

# Tobacco Prevention and Control News



## Tobacco Control News and Information

### Texas Tobacco Quitline Launches Program Enhancements to Better Serve Texans

The Texas Tobacco Quitline is now accessible through all major mobile and desktop operating systems and provides a one-stop-shop for all quitline services, including phone, text, chat, and group coaching sessions.

Other new features include:

- Group video sessions.
- A youth digital program for those ages 13-17.
- Informational resources for lung cancer screening.
- A new “Refer a Patient” button on the [QuitNow.net/Texas](https://www.QuitNow.net/Texas) webpage.
- The ability for physicians to pre-authorize nicotine replacement therapy (NRT) when referring patients.
- Faster delivery of NRT and the ability for a member to track their NRT online.
- The Rally Coach app to help members stay motivated and on track during their quit journey, and available now in the [Apple](#) and [Google Play](#) stores.

The Texas Tobacco Prevention and Control Program at the Texas Department of State Health Services (DSHS) knows quitting is hard. That is why we enhanced our cessation services and made them even more accessible for our fellow Texans. Get started today at [YesQuit.org](https://www.YesQuit.org).

### E-Cigarette Unit Sales by Product and Flavor Type, and Top-Selling Brands, United States, 2020–2022

Disposable e-cigarettes in youth-appealing flavors are now more commonly sold than prefilled units. According to a Centers for Disease Control and Prevention (CDC) [Morbidity and Mortality Weekly Report](#) published on June 23, 2023, e-cigarette unit sales increased by 46.6 percent between January 2020 and December 2022. After January 2020, sales of mint and other flavored prefilled cartridges ended, while disposable e-cigarettes in fruit, sweet, and other flavors increased.

### U.S. Health and Human Services (HHS) Seeks Public Comment on Draft Framework to Accelerate Efforts to Help Americans Avoid and Quit Smoking

Recently, HHS released a [draft framework](#) to support and accelerate smoking cessation, which will advance goals of the Cancer Moonshot initiative. The framework aims to accelerate smoking cessation and reduce smoking-related health disparities by building on current activities and collaborations across HHS agencies and offices.

### U.S. Food and Drug Administration (FDA) Center for Tobacco Products (CTP) Announces Virtual Listening Session on Strategic Plan Development

FDA CTP will host a [virtual listening session](#) on August 22, 2023, inviting the public to comment on the development of their 5-year strategic plan and its proposed strategic goals. FDA CTP plans to publish its strategic plan by the end of 2023.

### **Point-of-Sale Corrective Statements Implementation**

In December 2022, the U.S. Department of Justice and HHS [announced](#) the final remedy of the 1999 Racketeer Influenced and Corrupt Organizations (RICO) Act tobacco litigation would go into effect on July 1, 2023. Under federal court order, the final remedy requires the largest U.S. tobacco companies to display signs in retail stores featuring corrective statements about the health effects and addictiveness of smoking. Signs will be installed near cigarette displays in retail stores (also known as the point-of-sale) between July 1, 2023 to September 30, 2023 and must be displayed until June 30, 2025.

The American Cancer Society, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, The Center for Black Health & Equity, and the Tobacco-Free Kids Action Fund also issued a [statement](#) on the implementation of the point-of-sale corrective statements on June 30, 2023.

### **Disparities in Smokefree and Vapefree Home Rules and Smokefree Policy Attitudes Based on Housing Type and Cigarette Smoking Status, United States, 2019**

A recent [study](#) published in the *International Journal of Environmental Research and Public Health* examined variations in cigarette smoking status, home smoking and vaping rules, and attitudes toward smoking rules among U.S. adults in 2019. The study found that although most multiunit housing (MUH) residents who currently smoked lived in privately rented (66.9%) or privately owned (17.6%) housing, a substantial proportion (15.5%) lived in publicly sponsored housing. Further, more than 1 in 4 MUH residents who currently smoked allowed all smoking inside the home and supported allowing smoking inside all MUH apartment or living areas, reinforcing how MUH residents may be at higher risk of experiencing secondhand smoke or aerosol exposure, or incursions within their places of residence.

### **Truth Initiative Tobacco/Vape-Free College Program**

The [Truth Initiative Tobacco/Vape-Free College Program](#) is offering grants of up to \$20,000 to colleges and universities to support the adoption and implementation of a 100 percent tobacco and vape free policy. For colleges and universities that have smokefree or tobacco free policies that do not include e-cigarettes, Truth Initiative is offering grants of up to \$10,000 to strengthen their 100 percent smokefree or tobacco free policies by adding e-cigarettes. To learn more, [register](#) for an informational webinar on August 22, 2023 at 3:00 PM EST.

### **DSHS 2023 E-Cigarette Report**

Every two years, DSHS is legislatively required to report on the use of e-cigarettes in Texas. The [2023 E-Cigarette Report](#) is available on the DSHS website.

### **Juul Labs Seeks U.S. Authorization for New E-Cigarette**

Juul Labs is seeking U.S. authorization for a new e-cigarette (known as the JUUL2 System in the U.K.). [Reuters reports](#) that in its latest premarket tobacco product application submitted to the FDA on July 18, 2023, Juul Labs said it was seeking to sell tobacco-flavored pods at a

nicotine concentration of less than 2 percent. To date, the company's existing products have not been granted marketing authorization by the FDA.

