



Tobacco, Cancer, & Health Care Systems: Partnership Strategies for Equity

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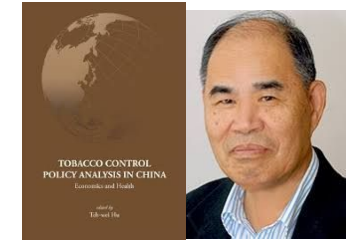
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September 29, 2020

Power in Unity: Achieving Racial & Health Equity in the COVID Era
APPEAL & ADEPT Equity Collaborative

My Story

- Tobacco control – global
 - APPEAL leadership fellow
- Community-based participatory research for Asian Americans
 - APPEAL team leader
- Health systems and tobacco
 - APPEAL policy research
 - SPARC advisor



Medicaid Plans

Medi-Cal Incentives to Quit Smoking (MIQS) Project (2011-2016):

Incentivizing Medi-Cal members who smoke to call a quitline



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MIQS Statewide Outreach

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*



Call the California Smokers' Helpline
for free tips and a quit plan.
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.



*Some conditions apply. One gift card per person, per year. While supplies last.
© 2014 UCSD. Funded by CMS. MIQS2-02/14

www.NoButts.org/Medi-Cal

***All-Household Mailings: Nicotine Patch Only**

Miembros de Medi-Cal: Oferta Especial para Dejar de Fumar.



Parches de Nicotina GRATUITOS
Pida una tarjeta de regalo de \$20 dólares*



Llame a la Línea de Ayuda para recibir consejos gratuitos y un plan para dejar de fumar.
1-800-45-NO-FUME

Cuando llame, tenga su tarjeta de Medi-Cal disponible.



*Algunas restricciones aplican. Una tarjeta por persona por año. Oferta válida hasta agotar existencias.
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www.NoButts.org/Spanish/Medi-Cal

醫療白卡會員：我們為你提供特別的戒煙服務。



免費
的戒煙貼片
查詢20元的禮物卡*



想獲得免費的戒煙資料及訂個戒煙計劃，
請即致電華語戒煙專線：
1-800-838-8917

來電時，請先預備好你的醫療白卡。



*因條件所限，每會員每年只可以獲得一張禮物卡，送完即止。
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www.NoButts.org/Chinese/Medi-Cal

Tailored Materials with Community Partners: Native American, African American, Pacific Islander, LGBTQ

Medi-Cal Members: Special Offer to Help You Quit Smoking.



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1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
© 2014 UCSD. Funded by CMS. MIQS10-02/14 www.NoButts.org/Medi-Cal

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
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CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
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**Pacific
Islander
Partnership
for Health
(Jane
Ka'alakahikina
Pang)**

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*



Call the California Smokers' Helpline
for free tips and a quit plan.
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
© 2014 UCSD. Funded by CMS. MIQS8-02/14 www.NoButts.org/Medi-Cal



When did smoking become part of us?

Outreach to California Medicaid Smokers for Asian Language Quitline Services



Anne Saw, PhD,¹ Susan L. Stewart, PhD,² Sharon E. Cummins, PhD,³ Neal D. Kohatsu, MD, MPH,⁴ Elisa K. Tong, MD, MA⁵

Table 1. Characteristics of Asian American Pacific Islander Medi-Cal Helpline Callers, March 2012 to July 2015 (N=4,306)

Variable	Asian-speaking Asian American, ^a n (%) (n=1,605)	English-speaking Asian American, ^a n (%) (n=1,897)	English-speaking Pacific Islander, ^a n (%) (n=382)	English-speaking Asian American Pacific Islander NOS, ^a n (%) (n=422)
Referral source				
Friend or family	196 (12.6)	214 (11.6)	44 (11.9)	27 (6.5)
Insurance	203 (13.0)	444 (24.0)	84 (22.6)	63 (15.3)
Provider	243 (15.6)	615 (33.2)	120 (32.3)	104 (25.2)
Media	769 (49.4)	319 (17.2)	75 (20.2)	46 (11.2)
Non-profit organization or school	34 (2.2)	71 (3.8)	16 (4.3)	8 (1.9)
Other/don't know	112 (7.2)	187 (10.1)	32 (8.6)	164 (39.8)

^aAsian-speaking Asians (n): Cantonese Chinese (166), Mandarin Chinese (245), Korean (452), Vietnamese (742). English-speaking Asians: 68 Asian Indian (151), Cambodian (68), Chinese (172), Filipino (797), Hmong (58), Japanese (248), Korean (179), Laotian (40), Pakistani (28), Thai (34), Vietnamese (122). Pacific Islander: Fijian (41), Guamanian (72), Hawaiian (153), Maori (4), Samoan (97), Tahitian (1), Tongan (14). Asian American Pacific Islander NOS (422).

