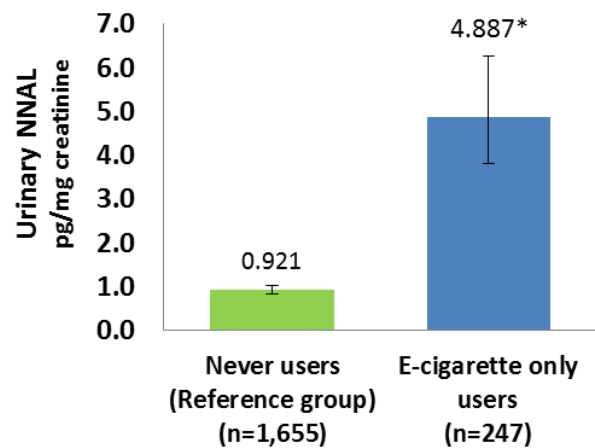
Exposure to Acrylonitrile

Biomarker: CYMA



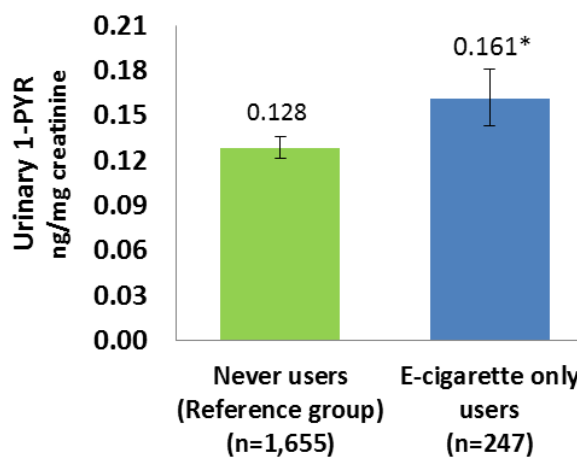
Exposure to Tobacco-Specific Nitrosamine NNK

Biomarker: NNAL



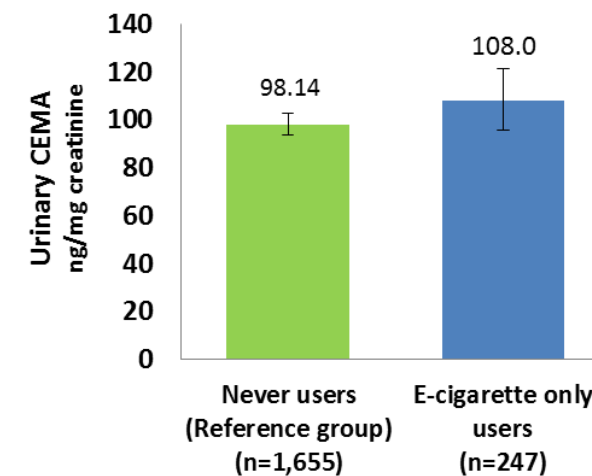
Exposure to Pyrene

Biomarker: 1-Hydroxypyrene



Exposure to Acrolein

Biomarker: CEMA



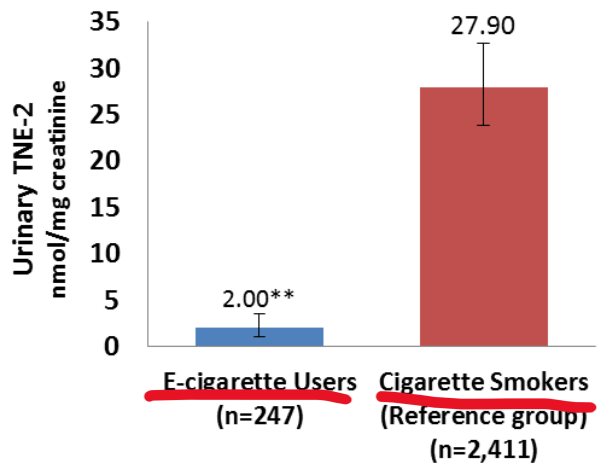
Statistical Analysis: Multivariable adjusted linear regression model; * indicates $p < 0.05$; ** indicates $p < 0.001$

Goniewicz et al. JAMA Netw Open 2018

Relative Difference

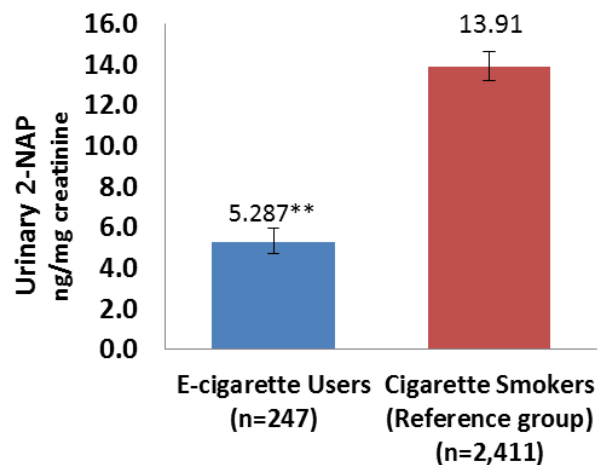
Exposure to Nicotine

Biomarker: TNE-2



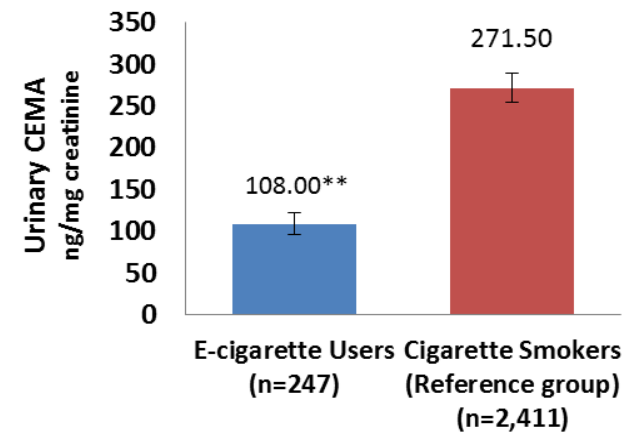
Exposure to Naphthalene

Biomarker: 2-NAP



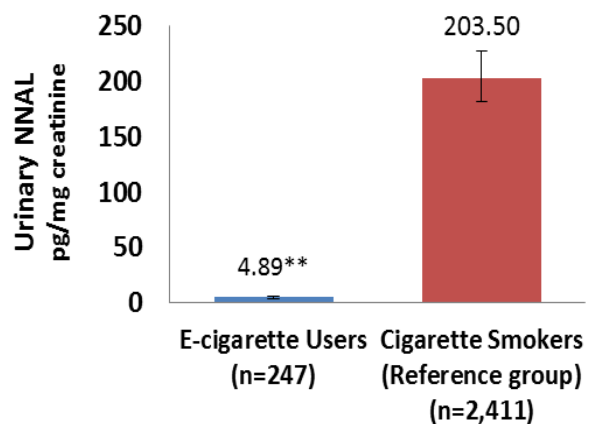
Exposure to Acrolein

Biomarker: CEMA



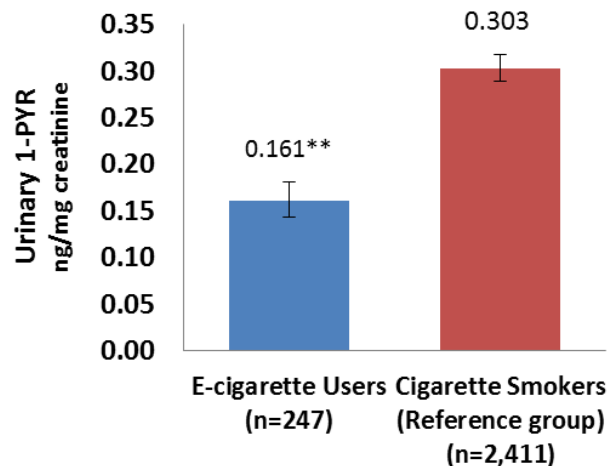
Exposure to Tobacco-Specific Nitrosamine NNK