### **Oral Nicotine Pouches**

On May 23, 2023, the Truth Initiative published an educational [news article](#) on oral nicotine pouches. Oral nicotine pouches are similar to snus (a pre-portioned, oral pouch containing tobacco). The difference between the two products is that oral nicotine pouches contain nicotine powder instead of tobacco. Due to this difference, these products are considered a [non-tobacco nicotine product](#) and not a [smokeless tobacco product](#). Currently, oral nicotine pouch products do not meet the definition of "smokeless tobacco" in [section 900\(18\) of the Federal Food, Drug, and Cosmetic Act](#) because they do not contain "cut, ground, powdered, or leaf tobacco".

In recent years, oral nicotine pouches have grown in popularity. [A cross-sectional study published in JAMA](#) found that overall sales of oral nicotine pouch products increased from 126.06 million units from August 2019 to December 2019 to 808.14 million units from January 2022 to March 2022. The availability of oral nicotine pouches in a variety of youth-appealing flavors make them a concern for youth tobacco product use.

### **Nicotine Infused Cotton**

Nicotine infused cotton is a newer oral tobacco product that consists of cotton synthetic fibers, food-grade flavoring, and synthetic nicotine. One such [product](#) claims to hold 3 g of cotton material per can. It also claims that each can contains 99 mg of nicotine. Of note, the [CDC](#) states that a lethal dose of nicotine for a typical adult weighing 70 kg (about 154 lbs) is 50-60 mg.

## **Texas Resources**

### **Pneumococcal Vaccine Resources**

According to the [CDC](#), people who use tobacco products have a higher risk for severe illness from pneumococcal disease. DSHS has developed an [educational packet](#) to promote pneumococcal vaccination. Pneumococcal print materials will be available for ordering on the [Immunization Publication Order Form](#) in August 2023. Visit the [DSHS Pneumococcal Disease webpage](#) for more information on pneumococcal disease and vaccination.

DSHS also has a variety of other immunization print materials available to order. Materials in the [catalog](#) are always free unless expedited shipping is requested.

### **Texas School Safety Center's Health is the Greatest Wealth Toolkit**

Texas State University's Texas School Safety Center has released a new tobacco prevention kit. The [Health is the Greatest Wealth kit](#) addresses nicotine's effects on physical and mental health in youth. The materials demonstrate the importance of personal health, confidence, and sense of value without using tobacco. Materials in the kit are available [online](#) for download.

## **Other Resources**

### **Tobacco-Free and Vaping-Free School Resources**

The [Alliance for a Healthier Generation](#) offers a variety of resources to strengthen district policies, support tobacco-free and vaping-free environments, and focus on the use of healing practices to curb tobacco use. [Free resources](#) include a tobacco-free district model policy, an integrative assessment, and tools to help create an action plan to track progress, download data reports, and more.

## **FDA Online Vaping Prevention and Education Resource Center**

The [Vaping Prevention and Education Resource Center](#) provides free science-based, standards-mapped materials that teachers can use to help their students understand the dangers associated with vaping and nicotine addiction. There are also free materials for parents and teens.

- Teachers will find lesson plans, interactive tools, infographics, and videos with facts and tips about how to teach teens about the dangers of vaping.
- Parents will find fact sheets, videos, and resources to help them understand and recognize vapes, talk with their children, and keep the conversation going over time.
- Students will find real-life stories and relatable content to help them understand vaping, nicotine addiction, common myths about vapes, and how to say no to vaping.

## **CDC Tips From Former Smokers (Tips) Campaign**

The [Tips campaign](#) profiles real people from many different backgrounds living with serious long-term health effects from smoking and secondhand smoke exposure. Tips also features compelling stories of the toll these smoking-related conditions have taken on family members.

The Tips campaign uses approaches to address health disparities by increasing the reach, representation, receptivity, and accessibility of smoking cessation messages. Tips also increases awareness of free quit-smoking resources among adults, no matter who they are, where they live, or how much money they make.

Tips campaign resources, including social media content, videos, print ads, buttons and badges, and other content tailored for specific audiences, are available on the [CDC's campaign website](#).

## **CDC Best Practices User Guides, Tobacco Where You Live Supplements**

The CDC Office on Smoking and Health (OSH) has published new supplements to the [CDC Best Practices User Guides](#) called Tobacco Where You Live. The Tobacco Where You Live supplements aim to empower state and local programs to understand how tobacco use varies within their communities and take action to reduce tobacco use in communities with the highest prevalence. To date, CDC OSH has published three Tobacco Where You Live supplements:

- The [Tobacco Where You Live: Native Communities](#) supplement focuses on why a culturally focused approach is important to reduce commercial tobacco use disparities among American Indian and Alaska Native people.
- The [Tobacco Where You Live: Mapping Techniques](#) supplement helps users create effective maps in six easy steps, learn how state programs have used maps to support tobacco prevention and control goals, and identify the best resources and tools to get started.
- The [Tobacco Where You Live: Retail Strategies](#) supplement provides actionable guidance to prepare for retail work in communities and implement retail strategies to achieve tobacco control goals and reduce health disparities.