Consider Health Literacy: 6th Grade Level

The image shows a screenshot of the Microsoft Word interface, specifically the Review tab. The 'Spelling & Grammar' icon, which features a green checkmark and the letters 'abc', is highlighted with a red rectangle. Below the ribbon, the 'Readability Statistics' dialog box is open. This dialog box displays various readability metrics for a selected text. The 'Flesch-Kincaid Grade Level' is highlighted with a red rectangle and shows a value of 6.0. The 'OK' button at the bottom right of the dialog box is also highlighted with a red rectangle.

Readability Statistics	
Counts	
Words	13
Characters	77
Paragraphs	1
Sentences	2
Averages	
Sentences per Paragraph	2.0
Words per Sentence	6.5
Characters per Word	5.5
Readability	
Flesch Reading Ease	63.5
Flesch-Kincaid Grade Level	6.0
Passive Sentences	0.0%

OK

, Cancer, and Health Systems.

L.A. Care members can get free interpreting services including American Sign Language.

To request interpreting services, please call the number listed under your health plan on this poster.



For All of L.A.

SPANISH

Los miembros de L.A. Care pueden obtener servicios de interpretación gratis, incluso en el lenguaje de señas americano. Para solicitar servicios de interpretación, llame al número que aparece debajo de su plan de salud en este póster.

ARABIC

L.A. Care الحصول على خدمات ترجمة فورية مجاناً، متضمنة لغة الإشارة الأمريكية. لطلب خدمات ترجمة فورية، يُرجى الاتصال بالرقم المدرج أسفل الخطة الصحية في هذا الملصق.

ARMENIAN

L.A. Care - ի անդամները կարող են ստանալ անվճար բանավոր թարգմանական ծառայություններ, այդ թվում՝ Ամերիկյան նշանակելով ծառայություններ: Բանավոր թարգմանական ծառայություններ խնդրելու համար խնդրում ենք զանգահարել այս հայտարարության վրա Ձեր առողջապահական ծրագրի ներքև նշված համարին:

CHINESE

L.A. Care 的會員可以獲得免費口譯服務，其中包括美國手語。如欲申請口譯服務，請致電本海報中列於您醫療保險計劃下的電話號碼。

FARSI

اعضای L.A. Care می توانند خدمات ترجمه شفاهی رایگان را که شامل زبان اشاره آمریکایی می شود دریافت کنند. هت درخواست برای خدمات ترجمه شفاهی با شماره ای که در زیر برنامه درمانی شما در این پوستر ذکر شده تماس بگیرید.

HINDI

L.A. Care के सदस्य मुफ्त में दुभाषिया सेवाएं प्राप्त कर सकते हैं जिस में अमेरिकी सांकेतिक भाषा शामिल है। दुभाषिया सेवाओं का अनुरोध करने के लिए, कृपया इस पोस्टर पर अपनी स्वास्थ्य योजना के नीचे सूचीबद्ध नंबर पर कॉल करें।

HMONG

Cov tsaw cuab ntawm L.A. Care tias yeem tau txais kev pab txhais lus pub dawb suav nrog Lus Meskas Plav Tes. Xav thov kev pab txhais lus, thov hu rau tus nab npawb xov tooj nyob hauv daim ntawv nthuav qhia ntawm koj qhov kev npaj saib xyuas kev noj qab haus huv.