Biomarker: NNAL



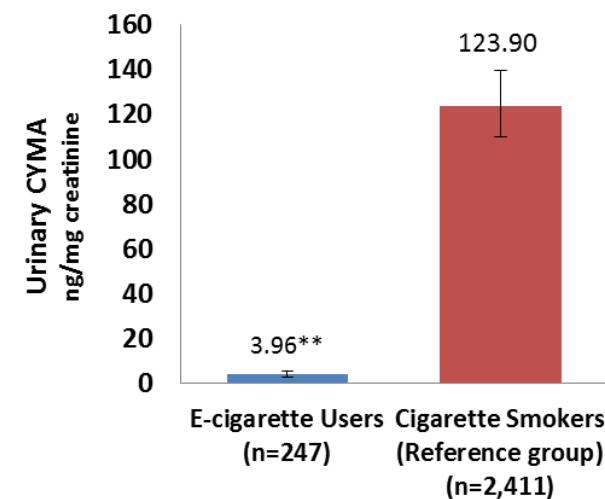
Exposure to Pyrene

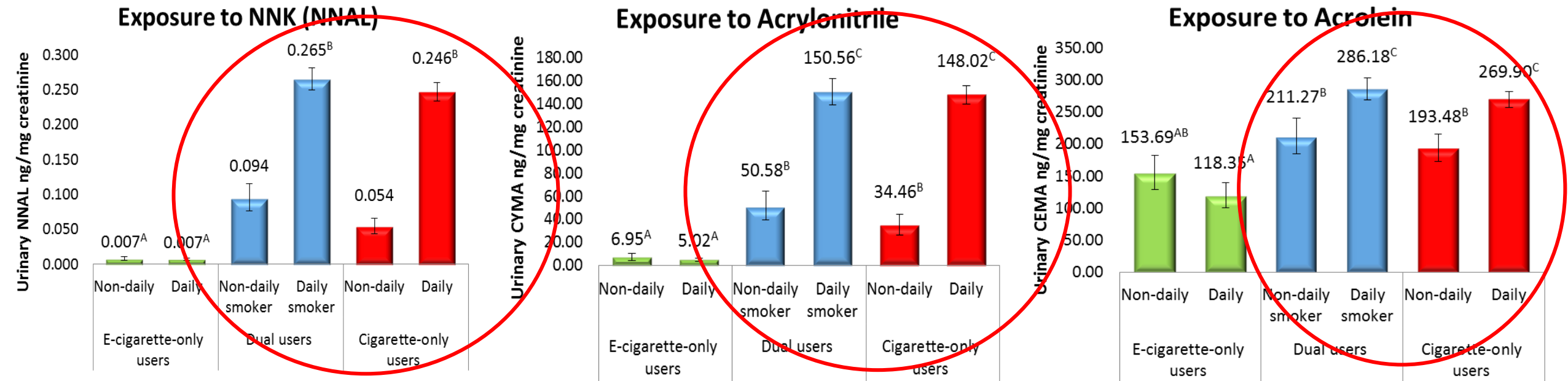
Biomarker: 1-PYR



Exposure to Acrylonitrile

Biomarker: CYMA





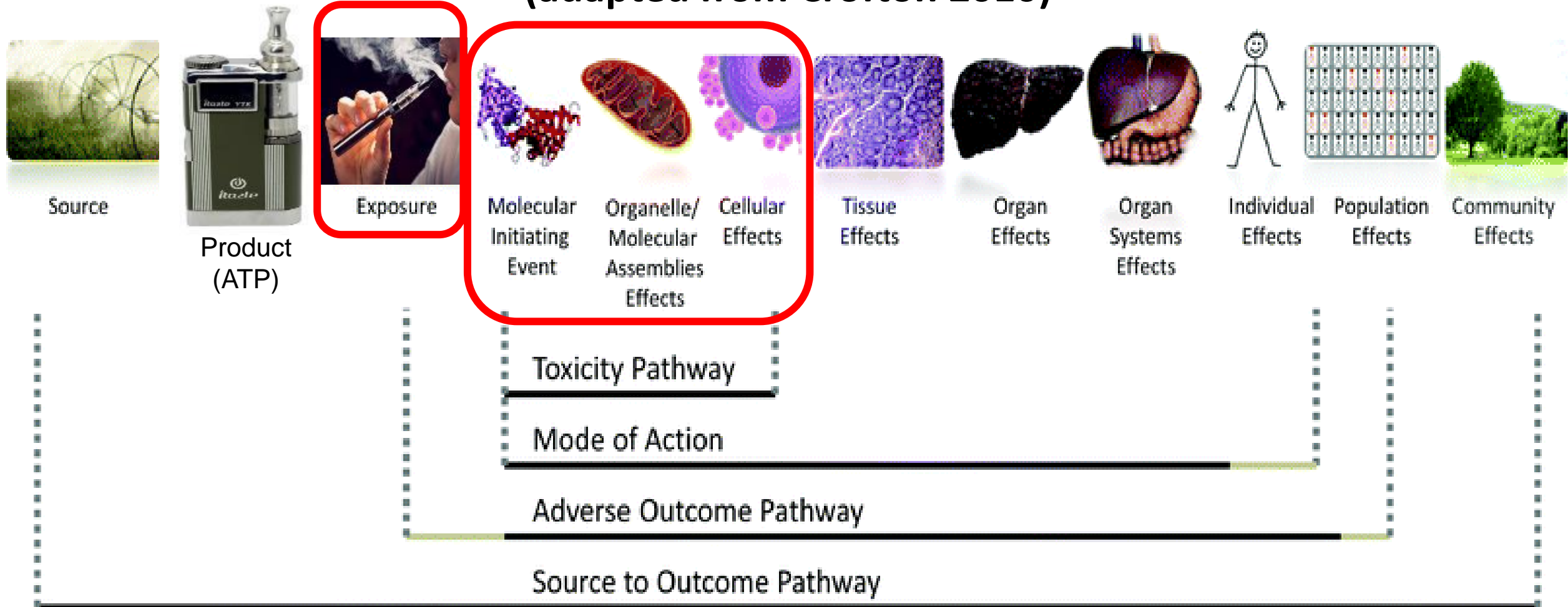
Dual user biomarkers statistically equivalent to exclusive smokers

Clinical Implications – if a patient is vaping, it should be only for the purpose of switching 100% away from cigarettes for the best way to reduce toxin exposure.

Statistical Analysis: Geometric means adjusted for urinary creatinine, age, sex, race/ethnicity, secondhand smoke exposure, past 30-day cannabis use, TNE-2 (for all biomarkers except nicotine). **SHARED LETTER = NO STATISTICAL DIFFERENCE BETWEEN GROUPS.**

SCOPE OF PATHWAYS APPROACHES

(adapted from Crofton 2010)



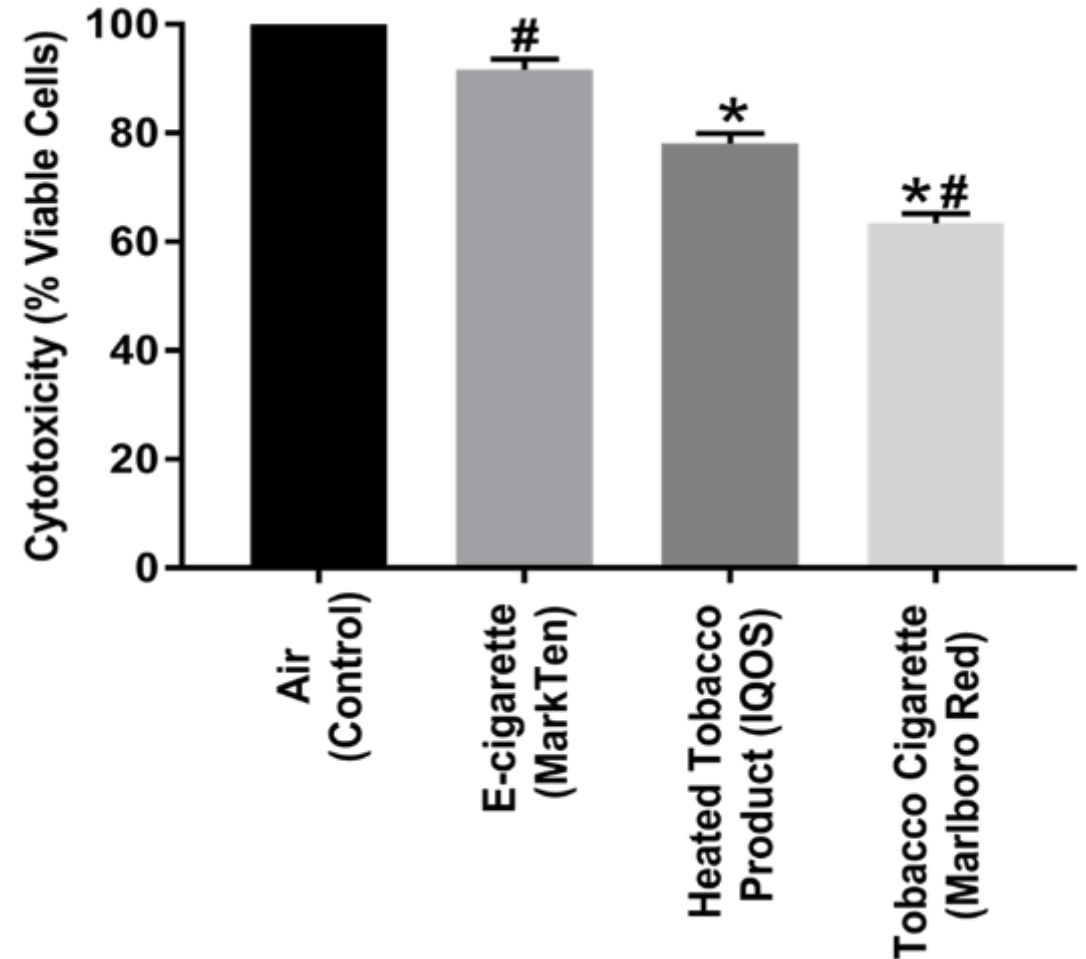
CYTOTOXICITY OF E-CIGARETTES

ABSOLUTE RISK

E-cigarettes showed more toxicity as compared to air on human bronchial epithelial cells.

RELATIVE RISK

E-cigarettes showed less toxicity as compared to a combustible tobacco cigarette.



