

# Massachusetts Tobacco Cessation and Prevention Program (MTCP)

October 2023

**Make smoking history.**

Cheryl M Snyder, MSW, LCSW  
Senior Cessation Programs Coordinator  
MTCP  
[Cheryl.snyder@mass.gov](mailto:Cheryl.snyder@mass.gov)



# Welcome

**What are you hoping to learn & discuss  
this morning about MTCP?**

I can email you the slide show, which covers a lot,  
so let's focus on areas of interest.

**Please share...**

## **What's the relationship between MTCP and the Lung Cancer Screening Initiative?**

# Role of Nicotine Quitlines in Lung Cancer Screening

- Lung cancer screening (LCS) can save over 12,000 lives annually in the U.S. and Nicotine Quitlines can play an important role in expanding knowledge and awareness of Lung Cancer Screening among Quitline participants.
- The North American Quitline Consortium (NAQC) estimates that nearly 200,000 people who enroll in Quitline services annually are eligible for LCS.
- On average, adding education on lung cancer screening to Quitline intake calls takes no more than two minutes.

# Role of Nicotine Quitlines in Lung Cancer Screening

## Quitline service providers can:

- Identify potentially eligible Quitline participants for LCS based upon age (50 to 80 years) and smoking pack-year history (screening recommended at 20 pack-years).
- Provide information to help individuals make a decision about lung cancer screening, during intake phone calls, via online and text communication, and on the websites.
- Connect people to the American College of Radiology's webpage to locate a Lung Cancer Screening center: [Accredited Facility Search \(acraccreditation.org\)](https://www.acraccreditation.org)

# Role of Nicotine Quitlines in Lung Cancer Screening

## Last, Quitline service providers can:

- Refer participants to two websites that provide information and help individuals make decisions about lung cancer screening:
  1. Project CONNECT at <https://lungscreen.health>
    - This is the website MA connects people to.
  2. American Lung Cancer Screening Initiative (ALCSI) <https://www.alcsi.org/>.

# 1-800-QUIT-NOW (MA Quitline for Tobacco/Nicotine) and Lung Cancer Screening

## **MA's Quitline:**

Connects eligible callers to information about lung cancer screening if they are interested in learning more about their risk of lung cancer.

## **MA's Quitline:**

- Identifies eligible Quitline callers & provides information in the call
- Shares follow-up information via text and email outreach, in addition to while in the call
- Embeds lung cancer screening information on their web page:  
<https://ma.quitlogix.org/en-US/About-Quitting/Lung-Cancer-Screening>