JAPANESE

L.A. Care の会員の方は通訳サービス(アメリカ手話を含む)を無料でご利用いただけます。通訳サービスご希望の際は、このポスターの医療プラン名の下に記載されている電話番号にご連絡ください。

KHMER

សមាជិក L.A. Care អាចទទួលសេវាបកប្រែដោយឥតគិតថ្លៃ រួមទាំងភាសាសញ្ញាអាមេរិកាំង សំប៉ប្រែស្តីពីការបកប្រែ សូមទូរស័ព្ទទៅលេខមានកំណត់ នៅក្រោមគំរោងសូចកាលបស្ស័យក នៅលើផ្ទាំងឃោសនានេះ។

KOREAN

L.A. Care 가입자에게는 미국수화를 포함한 무료 언어통역서비스가 제공됩니다. 통역 서비스를 요청하시려면 이 포스터에 기재되어 있는 귀하의 건강플랜 번호로 전화해 주십시오.

LAO

ສະມາជິກ L.A. Care ສາມາດຂໍຮັບບໍລິການແປພາສາໂດຍບໍ່ເສຍຄ່າ ວ່າດ້ວຍພາສາມົວເມືອງກິນ. ຖ້າຕ້ອງການບໍລິການແປພາສາ, ກະລຸນາໃບໂທຫາເວກໝາຍທີ່ວະບຸລຸ້ນພາຍໃຕ້ແຜນຊຸຂະພາບຂອງທ່ານໃນໂພສເຕີນີ້.

PANJABI

L.A. Care ਦੇ ਸਦੱਸ ਮੁਫਤ ਦੁਬਾਸੀਆ ਸੇਵਾਵਾਂ ਪ੍ਰਾਪਤ ਕਰ ਸਕਦੇ ਹਨ ਜਿਸ ਵਿੱਚ ਅਮਰੀਕੀ ਸੈਨਤ ਭਾਸ਼ਾ ਸਮੇਲ ਹੈ। ਦੁਬਾਸੀਆ ਸੇਵਾਵਾਂ ਲਈ ਬਿਨਤੀ ਕਰਨ ਲਈ, ਇਸ ਪੋਸਟਰ 'ਤੇ ਅਪਣੀ ਸਿਹਤ ਯੋਜਨਾ ਦੇ ਹੇਠ ਦਿੱਤੇ ਨੰਬਰ 'ਤੇ ਕਾਲ ਕਰੋ।

RUSSIAN

Все участники программы L.A. Care могут бесплатно получить услуги устного перевода, в том числе переводчика американского языка глухонемых. Для того, чтобы сделать запрос на предоставление услуг устного перевода, позвоните по номеру, указанному на этом постере под названием вашего плана медицинского страхования.

TAGALOG

Ang mga miyembro ng L.A. Care ay maaaring mabigyan ng mga libreng serbisyo ng pagsasalin wika kasama na ang American Sign Language. Upang humiling ng mga Serbisyo sa pagsasalin wika, pakitawagan ang numerong nakalista sa ilalim ng iyong planong pangkalusugan sa poster na ito.

THAI

สมาชิก L.A. Care สามารถขอรับบริการล่ามฟรีรวมทั้งล่ามภาษามืออเมริกัน หากต้องการขอรับบริการล่าม กรุณาโทรหมายเลขที่อยู่ใต้แผนสุขภาพของคุณบนโปสเตอร์นี้

VIETNAMESE

Hội viên L.A. Care có thể sử dụng dịch vụ thông dịch miễn phí kể cả dịch vụ thông dịch Ngôn Ngữ Bằng Dấu Hiệu Hoa Kỳ. Để yêu cầu dịch vụ thông dịch, vui lòng gọi số điện thoại liệt kê dưới tên chương trình bảo hiểm sức khỏe của quý vị trên bích chương này.