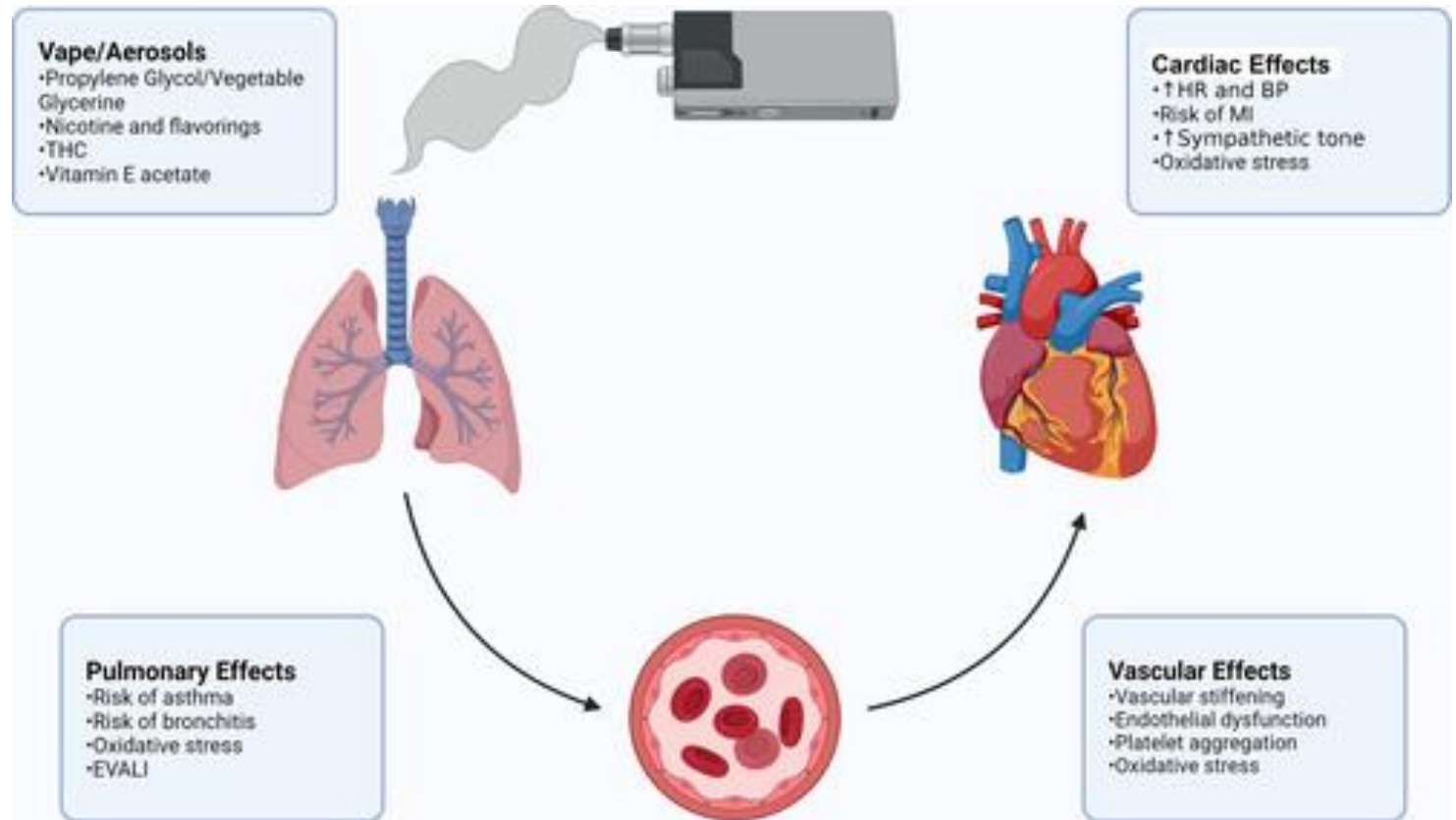
E-Cigarettes and Cardiopulmonary Health: Review for Clinicians

Evan W. Neczypor, Matthew J. Mears, Arunava Ghosh, M. Flori Sassano, Richard J. Gumina, Loren E. Wold ✉ and Robert Tarran ✉

Originally published 18 Jan 2022 | <https://doi.org/10.1161/CIRCULATIONAHA.121.056777> | Circulation. 2022;145:219–232

- Review of studies related to e-cigarettes from 2012 through 2020
- Studies investigating pulmonary and cardiovascular biomarkers suggest tissue damage and compromised vascular function.
- Evidence of **absolute harm** signals that e-cigarettes could compromise cardiovascular and respiratory health over time.
- Several studies assessing **relative harm** suggest reduced harm from vaping compared with smoking.

Cardiopulmonary effects of e-cigarette use.



SUMMARY

ABSOLUTE RISK

- Ecigarette aerosols contain numerous toxicants.
- There are documented cytotoxic effects of e-cigarette constituents on human cells and tissues.
- Regular exposure to e-cigarette aerosols is associated with impaired respiratory and cardiovascular functioning.
- The long-term health effects of e-cigarettes are not yet clear.

RELATIVE RISK

- E-cigarettes contain fewer numbers and lower levels of toxic substances than conventional cigarettes.
- Studies among ex-smokers who switched to e-cigarettes note reduced exposure to numerous respiratory toxicants, reduced asthma exacerbations, and chronic obstructive pulmonary disease symptoms.
- Current evidence indicates that e-cigarettes may pose fewer health issues compared to tobacco cigarettes, but more health issues compared to never using tobacco products - more definitive work needed

Overview of Talk

- What are the public health and clinical issues with vaping? Cigarette smoking?

Vaping products today deliver nicotine much more efficiently than older products



Better nicotine delivery, in theory...



- Great for adults trying to quit cigarette smoking

- Terrible for kids who never used nicotine products before



Why Is This Important?



FDA now has regulatory authority over tobacco products, now including ecigarettes.

Use science to guide policy to benefit public health.



Why Aren't Vaping Products Regulated Like Other Medical Drugs or Devices?



PUBLIC HEALTH
LAW CENTER
at Mitchell Hamline School of Law

SOTTERA V. FDA/SMOKING EVERYWHERE V. FDA (2009)

Sottera decision established ecigarettes are consumer products not intended to treat nicotine addiction → not subject to FDA's authority to regulate as a drug and its 'safe and effective standard'

Instead, FDA / Center for Tobacco Products deemed authority to regulate ecigarettes as a 'tobacco product' in 2016 under its 'population health' standard.

Why Aren't Vaping Products Regulated Like Other Medical Drugs or Devices?



Implications of these developments from Sottera...

- companies not incentivized to make therapeutic claims
- regulatory gray zone, few marketing restrictions
- clinical implications uncertain to use a tobacco product to quit smoking

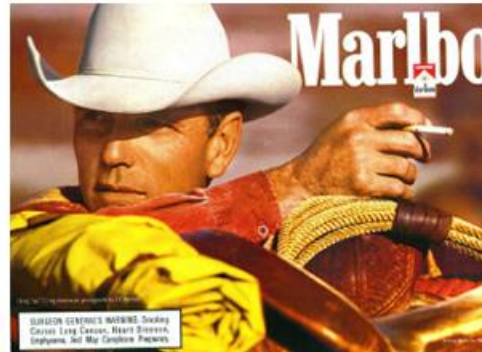


Q: How Are Ecigarettes Marketed?

A: Lifestyle Brands



Same message: Switch, don't quit



Rugged men and beautiful women



JUUL juulvapor • Following

juulvapor The freedom of a #JUULmoment.
by @devinwhetstone

WARNING: This product contains nicotine. Nicotine is an addictive chemical. #juul #juulvapor
spencerbcain @Chelsea.grieco cash me in the office bathroom
sleepyboy369 @ohrimouito freedom hell yea
ohmcityvapes Beautiful
katemorganmcleod @donesandre you look amaze! You a star +
scootsadam i just lost mine in my own

640 likes

JANUARY 25

Add a comment...

JUUL

@JUULvapor · 4 Jun 2015

Having way too much fun at the #JUUL launch party #LightsCameraVapor #NYC



1 like





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What is optimal public policy?

What is optimal clinical practice?

What is practical given where we are now?



Should lower toxin products be embraced? Let's imagine that hypothetical world...

- "Quitting all tobacco is best. But if you are unable or unwilling to quit now, then try switching completely to vaping. Help is available for those who want to switch. Go to your local vape shop for help."
- Focus on the relative risks vs. smoking
- Free samples of vaping products given at well visits
- Government subsidies to lower costs
- Limited restriction marketing
- Encourage products with high abuse liability

OR

Should lower toxin products be shunned? Let's imagine that hypothetical world...

- "All tobacco products have health risk. All tobacco product use should be stopped now. Help is available for those trying to stop. Talk with your doctor."
- Focus on the absolute risks vs. no use
- Free Nicotine Replacement Therapy given at well visits
- Government taxes to increase costs
- Complete marketing restrictions
- Discourage products with high abuse liability

Where are Things Today?

- No US medical group has fully endorsed vaping as a clinical tool
- Public health groups often emphasize risks to young people
- FDA Center for Tobacco Products position recently evolved – CTP Director Nature Medicine article, CTP Relative Risk of Tobacco Products webpages
 - FROM Toll, Smith, King, Nature Medicine 2024. “For adults, FDA-approved pharmacotherapies have been shown scientifically to increase the odds of quitting smoking; combining the use of these pharmacotherapies with even brief behavioral counseling by a healthcare provider can further increase the odds of success. Models for behavioral counseling exist, including the ‘five As’. So far, the FDA has approved seven types of medical product for smoking cessation, five of which are nicotine-replacement therapies; three (nicotine patches, gums, and lozenges) are available over the counter. These approved products should be the first line of pharmacotherapy treatment for adults seeking to quit smoking. However, for adults who smoke and have tried FDA-approved pharmacotherapies with no success, medical providers may consider education about the relative risks of tobacco products. In doing so, for adults who smoke, it is crucial to reinforce the importance of complete transitioning away from smoking to exclusive e-cigarette use in order to realize the full health benefit, and of not engaging in prolonged use of both products. As there is no safe tobacco product, eventual abstinence from all tobacco products should be the end goal.”

- Sources: Toll, Smith, King, Nature Medicine 2024, <https://www.fda.gov/tobacco-products/health-effects-tobacco-use/relative-risks-tobacco-products#:~:text=No%20tobacco%20product%20is%20safe,harmful%20type%20of%20tobacco%20product>

What is the Role of Industry?

Effective public policy is hard with profit maximizing industries working in a regulatory grey zone marketing lifestyle brands

Soterra decision limits checks on industry

4 A's

- Appeal – flavors and packaging
- Affordability – price and tax
- Accessibility – 380,000 tobacco retailers in the US
- Addictiveness – designer chemistry

Overview of Talk

- What are trends in youth vaping?
- Can kids get hooked on vaping?
- What are trends in adult vaping?