# 1-800-QUIT-NOW (MA Quitline for Tobacco/Nicotine) and Lung Cancer Screening

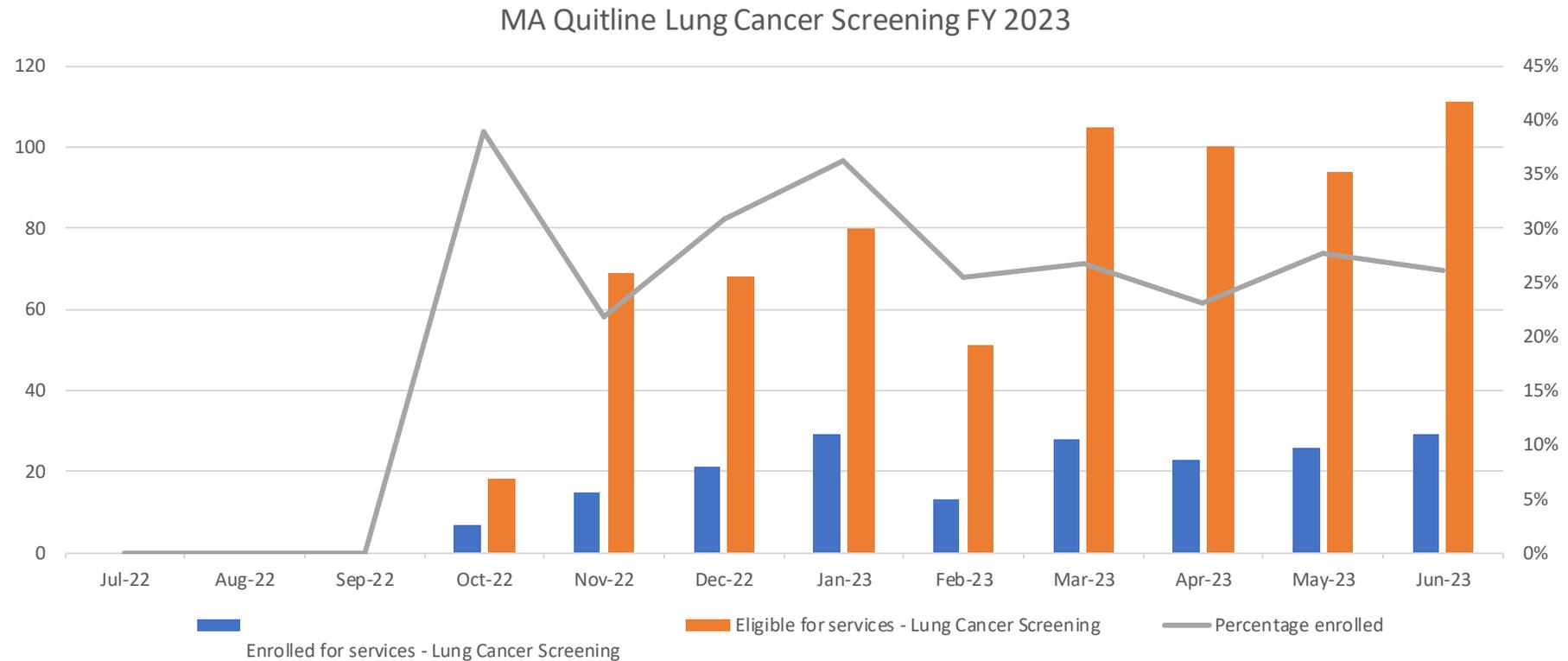
MA Quitline callers who qualify for Lung Cancer Screening AND consent to receive texts and/or emails will receive the following:

**EMAIL:** “Based on your age and tobacco use, you may be eligible for lung cancer screening. When lung cancer is diagnosed early, there is a greater chance for cure. Eligibility is based on your age, the amount you smoke, and the length of time you have smoked. We have resources to help you talk with your doctor about lung cancer screening. Please visit [<https://lungscreen.health/email/MA>].”

**TEXT:** “Is lung cancer screening right for you? To find out, please visit <https://lungscreen.health/text/MA>”

# 1-800-QUIT-NOW (MA Quitline for Tobacco/Nicotine) and Lung Cancer Screening

MA started providing Lung Cancer Screening and Referral in mid-October 2022



**Are tobacco use and nicotine addiction  
still a problem?**



# Why Tobacco is Still a Problem

## **YES! Tobacco use and nicotine addiction are still a problem!**

- Nicotine use leads to disease and disability and harms nearly every organ system of the body.
  - The CDC documents smoking remains the single largest preventable cause of death and disease in the USA, killing more than 480,000 Americans each year. This is nearly one in five deaths.
  - In Massachusetts, more than 9,300 people die each year from smoking.

# Why Tobacco is Still a Problem

- An estimated 1,000 or more Massachusetts adults and children die each year from exposure to secondhand smoke.
- The CDC also documents cigarette smoking cost the USA more than \$600 billion in 2018, including more than \$240 billion in healthcare spending.
- In MA, the annual health care costs directly caused by smoking is \$4.74 billion.

# Why Tobacco is Still a Problem

- Adults who do not smoke and are exposed to secondhand smoke increase their risk of developing coronary heart disease by 25–30% and their risk of developing lung cancer by 20–30%.
- Women exposed to secondhand smoke during pregnancy are more likely to have newborns with lower birth weight, increasing the risk of health complications. Infants exposed to secondhand smoke after birth are more likely to die from sudden infant death syndrome (SIDS).

# Why Tobacco is Still a Problem

- Children who are exposed to secondhand smoke are at an increased risk for acute respiratory infections such as pneumonia and bronchitis, middle ear disease, more frequent and severe asthma, respiratory symptoms, and slowed lung growth.
- Pets, like people, are exposed to harmful and cancer-causing compounds by breathing in the secondhand smoke and ingesting or inhaling contaminated house dust. Plus, pets ingest residual cancer-causing chemicals when grooming.

