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Breathe Free CLE:

Education and Community Cessation Services

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Cleveland Department of Public Health
Cleveland City Council – Health, Human Services, and the Arts Committee
May 13, 2024

Cleveland Department of Public Health – Community Health

CDPH organizes its efforts across five (5) Divisions:

- Administration
- Air Quality
- Environment
- Health
- Health Equity and Social Justice

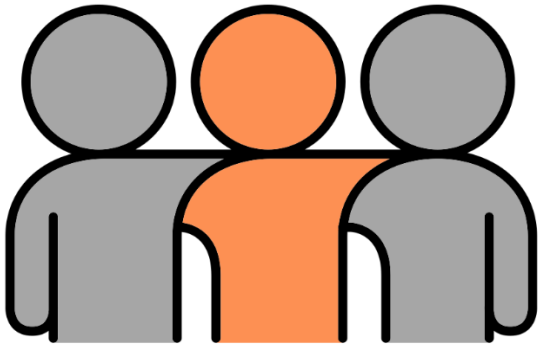
Community Health

Engage the community on pressing health issues such as tobacco use, health literacy, heart and lung health, and preventative care.

The Problem: Tobacco Use Among Cleveland Residents

Prevalence

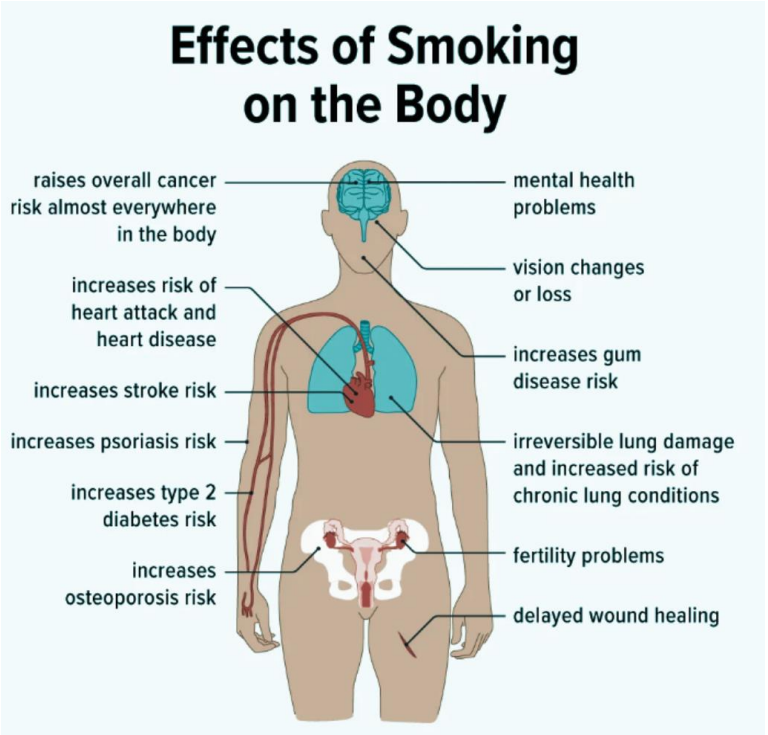
1 in 3 Cleveland Adults (18+)



- 84% of city residents live within a ten-minute walk from a tobacco retailer
- 77% of Cleveland public schools are within 1,000 feet of a tobacco retailer
- Cleveland is home to 36x more tobacco retailers than McDonalds

Health Outcomes

Smoking leads to disease and disability and harms nearly every organ of the body.



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Sources:
Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion
https://www.healthline.com/health/smoking/effects-on-body

The Aim:

Increase **awareness** of available cessation resources

Increase **availability** of evidence-based tobacco cessation programs

Increase treatment **readiness** by removing barriers that hinder **access** to covered cessation resources