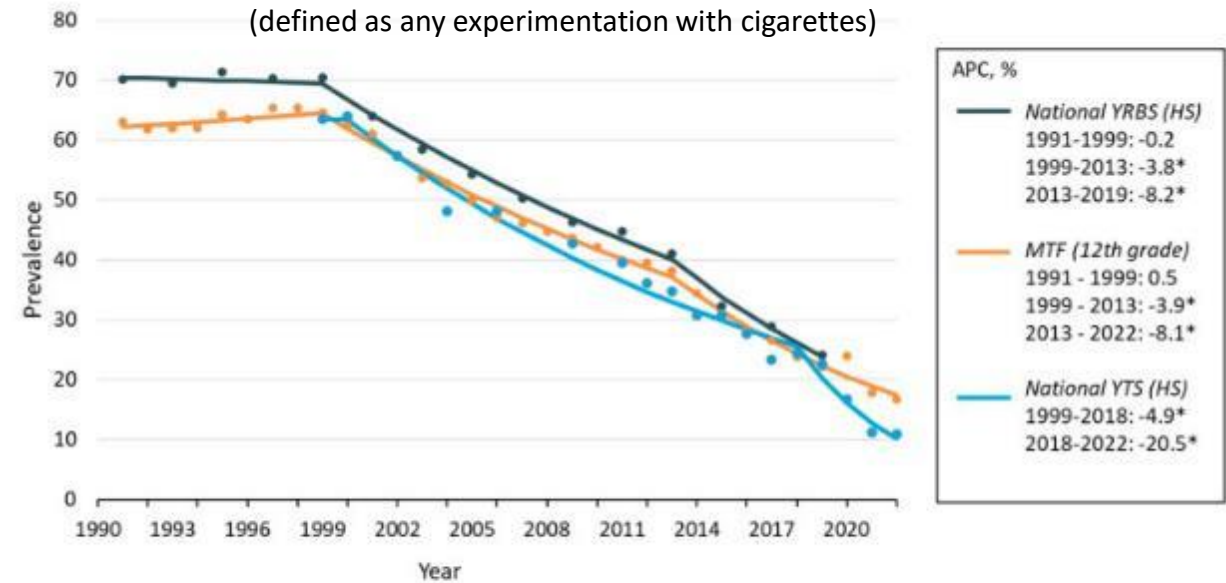
Trends in youth cigarette use



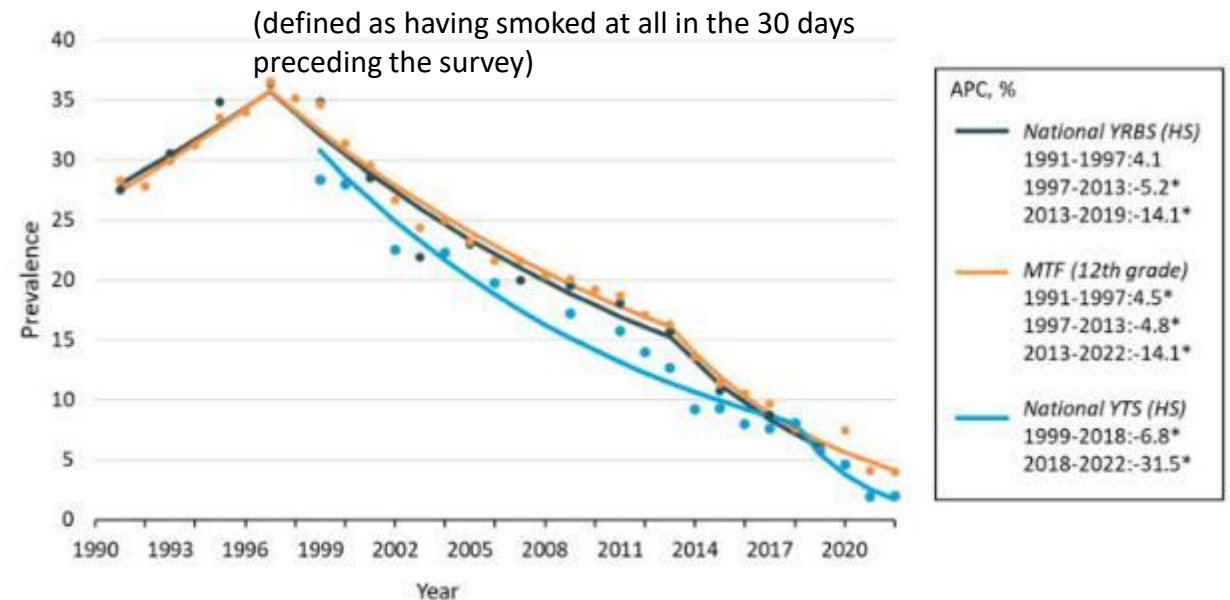
Cigarette smoking trends over time among US high school youth in three national surveys, 1991–2022. Note: APC indicates annual percentage change; * $p \leq 0.05$.

- Current cigarette smoking reached its peak in 1997, and then significantly declined from 1997 to 2013 in the National YRBS and MTF and similarly in the National YTS from 1999 to 2018.
- Declines in current smoking then accelerated in all surveys through to 2022.
- These findings suggest dramatic successes in reducing youth smoking since the late 1990s, with more rapid declines in prevalence in the past decade.

A. Ever Cigarette Smoking



B. Current Cigarette Smoking

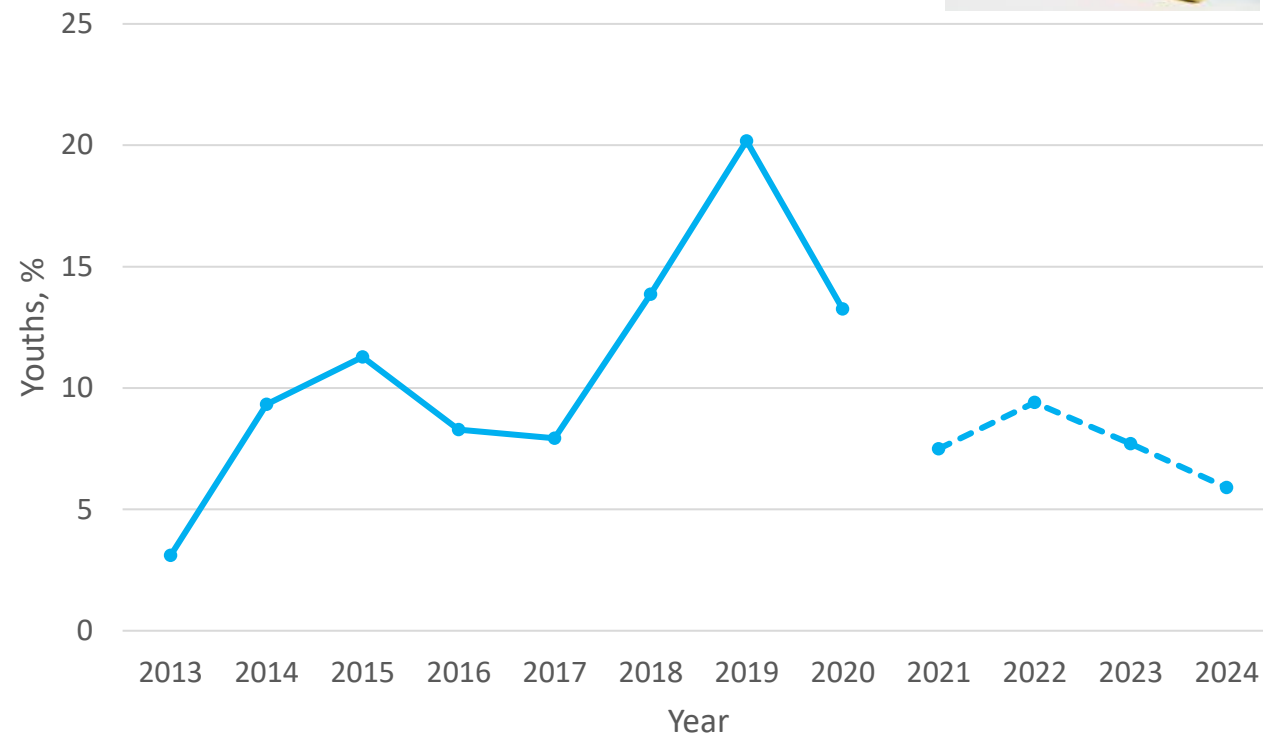


Trends in youth e-cigarette use

Prevalence of Current Electronic Cigarette Use Among US Middle and High School Students, 2013-2024

- There was a substantial increase in youth e-cigarette use prevalence in the early 2010s.
- There was a significant drop in youth e-cigarette use prevalence from 2023 to 2024.
- Data are from the National Youth Tobacco Survey (NYTS), an annual, repeated cross-sectional survey of US middle and high school students, from 2013 to 2024.
- Survey delivery mode differed starting in 2021 due to the COVID-19 pandemic. Therefore, trends are examined between 2013 to 2020 and 2021 to 2024.

Prevalence of Current Electronic Cigarette Use (defined as past 30-day use)



2013-2022: Mattingly DT, Hart JL. Trends in Current Electronic Cigarette Use Among Youths by Age, Sex, and Race and Ethnicity. *JAMA Netw Open*. 2024;7(2):e2354872.

doi:10.1001/jamanetworkopen.2023.54872


2023-2024: US Food & Drug Administration. Results from the Annual National Youth Tobacco Survey. Accessed 9/10/24 from <https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey>