# Why Tobacco is Still a Problem

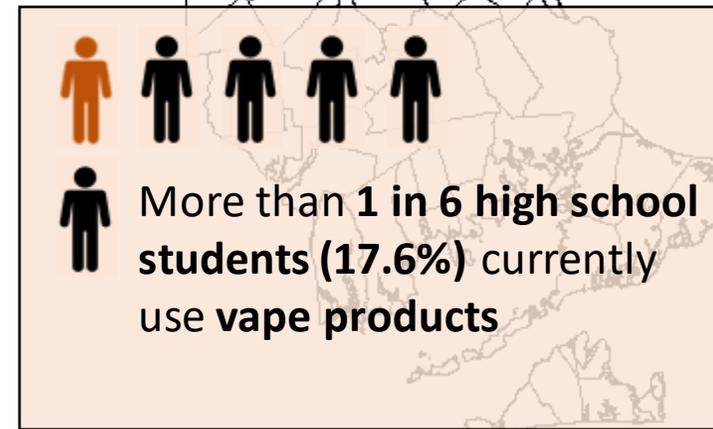
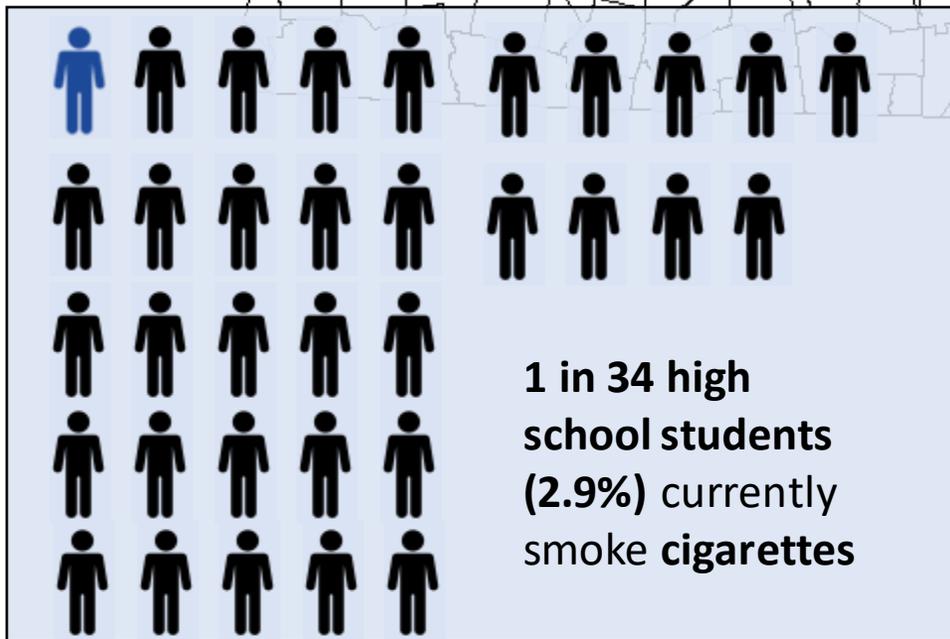
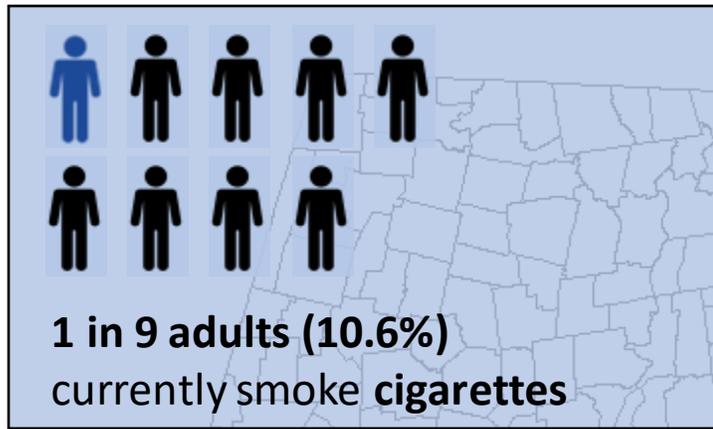
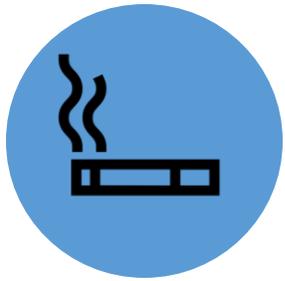
**How many people still smoke and/or  
use nicotine in Massachusetts?**

**What do we know about them?**



# Tobacco Use in Massachusetts, 2021

12.8% of adults and 18.4% of youth currently use commercial tobacco



# Why Quitting is Important

Quitting smoking is one of the most important actions people can take to improve their health, regardless of age or how long they have been smoking.