Prevent and Decrease Tobacco Use = Clevelanders Living Longer, Healthier Lives

2022 - Smoking Cessation Workgroup

2024 - CWRU Freedom From Smoking (FFS) Cohort

Increase awareness of available cessation resources

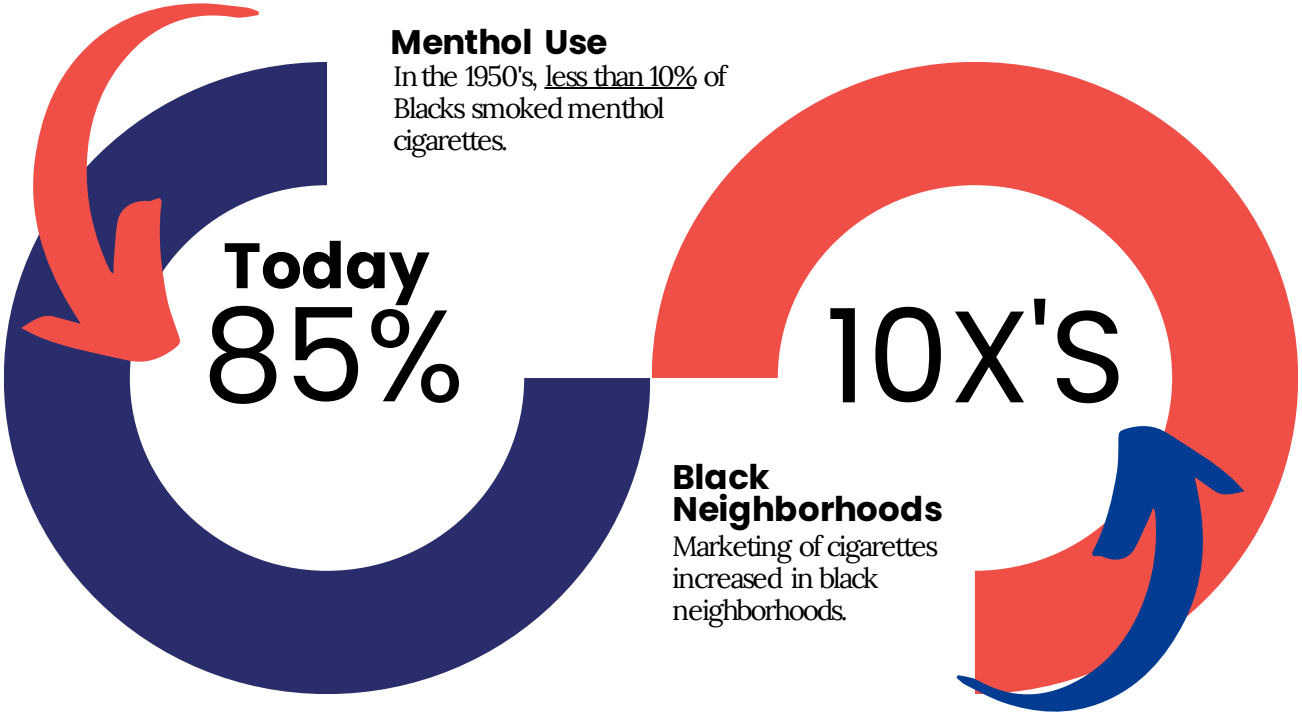
Increase availability of evidence-based tobacco cessation programs

Increase treatment readiness by removing barriers that hinder access to covered cessation resources

The Work: Tobacco Cessation Presentations and Collateral Development

Excerpt from CDPH Tobacco Presentation

HISTORY OF THE TOBACCO INDUSTRY



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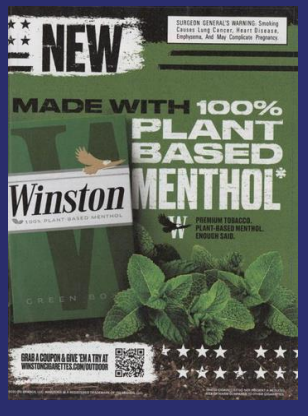
Excerpt from CDPH Tobacco Presentation

TARGETED MARKETING

- Utilized buzzwords("Healthy" words)
  - Plant-based, Additive-free, farm to pack
  - Mild, Light, Super Light, Ultra Light
  - "Greenwashing"
  - Fresh and Cool (Multi-layered)



Fresh

Cool & Sexy

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Excerpt from CDPH Tobacco Presentation

Price Sensitivity

Cigarette prices are lower in low-income Urban communities used to attract and retain adult and youth smokers.

Cool and Sexy

They use liberation colors in their ads (red, black, and green).

Pleasure Vans

Starting in the late 60s, first with Newport's going into black projects handing out free cigarettes.

Funding Black Culture

Tobacco companies have sponsored numerous people, events, schools, magazines, and organizations.

Illusion of Care & Political Influence

The Kool Achievers Award 1986-1993.

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Excerpt from CDPH Tobacco Presentation

BUILDING HABITS EARLY

Candy Cigarettes and Chocolate Cigars. Conditioning children to be future smokers

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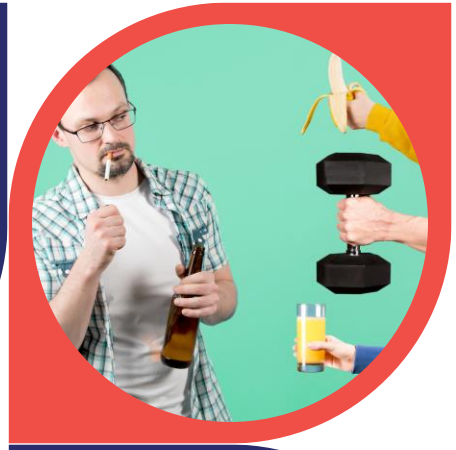
Excerpt from CDPH Tobacco Presentation