Young People Are Vaping Daily and Want to Quit Vaping

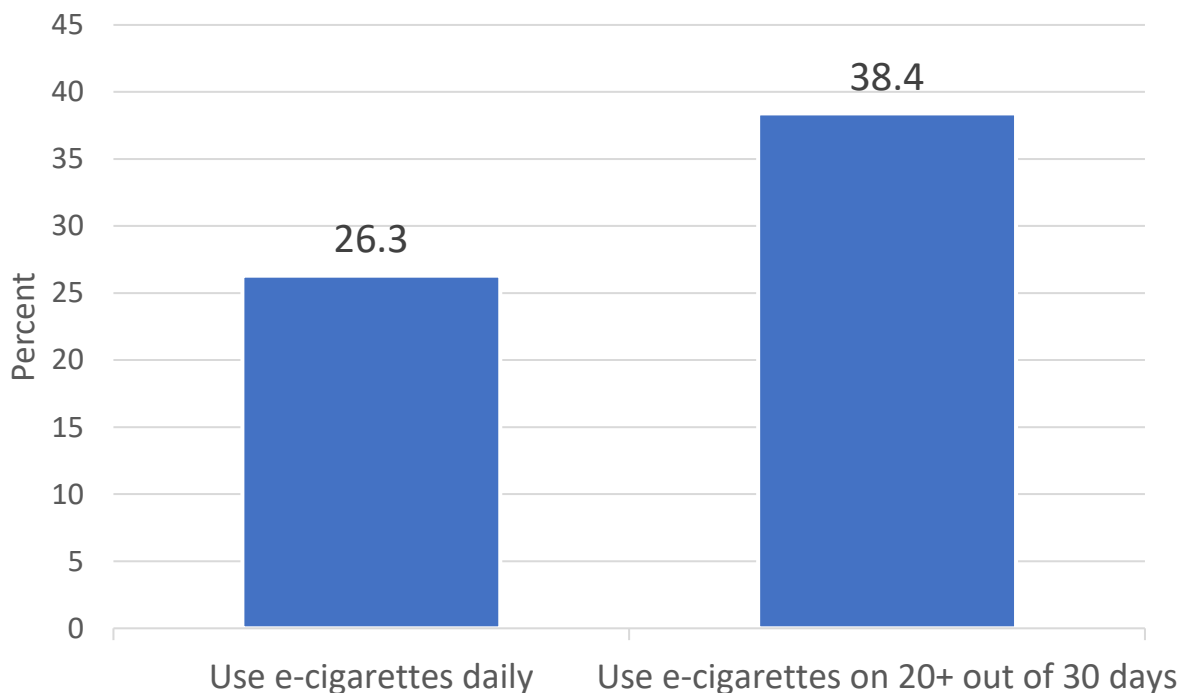


ARTICLES | OCTOBER 02 2023

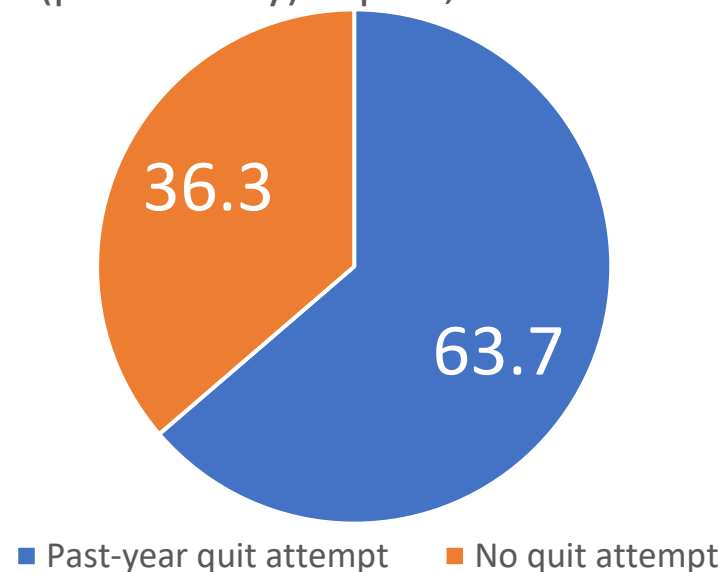
Adoption of Vaping Cessation Methods by US Adolescent E-Cigarette Users

Hongying Daisy Dai, PhD ; Pham Hanh, BS; Nick Guenzel, PhD; Mathuri Morgan, BS; Ellen Kerns, PhD; Jonathan P. Winickoff, MD, MPH

Frequency of use among current (past 30-day) vapers
6th – 12th grade, 2024 NYTS



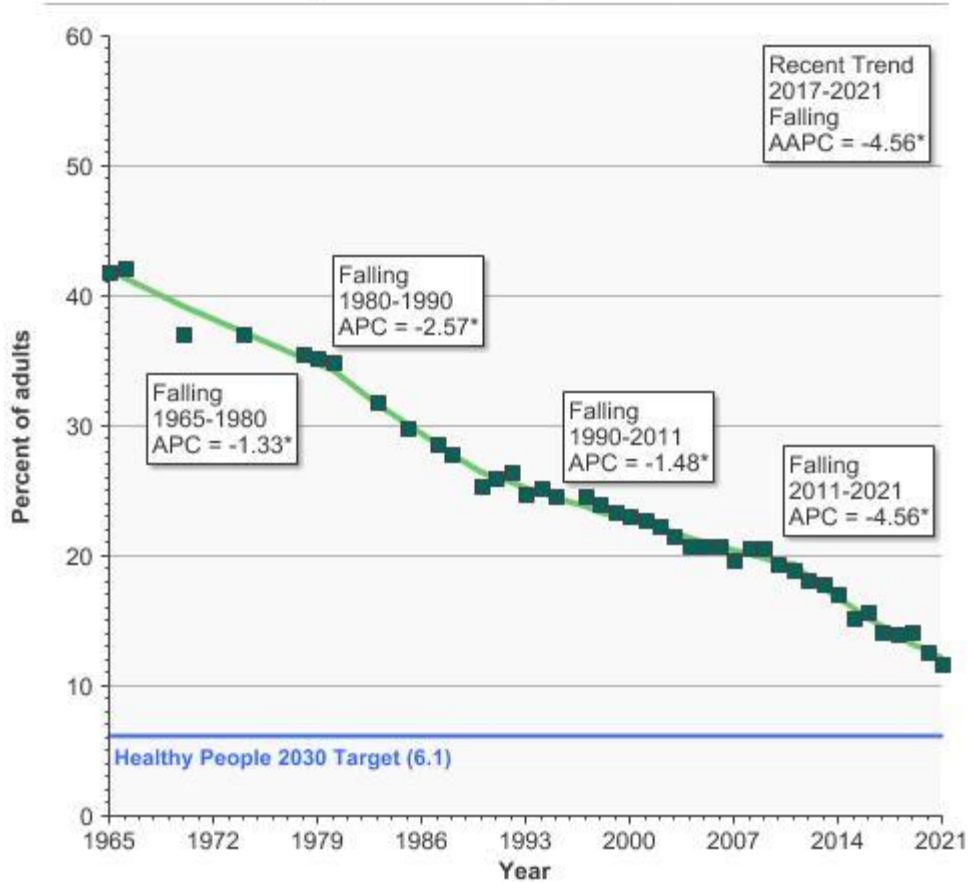
Past-year quit attempts among 1,436 current
(past 30-day) vapers, 2023 NYTS



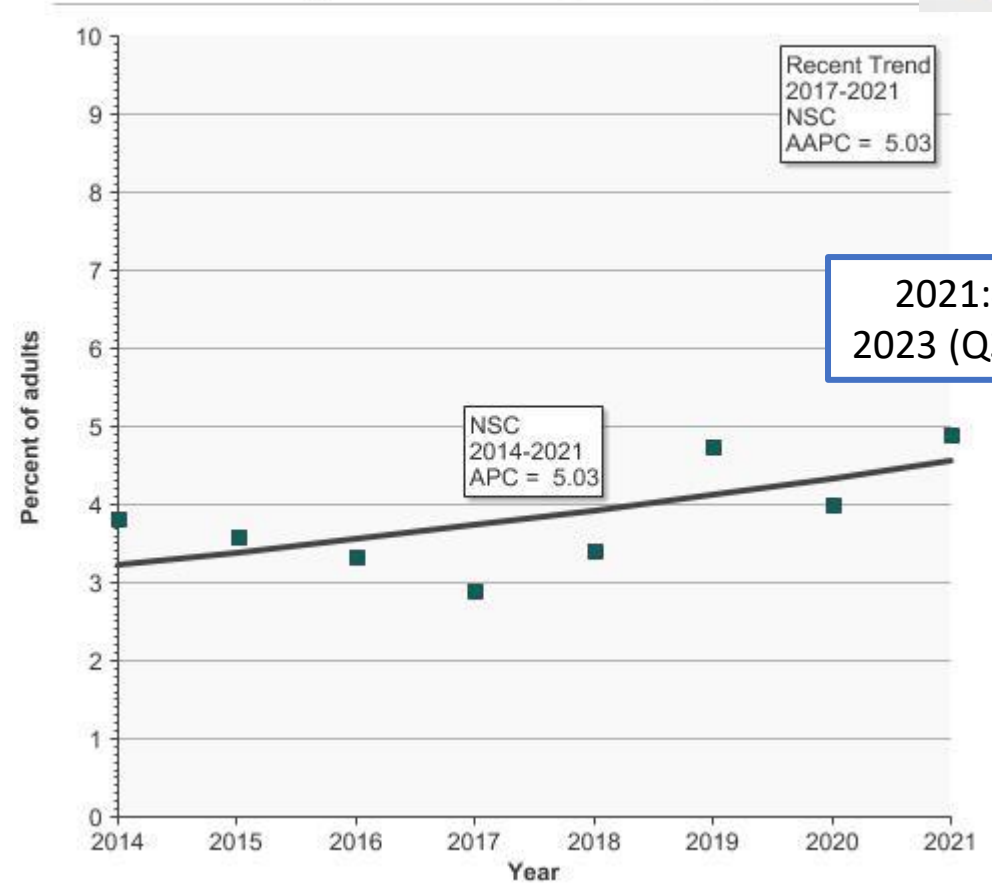
Trends in adult cigarette and e-cigarette use



Percentage of adults aged 18 years and older who reported current cigarette use, 1965-2021



Percentage of adults aged 18 years and older who reported current e-cigarette use, 2014-2021



Data Source: Centers for Disease Control and Prevention, National Center for Health Statistics, National Health Interview Survey.

1965-2021: Cancer Trends Progress Report, National Cancer Institute, NIH, HHS, Bethesda, February 2022, <https://progressreport.cancer.gov>.

2023: National Center for Health Statistics. Percentage of current cigarette smoking for adults aged 18 and over, United States, 2019 Q1, Jan-Mar—2023 Q3, Jul-Sep. National Health Interview Survey. Generated interactively: Mar 06 2024 from https://wwwn.cdc.gov/NHISDataQueryTool/ER_Quarterly/index_quarterly.html

SELECTED CONCLUSIONS FROM NATIONAL SURVEILLANCE SURVEYS

- Youth cigarette smoking is dramatically lower – record low but still too high
- Adult cigarette smoking is steadily decreasing – record low but still too high
- Youth vaping increased, decreased, and wobbled
- Daily vaping among youth increased sharply
- Most youth who are vaping report making attempts to stop
- The ‘wrong people’ are vaping – high rates in young people and low rates in older people who use cigarettes

Overview of Talk

- Can vaping help with quitting smoking?

Electronic cigarettes for smoking cessation

- ‘High Certainty’ evidence
- People are more likely to stop smoking for at least six months using nicotine e-cigarettes than using nicotine replacement therapy (7 studies, 2544 people), or e-cigarettes without nicotine (6 studies, 1613 people).