Per the CDC, Quitting:

- improves health status and enhances quality of life.
- reduces risk of premature death & can add up to 10 years to life expectancy.

# Why Quitting is Important

Per the CDC, Quitting: (continued)

- reduces the risk for many adverse health effects.
- benefits people already diagnosed with coronary heart disease or COPD.
- benefits the health of pregnant women and their fetuses and babies.
- reduces the financial burden that smoking places on people who smoke, healthcare systems, and society.

# How Tobacco Control Programs Help

CDC documents Tobacco Prevention & Control Programs work. They reduce nicotine use which in turn reduces health care costs:

- Tobacco Prevention & Control activities are a public health “best buy.”
- Evidence-based, Statewide Tobacco Control programs that are comprehensive, sustained, and accountable, reduce the number of people who smoke, as well as tobacco-related diseases and deaths.

# How Tobacco Control Programs Help

- The longer and more States invest, the larger the reductions in youth and adult smoking.
- For every dollar (\$1.00) spent on tobacco prevention, States can reduce tobacco-related health care expenditures and hospitalizations by up to fifty-five dollars (\$55.00).

# The Massachusetts Tobacco Cessation & Prevention Program - MTCP

The Massachusetts Tobacco Cessation & Prevention Program (MTCP) is a statewide public health program focused on comprehensive approaches to reduce tobacco and nicotine use.

- Surveillance and evaluation are a part of everything MTCP does, as is communicating about the risks of nicotine use and how to access treatment.
- All of MTCP's work is done with a focus on understanding the history of racism and efforts to promote racial equity.

# MTCP's Main Area of Focus



Preventing young people from starting to use tobacco



Helping current tobacco users quit



Protecting children and adults from secondhand smoke exposure



Eliminating tobacco-related disparities

# MTCP's Structure

MTCP's staffing and structure adjusts to meet priorities, respond to the shifting nicotine use environment, and due to funding levels.

MTCP works in partnership with communities and agencies to prevent and reduce nicotine use and develop and enforce policies to address system change.

# MTCP's Structure

MTCP's services include funding and working with:

- Local Boards of Health
- Regional Community Partner organizations
- Contracted vendors for Technical Assistance, Training and Research
- The 84: Youth Chapters in schools or community organizations who fight against the tobacco and vaping industries
- Other MA State Agencies and Programs

# **Focus on MTCP's Cessation Services**

# MTCP's Cessation Services – based on CDC & WHO

MTCP's Cessation Services are based on the CDC's and WHO's accepted evidence-based cessation strategies:

1. population-level interventions (brief advice, quit lines, mCessation);
2. individual specialist approaches (intensive behavioral support, cessation clinics);
3. pharmacologic interventions (nicotine replacement therapies (NRTs) and non-nicotine pharmacotherapies).

Implementing these measures has been shown to result in a 2-15% increase in the proportion of tobacco users who quit tobacco use for 6 months or more, over no intervention.

When applied Statewide in MA, based on approximately 909,554 adult tobacco users in 2021, the impact is considerable: potentially 18,191 – 136,433 adults/year.

# MTCP's Cessation Services – based on CDC & WHO

**MTCP's Cessation Services are based on CDC's and WHO's best practices, and include:**

## **Population Level Interventions**

- **Brief Advice:** Advice to stop using tobacco, usually taking only a few minutes, given to tobacco/nicotine users during the course of a routine consultation or interaction with a physician or health care worker.
  - MA has trained and provided technical assistance to multiple health care providers who provide brief advice to stop using tobacco, including pcps, dentists, behavioral health care providers, and community health workers.