SMOKE-FREE JOURNEY

Treatment Program

- Tobacco Cessation Programs
- Nicotine Replacement Therapy
- Counseling/Support Group

Habit Replacement

- Go for a walk
- Exercise
- Pick up fun new hobbies
- Change associated behaviors (coffee, alcohol)

Create a Quit Plan

- Set a quit date
- Utilize resources available(Quit Lines, Apps)
- Try, Try and try again

Prepare for Difficulty

- Manage withdrawal symptoms
- Learn triggers
- Do not beat yourself up if you relapse
- Learn and keep moving forward

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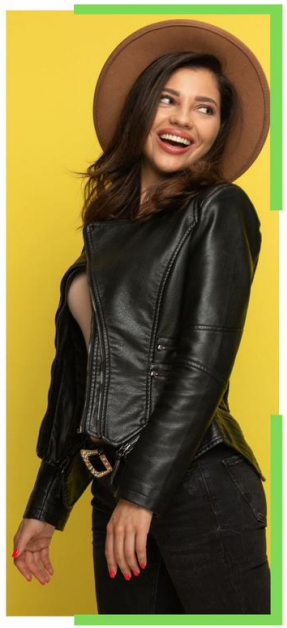
Excerpt from CDPH Tobacco Presentation

RESOURCES



Tobacco Cessation Resources

Click on the program for more information or to enroll

Hospitals/ Clinics

CVS Minute Clinic
Smoking Cessation Program
14440 Cedar RD
Cleveland, OH 44121

MetroHealth
Nicotine Dependence Prevention and Treatment Program
216-778-3031
MHquitsmoking@metrohealth.org

Cleveland Clinic
Smoking Cessation Program
216-448-8247

University Hospitals
Tobacco Treatment Counseling Program
216-896-1810
Tobacco.Treatment@UHhospitals.org

Mobile Programs

Mobile Apps:
QuitSTART
Smoke Free

Phone:
"Quit Now" Dial 211**
"Quit Line:
1(800) QUIT-NOW**
784-8669

Text Programs:
Text: **QUITNOW** to **333888****
SmokefreeTXT program
Smokefree.gov/smokefreetxt
Text **"Start My Quit"** to **36072**
Text **"DITCHVAPE"** to **88709**
Text **"Quit"** to **iQuit** or **47848**

Community Centers

Hispanic UMADAOP
3305 W. 25th
Cleveland, OH 44109
Intake: (216)777-3045
Email: intake@hispanicumadaop.org

Friendly Inn Settlement
Moms Quit for Two
2386 Unwin Rd, Cleveland, OH 44104
(216) 431-7656
Email: friendlyinn@thefriendlyinn.org

Neon Health Services, INC
Hough Health Center (Main)
8300 Hough Ave.
Cleveland, OH 44103
Phone: (216) 231-7700

Southeast Health Center
13301 Miles Ave.
Cleveland, OH 44105
Phone: (216) 751-3100

Miles Broadway Health Center
9127 Miles Ave.
Cleveland, OH 44110
Phone: (216) 325-6544

St. Clair Health Center
10505 St. Clair Ave. , Suite 101
Cleveland, OH 44108
Phone: (216) 325-6556

Superior Health Center
12100 Superior Ave.
Cleveland, OH 44106
Phone: (216) 51-2600

Collinwood Health Center
15322 St. Clair Ave.
Cleveland, OH 44110
Phone: (216) 851-1500

Freedom From Smoking Cohorts

University Hospitals Glenville Wellness Center
Freedom From Smoking
10516 Orville Ave, Cleveland, OH 44106
Contact: Laura Lucchesi
tobacco.treatment@UHhospitals.org
Register: 216-896-1810

Government Health Agencies

Ohio Department of Health
Tobacco Program
800-784-8669
Enroll Here

Cleveland Department of Public Health
Community Cessation Program
2166647104
Enroll Here

Religious

Nicotine Anonymous
Garfield Memorial Church
1534 South Green Rd.
South Euclid (Cleveland), OH 44121
440-655-1375
Email: info@garfieldchurch.org

****Indicates covered by insurance(s)**
Aetna, Anthem, AmeriHealth, Buckeye, CareSource, Humana, Molina, United HealthCare
Check with your provider for coverages details and benefits

"Make your first step to change"

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Excerpt from CDPH
Tobacco Presentation

WHY QUIT?

Quitting smoking has health benefits at any age, no matter how long or how much you have smoked.