Lindson N, Butler AR, McRobbie H, Bullen C, Hajek P, Begh R, Theodoulou A, Notley C, Rigotti NA, Turner T, Livingstone-Banks J, Morris T, Hartmann-Boyce J. Electronic cigarettes for smoking cessation. Cochrane Database of Systematic Reviews 2024, Issue 1. Art. No.: CD010216. DOI: 10.1002/14651858.CD010216.pub8. Accessed 06 March 2024.

Summary of findings 1. Nicotine EC compared to NRT for smoking cessation

Nicotine EC compared to NRT for smoking cessation

Outcomes	Anticipated absolute effects* (95% CI)		Relative effect (95% CI)	N° of participants (studies)
	Events with NRT	Events with Nicotine EC		
Smoking cessation at 6 months to 1 year	Study population		<u>RR 1.59</u> (1.29 to	2544 (7 RCTs)
Assessed with biochemical validation	6 per 100	10 per 100 (8 to 12)	<u>1.93)</u>	

Summary of findings 2. Nicotine EC compared to non-nicotine EC for smoking cessation

Nicotine EC compared to non-nicotine EC for smoking cessation

	Events with non-nicotine EC	Events with Nicotine EC		
Smoking cessation at 6-12 months	Study population		<u>RR 1.46</u> (1.09 to	1613 (6 RCTs)
Assessed with biochemical validation	7 per 100	10 per 100 (8 to 14)	<u>1.96)</u>	

Can vaping help with quitting smoking?

Clinical trial evidence indicates some people benefit from vaping products for cigarette cessation.

However, there are no standards for dosing, frequency, or what product to use. What do you tell patients?

- Soterra decision created the environment we are in

No US medical society has yet recommended ecigarettes for stopping cigarette smoking (although the UK has)

- What product would a provider recommend? Dosing? Frequency? Who advises on appropriate use?

Reframe the question – ‘Under what condition, if any, does vaping improve public health?’



Overview of Talk

- What tools does the NYS DOH provide to help people stop using tobacco and vaping products?

**It's time to
quit vaping.**

**We know
its hard
but we
can help.**

Text
DropTheVape
to 88709

we'll send you tips and advice
about quitting vaping.

Text
DropTheVape
to 88709

**to get free
advice, tips,
and
inspiration
to help
you quit.**

**Ready to Quit
Vaping?!?!?**

Get
FREE texts
with advice,
tips and
inspiration
from other
Quitters.

Additional Resources

[Cochrane Database of Systematic Reviews](#) – Electronic cigarettes for smoking cessation

[The National Academies of Sciences, Engineering, and Medicine](#) – Public Health Consequences of E-Cigarettes

[Public Health Law Center at Mitchell Hamline School of Law](#) – Sottera v. FDA/Smoking Everywhere v. FDA (2009)

[Tobacco Control](#) – The Strategic Dialogue on Tobacco Harm Reduction: a vision and blueprint for action in the US

[U.S. Food & Drug Administration](#) – The Relative Risks of Tobacco Products

Second Presenter



**Director of Client Relations & Outreach
New York State Quitline
Roswell Park Comprehensive Cancer Center**

Paula Celestino, MPH



New York State Quitline Overview

Quitline Services for Tobacco and ENDS Users*



Telephonic coaching / treatment support

Learn2QuitNY
Build the skills you need to quit any tobacco product



Supply of nicotine patches, gum and/or lozenge

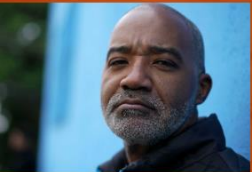


www.nysmokefree.com

MENTHOL
A targeted takeover

Big Tobacco Targeting

LGBTQIA2S+, Black, African American, Hispanic, and Latinx communities have been aggressively targeted by the tobacco industry for many years. That targeting has had a devastating impact on many communities.²



Black or African



Hispanic or Latinx



LGBTQIA2S+
People who identify as LGBTQIA2S+ are more

VAPING NICOTINE

- Headaches
- Shortness of breath
- Rapid heartbeat
- Panic attacks
- Irritability, mood swings, and anxiety
- Relationship issues
- Learning difficulties

QUIT VAPING TODAY!
Text: **DropTheVape to 88709**
Get free, 24/7 confidential support, advice from other young people, and motivation to keep you strong.

Department of Health

HEALTHCARE PROFESSIONALS
Playing a crucial role in tobacco cessation

HOW CAN WE HELP?

- PATIENT REFERRAL PROGRAMS
- TALK TO YOUR PATIENTS
- YOUR RESOURCES

Updates and news

Chat

Hi! Welcome to the NYS Quitline. Our services are FREE to all New Yorkers. Which option below best describes what you're looking for?

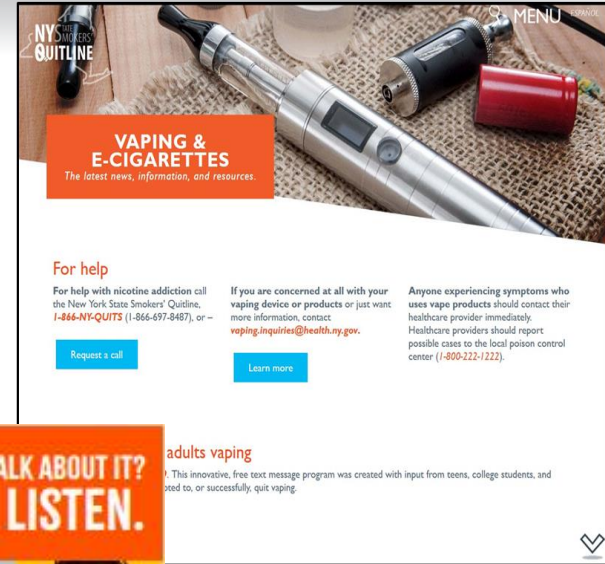
- Nicotine patches, gum, or lozenge.
- Help to quit.
- Necesito ayuda en español.
- Text messaging programs.
- A=文 Translate
- None of the above.

Translate MENU

- QUITTING SMOKING
- QUITTING VAPING
- QUITTING MENTHOL
- YOU AND CHEW
- STAYING QUIT
- HELPING SOMEONE QUIT
- FACTS & FAQs
- FREE PATCHES AND MORE
- TEXT MESSAGING
- PRINT MATERIALS
- TOOLS
- NYQUITS COMMUNITY CONNECT
- NEWS ROOM

E-Cigarette and Vaping Services – Youth/Young Adults

- The Quitline promotes the NYS-specific version of the Truth Initiative’s text-based intervention, “[This Is Quitting.](#)”
- This innovative, free, and anonymous text message program was created with input from teenagers, college students, and young adults who have attempted to or successfully quit vaping.
- Tailored to specific age groups (13-17 and 18-24) to give age-appropriate quitting recommendations, NYS youth can text “DropTheVape” to 88709 to access the free program.



Vaping & E-Cigarettes – Diverse Audience Digital Support

- Information about quitting vaping
- FAQs:
Vaping vs. NRT
- Resources for teens, parents and educators



VAPING & E-CIGARETTES

Quitting, resources, facts

Resources

Teens and Young Adults

Text **"DROPTHEVAPE"** to **88709** to join *This Is Quitting*, a free texting support program for help with quitting vaping for teens and young adults (ages 13-24).

Visit truthinitiative.org/thisisquitting to learn more.

Parents

Text **"QUIT"** to **202-899-7550** to receive daily advice to help youth quit.

Visit truthinitiative.org/thisisquitting to learn more.

Help to quit
Free, confidential,
evidence-based help to
quit smoking, vaping, or
tobacco for New
Yorkers.

Talk to a Quit
Coach

Sign up for
texts

FREE patch
and more

Tools to quit

Where can I find this?

NYSmokeFree.com/QuitVape

or under "MENU" then "Quitting Vaping"

VAPING NICOTINE

=

- Headaches
- Shortness of breath
- Rapid heartbeat
- Panic attacks
- Irritability, mood swings, and anxiety
- Relationship issues
- Learning difficulties

QUIT VAPING TODAY!
Text: DropTheVape to 88709
 Get free, 24/7 confidential support, advice from other young people, and motivation to keep you strong.



Middle School Posters

VAPING AND FEELING ANXIOUS?

HELP
 List the reasons why you want to quit vaping.

TIPS
 Just think of quitting for today and take it day by day.

QUIT VAPING TODAY!
Text: DropTheVape to 88709
 Get free, 24/7 confidential support, advice from other young people, and motivation to keep you strong.



High School/Young Adult Posters

THINKING ABOUT QUITTING VAPING?


We can help!
 Finding out why you vape is a good place to start.
It's all confidential.

GET HELP TODAY!
Text: DropTheVape to 88709
 to join This is Quitting, a program for teens and young adults – ages 13-24

READY TO QUIT VAPING?

Specialized Quit Coaches are a phone call away.
We offer free, confidential support to help you.
Stop vaping, smoking, or using other forms of tobacco.

GET HELP!
 Call the NYS Smokers' Outline at **1-866-697-8487.**



Palm Card

THINKING ABOUT QUITTING VAPING?

We can help!
 Finding out why you vape is a good place to start.
It's all confidential.

QUIT VAPING TODAY!
Text: DropTheVape to 88709
 to join This is Quitting, a program for teens and young adults – ages 13-24

WANT TO TALK ABOUT IT? WE'LL LISTEN.

Specialized Quit Coaches are a phone call away. We offer free, confidential support to help you stop vaping, smoking, or using other forms of tobacco.