# MTCP's Cessation Services – based on CDC & WHO

- **Toll-Free Quitline:** Toll-free quit lines offer telephone counselling services that can provide both proactive and reactive counselling.
  - MA's provides a Quitline (1-800-Quit-now) which provides proactive support, including responding to calls, texts, and online inquiries, and scheduling follow-up calls for ongoing support.
- **M-Cessation:** Tobacco cessation interventions delivered via mobile phone technologies which provide the opportunity to expand access to a wider population. Text messaging can provide personalized tobacco cessation support in an efficient and cost-effective manner.
  - MA provides text messaging for youth and young adults through our Quitline and UMass contracts.

# MTCP's Cessation Services – based on CDC & WHO

## 2) Individual specialist approaches (intensive behavioral support, cessation clinics):

- Tobacco cessation delivered to an individual or to groups, by a facilitator who is trained in smoking cessation counselling, online and face to face, are effective in helping people to stop smoking.
  - MA has trained Tobacco Treatment Specialists (TTS) who work mostly in primary health care settings, and Tobacco Education Coordinators (TEC) who work mostly in Substance Abuse and Mental Health residential settings, in addition to the multiple health care providers trained to provide brief advice.
  - All health insurance providers in MA cover cessation provided by and in consultation with PCPs, plus Nicotine Replacement Therapy.

# MTCP's Cessation Services – based on CDC & WHO

## 3) Pharmacological Interventions include:

- **Nicotine Replacement Therapy (NRTs):** NRTs are available from the Quitline and through people's health insurance in several forms including gum, lozenges, patches, inhalers and nasal spray. These reduce craving and withdrawal symptoms by providing a low, controlled dose of nicotine without the toxins found in cigarettes. The doses of NRT are gradually reduced over time to help the tobacco user wean off nicotine by getting used to less and less stimulation.
  - MA residents who are enrolled in MA Quitline's services are provided free NRT if medically and age eligible.
  - All health insurance providers in MA cover NRT, for at least two quit attempts per year, when prescribed by an authorized provider.

# MTCP's Cessation Services – based on CDC & WHO

- **Non-nicotine pharmacotherapy:** These pharmacotherapies reduce cravings and withdrawal symptoms and decrease the pleasurable effects of cigarettes and other tobacco products.
  - Bupropion (Wellbutrin XL, Wellbutrin SR, Aplenzin): Bupropion is an antidepressant medication that is now also used in smoking cessation. The drug is FDA-approved for adult depression, seasonal affective disorder, and smoking cessation.
  - Varenicline (Chantix): Varenicline is in a class of medications called smoking cessation aids. Varenicline acts as a partial nicotine receptor agonist, blocking the pleasant effects of nicotine (from smoking) on the brain.
    - All health insurance providers in MA cover these medications when prescribed by an authorized provider.

# MTCP's Cessation Services - Staff

MTCP's Cessation Services are delivered by staff who work for MTCP, and through contracted vendors.

Current staff positions are:

1. Community Cessation Program Coordinator
2. Tobacco Cessation Program Specialist
3. Senior Cessation Programs Coordinator

# MTCP's Cessation Services - Staff

## MTCP's Cessation Staff:

- Lead outreach to and collaboration with partners, including: MA State agencies; local government & schools; community allies & advocates; health and behavioral health providers.
- Lead and coordinate research and evaluation of nicotine reduction efforts to inform best practices and innovation.
- Manage MTCP's contracts with the Cessation Service Vendors, including the Quitline.
- Participate in local, Statewide and National Coalitions and Workgroups, to collaborate with public health providers, target populations, and/or target locations, to ensure the benefit of reducing nicotine use, and how to access cessation services, is part of the message and programming.
- Respond to requests for information, presentations, and participation related to Cessation.

# MTCP's Cessation Services – Vendors

## Current Contracted Vendors include:

The MA Quitline: MTCP funds National Jewish Health to deliver the MA Quitline Program.

Training and Technical Assistance Vendors: MTCP funds two main contracts, and multiple smaller, project-specific contracts. The two main contracts are with:

1. UMass Medical School's Center for Tobacco Treatment Research and Training;
2. Institute for Health and Recovery, Inc.'s Tobacco Education & Treatment Projects Department.

