



Volume 1, Issue 2

Events/Health Observances



Provider Toolkit Available

The DSHS Tobacco Prevention and Control Branch recently released its Provider Toolkit. The Toolkit was created to assist clinicians in talking about tobacco cessation with their patients. The toolkit is available on the Tobacco Prevention and Control Program [website](#).

Click on the dates below to access more information about the event or observance, if available.

May

- MAY 3-7** Air Quality Awareness Week
- MAY 10-16** National Women's Health Week
- MAY 31** World No Tobacco Day



Legislative Update

The 87th Regular Legislative Session started on January 12, 2021 and will end on May 31, 2021. Seven House and eight Senate bills related to tobacco prevention and control have been filed this Session. For more information about these bills, dates of interest, committee schedules, and to watch live streaming of the House and Senate visit the [Texas Legislature Online](#).

June

- JUN** Men's Health Month
- JUN 14-20** National Men's Health Week
- JUN 9-10** TPCC Spring Training



What to Expect When Calling the Texas Tobacco Quitline (TTQL)

Calling the TTQL can be stressful. You want to quit, but don't know how a call to the TTQL will help.

Visit this [guide](#) on what to expect. The quitline provides excellent tobacco cessation services to those who call. Quit coaches are available 24/7 to help people with their journey towards being tobacco-free. Research shows that intense behavior therapy (five calls), combined with Nicotine Replacement Therapy (NRT) increases the success of quitting tobacco.

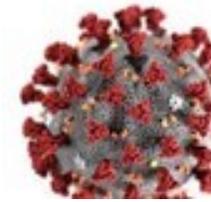
[Click here to learn the latest on COVID-19.](#)



This is Quitting

Youth vaping is an epidemic. [This is Quitting](#) is a free and anonymous text messaging program created specifically for youth. The University of Texas MD Anderson Cancer Center is partnering with the Truth Initiative to offer

[This Is Quitting](#) to Texas young people ages 13-18. Youth can text **VAPEFREEXTX** to **88709** to receive free, anonymous 24/7 support through this program. Parents of young vapers can text **QUIT** to **202-899-7550** to receive messages designed specifically for them, including tips and advice for helping to support their young person quit.



Impact of COVID-19 on Tobacco Cessation

In 2020, the year the COVID-19 pandemic began, calls to 1-800-QUIT-NOW (national tobacco cessation quitline run by the National Cancer Institute) decreased by 27% (more than 190,000 calls). The decrease in call volume was similar to the timeline of the pandemic. Research suggests that the stress and anxiety caused by the pandemic may be a factor in the increase in the use of tobacco, alcohol and other substances. The North American Quitline Consortium (NAQC) data analysis suggests that these factors may have contributed to the decrease in calls to the Quitline.

It is crucial to continue to provide messaging on the importance on tobacco cessation during the pandemic. Tobacco use can leave one vulnerable to respiratory infections and illness such as COVID-19. Tobacco use is also known to cause heart and lung diseases, and people with underlying heart and lung conditions may have increased risk for serious complications from COVID-19. The COVID-19 pandemic has challenged the progress on smoking cessation in 2020, but this does not need to be the case in 2021. [Full article.](#)



Smoke Free Horizon City

Since January of 2020, a group of individuals, led by the American Heart Association in El Paso, have been working towards making Horizon City smoke free. The group was comprised of individuals from the Horizon Community. Partners included the Texas Department of State Health Services (DSHS), El Paso Local Health Department, Aliviane Inc., the YMCA and many others. The group spoke to businesses in the city asking for their support for the ordinance and connecting with individuals who could show their support. The American Heart Association secured a champion for the ordinance, a Horizon City Council person.

Once the pandemic hit it slowed the progress down as folks were unable to speak in front of the city council, whose meetings had gone virtual. During this time, individuals from the workgroup attended the city council meetings and provided testimonies related to the need for the ordinance. The final reading of the ordinance was on Tuesday March 9, 2021 where it passed with a unanimous vote. Efforts are now focused on implementing the ordinance and spreading the word to the community and businesses. The ordinance goes into effect on May 8. Now, the whole county of El Paso is entirely smoke free!



The Tips® Campaign is Looking for New Stories

The Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health is recruiting participants to be featured in a future [Tips From Former Smokers®](#) campaign. The campaign will feature real people who have had life-changing, smoking-related health problems and their loved ones who care for them.

For more information [visit their website](#), [email](#), or call: 1-(844) 4-TIPS-NOW (1-844-484-7766).



Vapes Down Campaign Wins Awards

The Vapes Down Campaign won two awards from the Austin American Advertising Awards. This is the advertising industry's largest and most representative competition.

The Vapes Down Campaign won a Silver award for its "[Test Subject](#)" ad in the Corporate Social Responsibility Television Advertiser category and a Gold for its "[Mango Ingredients](#)" ad in the Corporate Social Responsibility Film, Video & Sound Advertiser category.

Founded in 1932, AAF Austin (the local chapter of the American Advertising Federation - AAF) is a nonprofit professional association. The AAF is the oldest national advertising trade association.



Say What! Summit Links

This spring, Say What! held a series of virtual summits. Each summit provided youth the necessary information, skills, and training needed to reduce tobacco use in their schools, communities, and state. Did you miss the sessions? Watch the series [here](#).

Email us your content ideas and what you want to see in this newsletter at:
Tobacco.Free@dshs.texas.gov.

You are subscribed to updates from the Texas Department of State Health Services' Tobacco Prevention and Control Branch. For more information, please [email us](#) or [visit our website](#).