Get help. Call the NYS Smokers' Outline at **1-866-697-8487.**



Rack Card

[Publication Catalog: Smoking, Vaping, and Commercial Tobacco Use \(ny.gov\)](http://ny.gov)

Telephonic Support & Nicotine Medications

Trained Tobacco Dependence Treatment Specialists Provide:

- Up to 2 coaching sessions
- Up to 5 coaching sessions for those reporting psychological distress, alcohol and cannabis use, disabilities, menthol use and pregnancy
- Referral to additional cessation services (e.g., health plan, local or health site programs)



Nicotine Replacement Therapy (online option also available)*

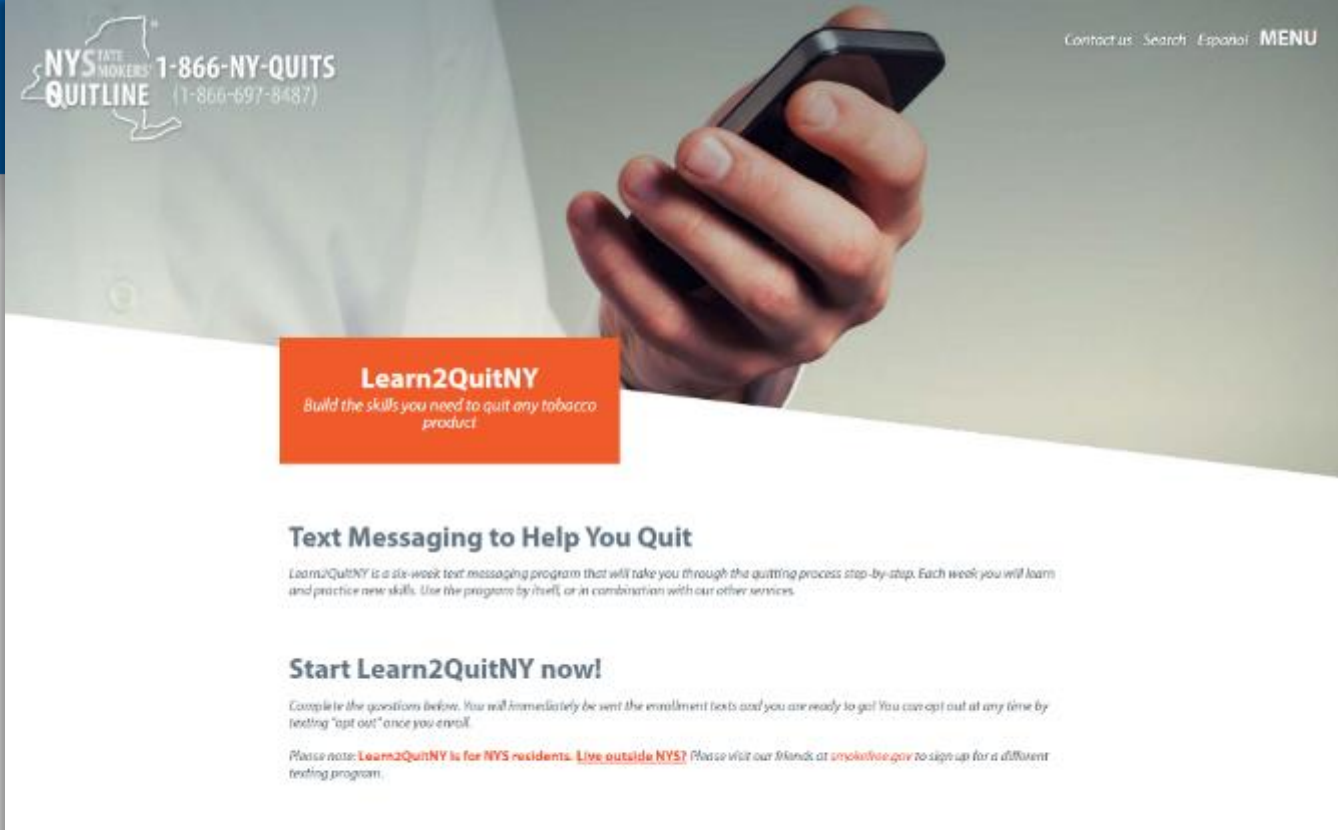
- Combination therapy (patch and gum or lozenge) for moderate or heavy tobacco and ENDS users
- Nicotine patch or lozenge for light users
- APPLY ONLINE OR VIA QUIT COACH



*Must be 18 years or older

Learn2QuitNY (Text Program)

- Cognitive Behavioral-based
- Takes participants through quitting step-by-step
- Practice new skills weekly
- Builds on what was learned
- Check-ins throughout (suggested resources, engage with a coach)



NYS STATE SMOKERS' QUITLINE 1-866-NY-QUITS
(1-866-697-8487)

Contact Us Search Español MENU

Learn2QuitNY
Build the skills you need to quit any tobacco product.

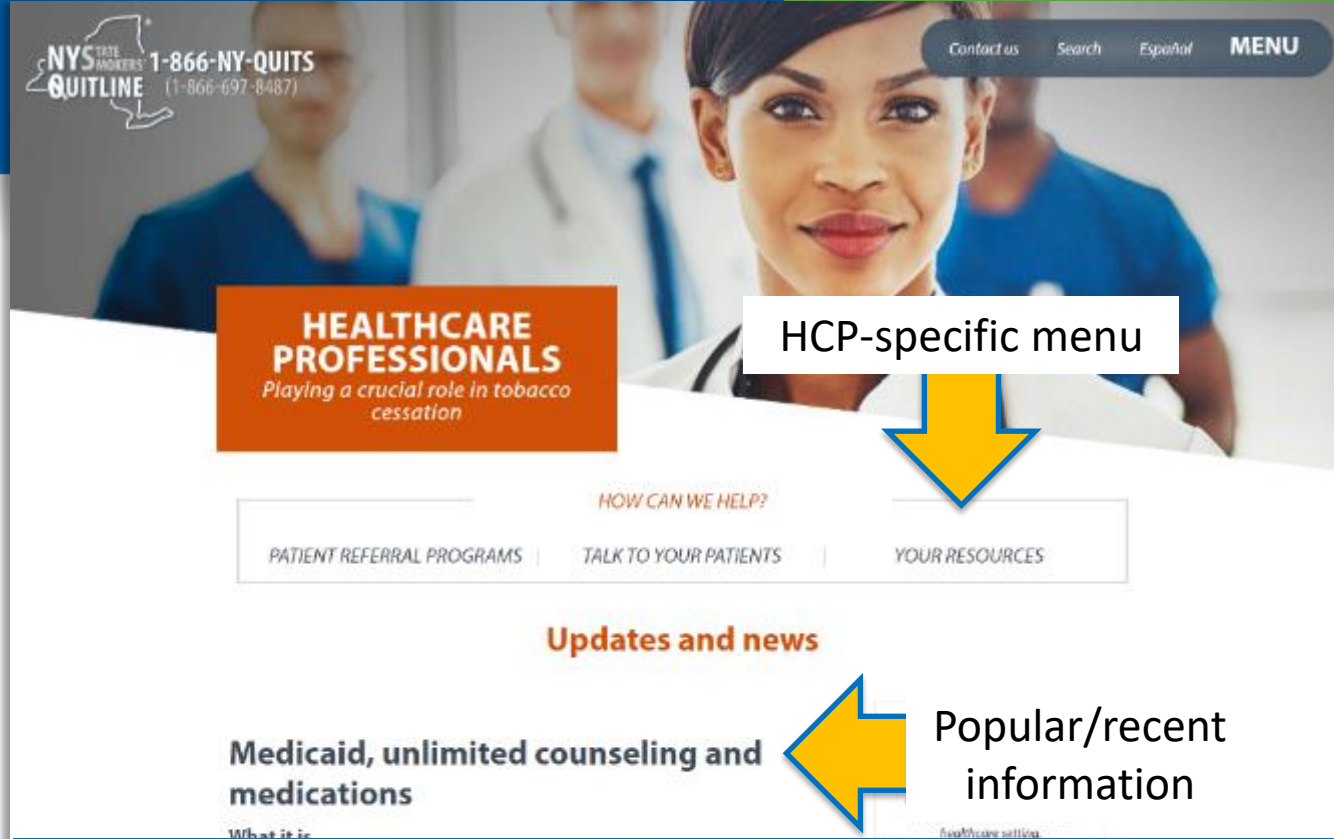
Text Messaging to Help You Quit
Learn2QuitNY is a six-week text messaging program that will take you through the quitting process step-by-step. Each week you will learn and practice new skills. Use the program by itself, or in combination with our other services.

Start Learn2QuitNY now!
Complete the questions below. You will immediately be sent the enrollment texts and you are ready to go! You can opt out at any time by texting "opt out" once you enroll.
Please note: **Learn2QuitNY is for NYS residents. Live outside NYS?** Please visit our friends at smokefree.gov to sign up for a different texting program.

Where can I find this?
NYSmokeFree.com/Text or under "MENU"
then "Tools and Resources".
Can also enroll by texting
QUITNOW to 333888

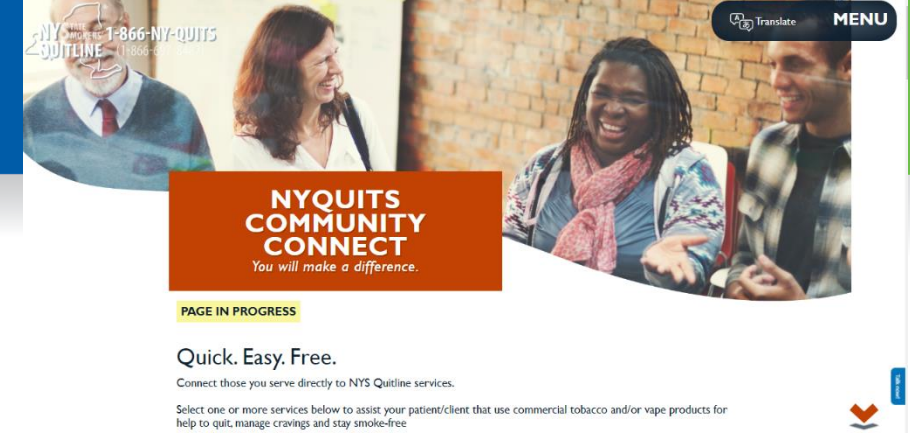
Healthcare Professionals

- Patient Referral Program
- Resources for talking to patients about tobacco/vape use
- Digital and print materials



Where can I find this?
[NYSmokeFree.com/HealthCare](https://www.nysmokefree.com/HealthCare) or under
“MENU” then “Healthcare Professionals”

NYQuits Community Connect



Enables community organizations and healthcare programs to enroll those they serve into the free Quitline programs at the point of care or community service.