# MTCP's Cessation Services – Vendors

Contracted Vendors provide needed Cessation services, including:

- Working with Medical Providers and Community Organizations, and the State Department of Mental Health and Bureau of Substance Abuse Services, to train staff and assist organizations to develop and improve processes to provide nicotine cessation and refer patients/clients to the Quitline.
- Provide CEUs for licensed providers on prevention and cessation.
- Train, and provide ongoing coaching, to Tobacco Treatment Specialists (TTS) and Tobacco Education Coordinators (TEC). TTS are able to bill MassHealth for nicotine cessation when working with a licensed MD.
- Manage the Massachusetts Collaborative for Tobacco Recovery (MCTR). MCTR is a coalition of behavioral health clients & providers, and advocates, whose purpose is to advise MTCP on nicotine reduction services and policies.

# MTCP's Cessation Services - Youth Focus

## MTCP's work with Youth includes both Prevention and Cessation.

- MTCP collaborates with School Nurses and School Behavioral Health Counselors to ensure these professionals, who interact directly with youth, have the training and tools to help youth choose to NOT start vaping or smoking; and to help youth reduce and quit.
- MTCP supports The 84 Movement, which is multiple youth groups in schools or community organizations who fight against the tobacco and vaping industries.
- MTCP's Community Partners, organizations in each Region of MA, respond to local requests for workshops and participate in local events, to educate youth and families about the harm of vaping and nicotine use, and where to get help. Information on Community Partners is found at:  
<https://makesmokinghistory.org/my-community/community-partnerships/>

# MTCP's Cessation Services - Youth Focus

**In addition, Youth can access confidential, tailored Quitline services via text, online and phone.**

**For youth 12- 17 years old:**

- ***My Life, My Quit:***
  - Live texting, online chat, and coaching sessions via phone
  - Text "Start My Quit" to 36072; call 1-855-891-9989; log onto [mylifemyquit.com](http://mylifemyquit.com)

**For young adults, 17 – 24 years old:**

- Access the main Quitline at 1-800-Quit-now, plus opt into live text coaching
  - Text "Start My Quit" to 36072; call 1-800-Quit-Now; log onto [mass.gov/quitting](http://mass.gov/quitting)

# Additional Cessation Services - Youth Focus

## For youth 13-24 years old:

- ***This is Quitting – powered by truth*** in partnership with MA DPH
  - 60 days of support, tips and info through daily text messages
  - Text "VapeFreeMA" to 88709 to enroll

## For teens:

- ***"Smokefree Teen"***
  - Text messaging and a "**quitStart**" app, plus a website with strategies & info
  - Visit [teen.smokefree.gov](http://teen.smokefree.gov) to access

# Additional Cessation Services – Parents of Youth

**For parents of youth using nicotine:**

***My Life, My Quit:***

- Visit "[mylifemyquit.com](https://mylifemyquit.com)"
- Click Parents/Guardians under Resources tab for help.

***This is Quitting:***

- Text "QUIT" to 202-899-7550
- Receive texts designed for parents of youth who vape.

***Smokefree Teen:***

- Visit "[smokefree.gov/help-others-quit](https://smokefree.gov/help-others-quit)"
- Review resources to help a loved one quit.

# 1-800-QUIT-NOW - MA Quitline for Tobacco/Nicotine

## What does 1-800-QUIT-NOW offer?

- FREE and confidential one-on-one coaching to help you reduce and quit tobacco — whether cigarettes, e-cigarettes, chew, or other tobacco or nicotine products.
- Judgment-free phone, email, and text support to help you stay on track.
- Automated emails and text messages tailored to the product you use and your readiness to quit.
- Help with making a quit plan that is right for you, including advice on Nicotine Replacement Therapy (NRT) and RX, and how to get through cravings.
- Free quit medicines – NRT: patches, gum, or lozenges - delivered to your door; if you are eligible.

# 1-800-QUIT-NOW - MA Quitline for Tobacco/Nicotine

## What does 1-800-QUIT-NOW offer? continued

- Specialized support if you use menthol, are pregnant, American Indian, under 18, or have lived experience with substance use or mental health conditions.
- Support if you've already quit and want help staying nicotine-free.

1-800-QUIT-NOW ([1-800-784-8669](tel:1-800-784-8669)) can also connect you with one-on-one counselors and quit-smoking groups in your area, and help you find out what your health insurance covers for quit services.