- Risk of developing lung cancer and dying from it are roughly cut in half.
- Quitting reduces the financial burden that smoking places on people who smoke, healthcare systems, and society.
  One could save $2,400 to $4,390 annually by giving up at least a pack a day
- You will likely feel much calmer, more positive, and have a better quality of life, especially if you struggle with your mental health.

Sources

- http://media.mercola.com/assets/images/infographic/quit-smoking.jpg
- http://www.huffingtonpost.co.uk/2014/10/06/stoptober-stop-smoking-affects-body_n_3960096.html

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Increase awareness of available cessation resources

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The Work: CDPH Community Cessation Services

Pathways to a Smoke-Free Life

Most people who have quit smoking were unsuccessful at least once in the past.

- Counseling - can help you make a plan to quit smoking, prepare to cope with stress, urges to smoke, and other issues you may face when trying to quit.
  - Types:
    - Individual
    - Group
  - Modes:
    - Phone
    - Virtual
    - In-person

American Lung Association Freedom From Smoking (FFS) - https://www.lung.org/quit-smoking/join-freedom-from-smoking

People who use the Freedom From Smoking® Group Program are six times more likely to be tobacco-free one year later than those who try to quit on their own.

- Medication - This can help you manage withdrawal symptoms and cravings, which helps you stay confident and motivated to quit.
  - Nicotine Replacement Therapy
    - Over-the-counter forms: patch, gum, lozenge
      prescription forms: inhaler, nasal spray

- Counseling and medication *together* give you the best chance of quitting for good.

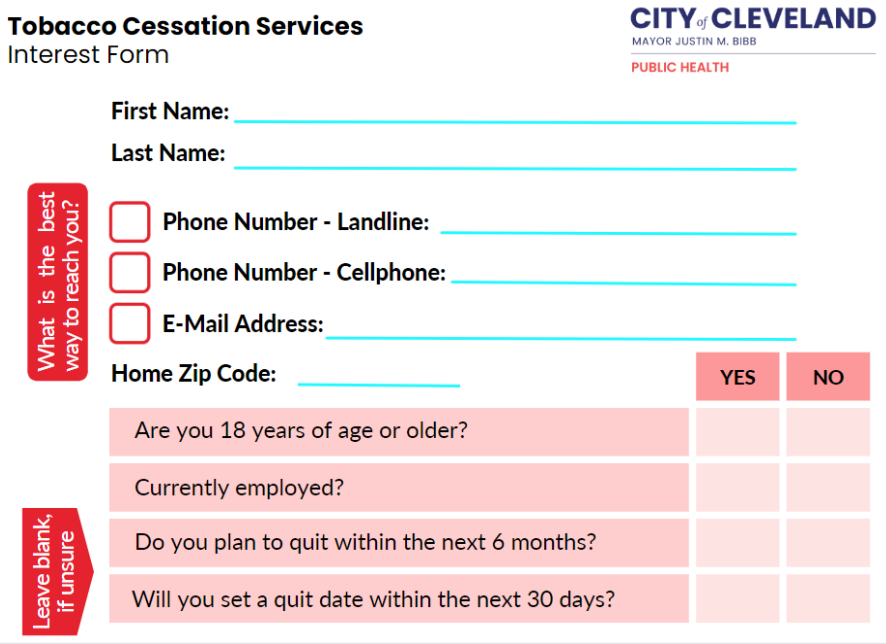
CDPH-Led Freedom From Smoking Sessions

- CDPH Community Health and Air Pollution Outreach staff certified **Freedom From Smoking® (FFS)** Facilitators
- Topics Covered
  - FDA-approved quit medications
  - Lifestyle changes that make quitting easier
  - Preparing for Quit Day
  - Stress management
  - Maintaining motivation
  - Avoiding weight gain
  - Developing a new self-image
  - How to stay tobacco-free for good
- Format
  - Eight (8) in-person group sessions delivered at partner site over a seven-week period
  - 8-12 Adults, 18+, ready to quit tobacco use
  - Safe and supportive environment

Promoting Services

- **Interest Form**
  - Electronic – CDPH website
  - Printed Palm Cards – Distribution to Partners and Internal Distribution
- **Media Coverage**
- **Social Media**
- **Partner Agency Engagement**
- **TV 20 + more**

https://clevelandhealth.org/cdph/tobacco_cessation_services/registration/



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Delivering FFS Sessions

- CDPH will:
  - Lead FFS sessions
  - Provide participant materials
  - Assist with participant registration and follow-up
  - Assist with evaluation process
- Partners will:
  - Host FFS sessions
  - Promote opportunities to stakeholders
  - Assist with participant registration and follow-up
  - Assist with evaluation process
- Participants will:
  - Prepare for Quit Day
  - Learn how to become and stay tobacco-free

The Work: Youth Presentations and Programming

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Thank you!

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