For more information visit:

<https://www.nysmokefree.com/CommunityConnect>

E-Newsletters, Online News Room

NYS QUITLINE 1-866-NY-QUITS (1-866-697-4407) Text "QUITNOW" to 333888
Smoking is an addiction. Take the time, make a difference. Learn more.

Having trouble viewing this email? [View in browser.](#)

Welcome to *The Check-Up*,

a periodical electronic brief from the **New York State Quitline** (NYS Quitline) offering healthcare professionals quick tips and reminders in their quest to assist patients and clients who use commercial tobacco* and/or vape products in achieving freedom from nicotine addiction.

*The term tobacco throughout this newsletter refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal, and traditional use of tobacco by Native American nations and other Indigenous groups.

New Website Section for Quitting Menthol Tobacco Products

For help quitting menthol tobacco products, the NYS Quitline developed an enhanced website section at nysmokefree.com/menthol

The website includes a variety of resources, including self-paced workshops (pictured above) and links to additional NYS Quitline services such as free coaching with a tobacco treatment specialist and free stop-smoking medications via mail. An FAQ section includes [video commentary from Brian King](#), director of the U.S. Food and Drug Administration's Center for Tobacco Products.

The new website also provides specific information and support for communities of people who are more likely to use menthol tobacco products. These include Black or African American individuals, people from the Hispanic or Latinx communities, and those who identify as LGBTQIA2S+.

[Visit nysmokefree.com/menthol](https://nysmokefree.com/menthol)

Quitline Expert Shares Personal Story about Menthol

Sarah Pearson-Collins, the NYS Quitline's director of training, development and support, recently shared powerful **testimony about the devastating effects of menthol cigarettes on the Black community in *Cancer Talk***, the blog for Roswell Park Comprehensive Cancer Center.

In her testimony, Sarah wrote, "When I started looking at the tobacco burden from a more extended background and even started to kind of trace it back historically, I started to realize, this has really affected a lot of my family." Sarah recently shared similar testimony in an op-ed to *The Buffalo News* and during a meeting of the Buffalo Common Council.

NYS QUITLINE 1-866-NY-QUITS (1-866-697-4407) Text "QUITNOW" to 333888
Having trouble viewing this email? [View in browser.](#)

Quitters *Always Win!*

Quick Quips

Welcome to the Spring 2024 Issue of *Quitters Always Win!* – a periodical e-newsletter from the New York State Quitline (NY Quitline) devoted to the human stories behind its team members, partners, and those who receive our cessation services to overcome the use of commercial tobacco* and vape products.

We appreciate your ideas and suggestions to enhance newsletter content. Reach out anytime to Tony Astran, Public Information Specialist, at anthony.astran@roswellpark.org or 716-845-8239.

No Menthol Sunday

The NY Quitline embraces 10 years of **No Menthol Sunday**, an international day of observance this year on Sunday, May 19, 2024, which engages faith leaders and communities on how to improve health outcomes of Black and African Americans. We encourage healthcare professionals to play an active role in helping their clients overcome addiction to menthol tobacco products. Tobacco use continues to be a major cause of the top two leading causes of death among Black and African Americans: heart disease and cancer.

Join the NY Quitline on Wednesday, May 29 at 12 PM EST via Microsoft Teams for its **latest webinar**, "Normalizing Quit-Attempts



NEWS ROOM

Get the latest news and media resources

LATEST NEWS

Press release | Old Enough for College, Too Young for Nicotine

[View this press release](#)

Press release | Tobacco Treatment Specialist Workshops Offered in the Fall and Spring at Roswell Park

[View this press release](#)

Newsletter | The Check-Up | Vol. 7, Issue 2

[View this newsletter](#)

Webinar | Supporting Patients with Disabilities in Becoming Tobacco-Free (CE eligible)

[Learn more](#)

GET UPDATES

Be the first to learn about the latest news from the **New York State Quitline**. Whether you're a member of the media, a healthcare professional, or a partner in the fight against tobacco, you'll find our emails helpful!

[Subscribe now!](#)



More Webinars

WEBINARS

Latest



May 2024 | **Normalizing Quit-Attempts and Reframing Relapse**

Rate this webinar

Resource Guide

Download the slides

CE available!



May 2023 | **Supporting Patients with Disabilities in Becoming Tobacco-Free**

To receive continuing education (CE) —

Learn more

Download the slides



November 2023 | **The Role of Healthcare Professionals in Lung Cancer Screening**

View this recording

Download the slides

<https://nysmokefree.com/newsroom/archive#webinars>

REGISTER FOR OUR NEWS LISTSERV:
<https://nysmokefree.com/newsroom>

A wide-angle photograph of the Roswell Park Comprehensive Cancer Center. The main building is a large, multi-story structure with a prominent curved section, finished in reddish-brown brick with horizontal bands of windows. The name "ROSWELL PARK" is visible on the upper part of the building. In the foreground, there is a well-maintained courtyard with a green lawn, several trees, and wooden benches. A paved path winds through the courtyard. The sky is blue with scattered white clouds. A teal semi-transparent box is overlaid on the right side of the image, containing the word "Questions" in white text.

Questions

ROSWELL PARK COMPREHENSIVE CANCER CENTER

Post Webinar

Thank you for attending today's webinar.

Please complete the evaluation:

<https://www.surveymonkey.com/r/NYSQLWebinar092624>

(All registrants will receive this link via e-mail during the afternoon of Thursday, September 26, 2024.)

If you wish to receive CME's, you must complete the post webinar evaluation to receive a QR code / link to Roswell Park's CME submission portal. CME credit submission is available through Friday, October 4, 2024.

Updated Resource Guide



1-866-NY-QUITS
(1-866-697-8487)
nysmokefree.com

Resource Guide for Youth and Young Adult Nicotine Use and Cessation

New York State-Specific Resources

New York State Quitline (NYSQL)

<https://nysmokefree.com>
<https://nysmokefree.com/FactsAndFAQs/Vaping>

The NYSQL is a service of the New York State Department of Health Tobacco Control Program and based at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y. It is a free and confidential program providing evidence-based services to people who live in New York State and want to stop vaping, smoking, or using other forms of commercial tobacco*.

The NYSQL promotes the NYS-specific version of the Truth Initiative's text-based intervention, "This is Quitting." This innovative, free, and anonymous text message program was created with input from teenagers, college students, and young adults who have attempted to or successfully quit vaping. Tailored to specific age groups (13-17 and 18-24) to give age-appropriate quitting recommendations, NYS youth can text "DropTheVape" to 88709 to access the free program. Parents also can receive daily advice to help youth by texting "QUIT" to 202-899-7550.

New York City Department of Health and Mental Hygiene (NYCDOHMH)

<https://www1.nyc.gov/site/doh/health/health-topics/smoking-e-cigarettes.page>
<https://www1.nyc.gov/assets/doh/downloads/pdf/smoke/tobacco-e cig-action-kit-coaching-guide-children.pdf>

NYCDOHMH covers the five boroughs of NYC as one of the largest public health agencies in the world, with more than 200 years of leadership in the field. NYCDOHMH protects and promotes the health of 8 million New Yorkers.

National Resources

The American Academy of Pediatrics (AAP) Youth Tobacco Cessation "Considerations for Clinicians" Resource

<https://www.aap.org/cessation>

The AAP is an organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

Resource Icons



Developed by Roswell Park Cessation Services for the New York State Quitline located in Roswell Park Comprehensive Cancer Center | Buffalo, NY | 1-866-NY-QUITS (1-866-697-8487) | nysmokefree.com
Updated September 2024



1-866-NY-QUITS
(1-866-697-8487)
nysmokefree.com

Resource Guide for Youth and Young Adult Nicotine Use and Cessation

The American College of Preventive Medicine (ACPM)

<https://www.acpm.org/initiatives/tobacco-cessation/tobacco-cessation-resources>

ACPM is a professional medical society of more than 2,000 preventive medicine physicians dedicated to improving the health and quality of life of individuals, families, communities, and populations through disease prevention and health promotion.

American Lung Association (ALA)

<https://www.lung.org/quit-smoking/helping-teens-quit>
<https://www.lung.org/quit-smoking/helping-teens-quit/talk-about-vaping>

The ALA is committed to helping educate, intervene and prevent the use of tobacco and nicotine by the next generation. Together with the Ad Council, the ALA recently launched a new public service campaign, "You're the Best Person." The campaign aims to raise awareness about the dangers of youth vaping and help parents with middle schoolers (ages 10-14) have the Vape Talk with their kids while they're still willing to listen.

Campaign for Tobacco-Free Kids (CTFK)

<https://www.tobaccofreekids.org>




The CTFK and the Tobacco-Free Kids Action Fund advocate to reduce tobacco use and its deadly consequences in the United States and around the world. Through strategic communications and policy advocacy campaigns, the CTFK and the Tobacco-Free Kids Action Fund work to change public attitudes about tobacco and promote proven policies most effective at reducing tobacco use.

Centers for Disease Control and Prevention (CDC)

https://www.cdc.gov/tobacco/basic_information/youth/index.htm
<https://www.cdc.gov/tobacco/tobacco-features/back-to-school.html>

The CDC is the nation's leading science-based, data-driven, service organization that protects the public's health. A recent CDC feature article highlights ways parents, educators, and healthcare professionals can help youth reject or quit tobacco use. Strategies include talking with youth about vaping, helping them understand the risks, and empowering them to practice healthy behaviors and positive coping skills.

Resource Icons



Developed by Roswell Park Cessation Services for the New York State Quitline located in Roswell Park Comprehensive Cancer Center | Buffalo, NY | 1-866-NY-QUITS (1-866-697-8487) | nysmokefree.com
Updated September 2024

Contact Us Anytime. Thank You!



Pat Bax, RN, MS, NCNTT – Marketing & Outreach Coordinator
716-845-4365 patricia.bax@roswellpark.org



1-866-NY-QUITS (1-866-697-8487)
nysmokefree.com
Text **"QUITNOW"** to **333888**



THANK YOU!