# 1-800-QUIT-NOW - MA Quitline for Tobacco/Nicotine

## **The Quitline strives to be accessible:**

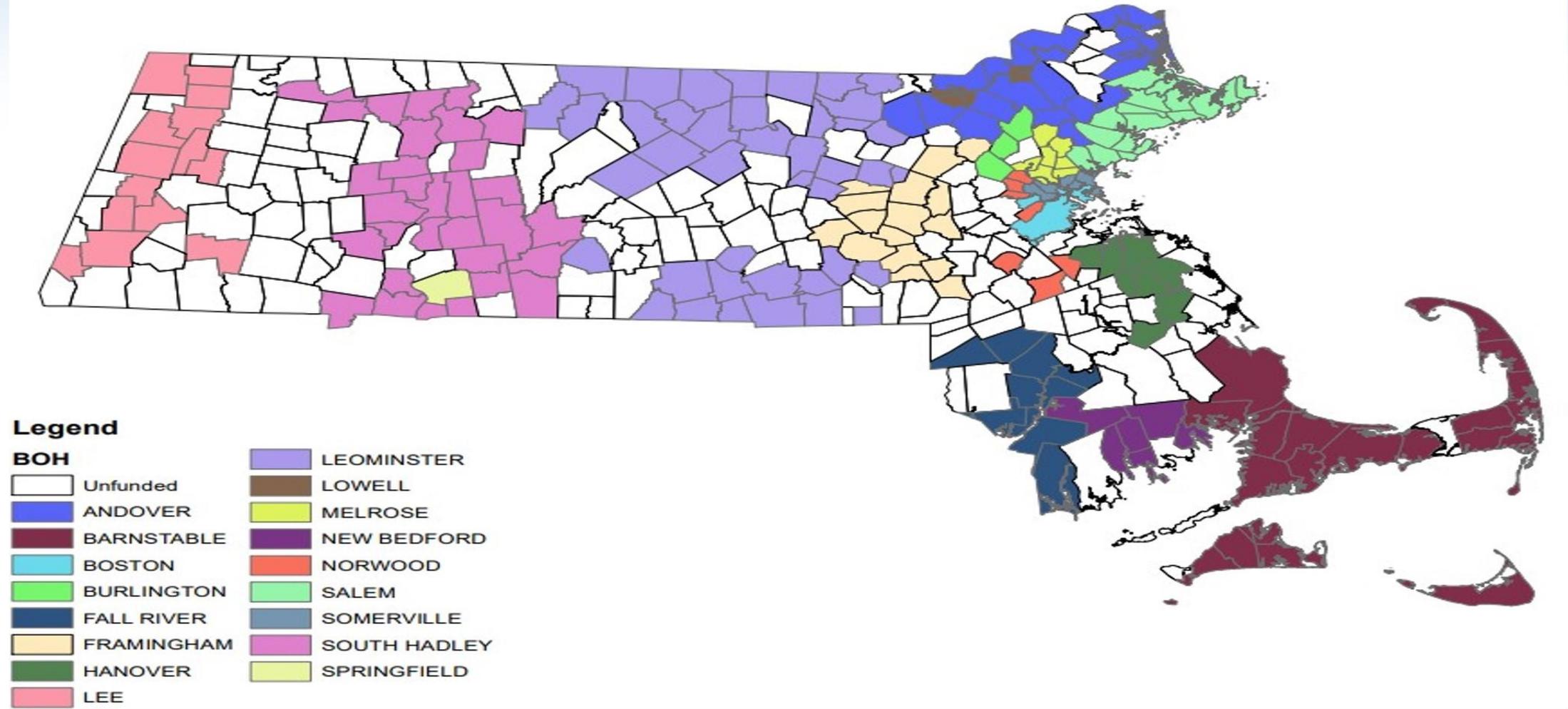
- Live telephone-based interpretation is available in 200+ languages for most programs.
- Participants who speak specific languages may access Quitline Counseling in their language: Spanish, Mandarin, Cantonese, Vietnamese, and Korean.
- Participants who are Deaf or hard of hearing may use VRS, or TTY (dial 711). For Spanish, call (866) 930-9252.
- Youth may opt into expanded texting support.

# MTCP – BOH Programs

**MTCP collaborates with Boards of Health  
to develop and enforce  
local, state and federal policies**

# MTCP BOH Programs

BOH Funded Regions 2023



# Data Informs MTCP's Work

**MTCP utilizes data to guide our work.**

**Data helps to identify  
what has been accomplished and  
what needs attention.**

# Data Informs MTCP's work

**MTCP has a new Data Dashboard:** [Community statistics and tobacco policies data | Mass.gov](#)

MTCP utilizes multiple data sets. Below are some that may be of interest:

- **Population Health Information Tool (PHIT):** [Population Health Information Tool | Mass.gov](#)
- **Massachusetts Data Hub:** [Massachusetts Data Hub](#)
- **Behavioral Risk Factor Surveillance (BRFSS):** [Behavioral Risk Factor Surveillance | Mass.gov](#)
- **PRAMS, the Pregnancy Risk Assessment Monitoring System** [Pregnancy Risk Assessment Monitoring System | CDC](#)

# Additional Examples of Data MTCP Utilizes

Metric	Geography
Smoking	State, municipality
Asthma ER visits	State, municipality
Lung Cancer Incidence Rates	State, municipality
Quitline Intakes	State, municipality
Quitline Provider Referrals	State, municipality
Overall tobacco retailer density	State, census tract
Youth tobacco retailer density	State, census tract
Demographics	Census tract
Cheapest single cigar availability and price	State, municipality
Vape product availability	State, municipality
Capping policy and implementation date	Municipality
Cigar pricing/packing policy and implementation date	Municipality

# MA Has Been Successful

**In Massachusetts,  
Quit Smoking / Quit Nicotine  
Policy and Legislative efforts  
have been successful!**

# Examples of Success – Laws & Policy



**FLAVORS**  
including menthol



**ADVERTISING**



**LICENSING**



**PRICING**  
taxes; no coupons or other discounts



**CESSATION COVERAGE**



**CONSUMER PROTECTIONS**  
child resistant packaging; no samples or out of package sales

# Thank you – Please Continue to Make a Difference

## **MTCP's work with MA's Health Officers has led to multiple successes.**

- Your efforts to prevent youth access to nicotine products, and to control access for adults, has resulted in continued reduction of nicotine use and addiction.

## **In addition, each of us can make a difference by:**

- Expressing our concern 1:1
- Referring to and Promoting the Quitline
- Recognizing The Great American Smokeout, which occurs annually on the third Thursday of November - the 16th in 2023.
- Recognizing Kick Butts Day, a youth-led National day to raise awareness of preventing tobacco use among teens. (2024 tbd)

# MTCP Contact and Social Media Info:

## **Massachusetts Tobacco Cessation and Prevention Program**

Bureau of Community Health and Prevention

Massachusetts Department of Public Health

250 Washington Street, 4<sup>th</sup> Floor, Boston MA 02108

- Main Phone: (617) 624-5900
- Main email: [MTCP@mass.gov](mailto:MTCP@mass.gov)
- Website: <https://www.mass.gov/dph/mtcp>

## **MTCP Social Media:**

<https://www.facebook.com/MakeSmokingHistory/>

## **Tobacco-Free Community Partnerships:**

Online: <https://makesmokinghistory.org/my-community/community-partnerships/>

# MTCP-related Contact Info:

## **MA Quitline:**

Free telephone, online and texting help for MA residents who wish to quit and reduce nicotine use.

by phone: 1-800-QUIT-NOW, and online: <https://ma.quitlogix.org/en-US/>

## **The Massachusetts Health Promotion Clearinghouse:**

Free brochures, guides, info for patients, providers and the community.

Online: [massclearinghouse.ehs.state.ma.us/category/TOB.html](http://massclearinghouse.ehs.state.ma.us/category/TOB.html)

## **The 84 Movement:**

Youth groups in a school or community organization who want to fight against the tobacco and vaping industries.

Online: <https://www.the84.org/>

# Questions?

## Questions & Comments?

For additional information, please feel free to contact presenter:  
Cheryl M Snyder, MSW, LCSW (she/her)  
Senior Cessation Programs Coordinator  
Massachusetts Tobacco Cessation and Prevention Program  
cheryl.snyder@mass.gov  
781-506-2137

**Thank you!**

**Let's continue our work to make Massachusetts  
smoke-free and nicotine use free!**