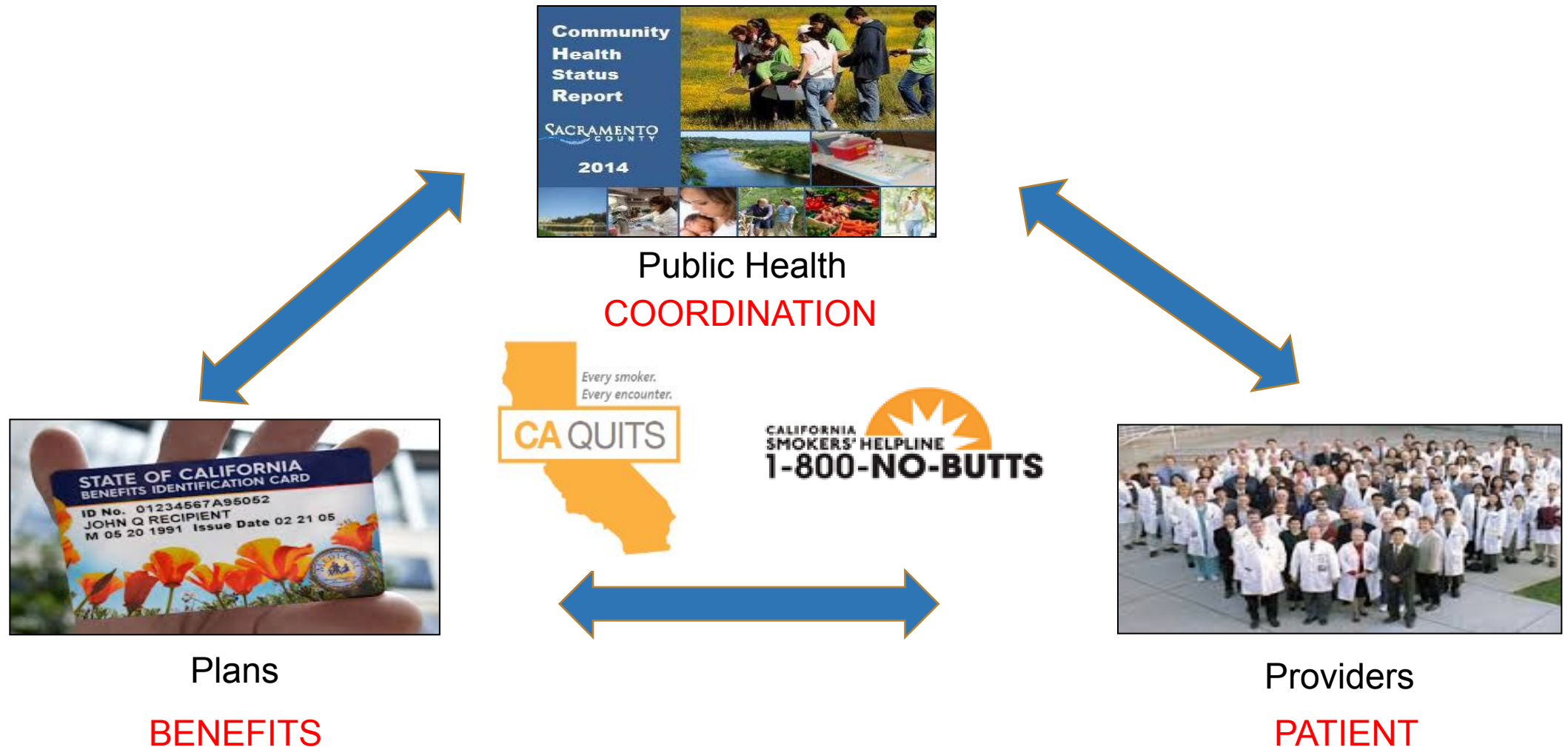
Consider Health Education Teams: Threshold Languages

Health Care Systems

CA Quits (2018-2023):

Health systems change with providers, plans, public health

Learning Collaboratives & Workgroups



CA Quits - Partners

- Providers
 - Safety net hospital clinics
 - Community clinics
- Plans
 - 26 Medi-Cal managed care plans with Health Education teams
- Public Health Partners
 - 58 County Tobacco Education Programs
 - Grantees of the California Tobacco Control Program
 - Other sectors
 - Oral health, maternal child health, substance use disorder, behavioral health



Partnerships: Quitline, Research, Partners

Parches de Nicotina GRATIS
Kit de inicio para 2 semanas enviado directamente a usted



¡Proteja la salud de sus pulmones y mantenga su hogar libre del humo de cigarro! Nuestros consejeros atentos los apoyarán y les enviarán parches de nicotina gratis. Los parches de nicotina le ayudarán a empezar a dejar de fumar y a controlar sus antojos.

¡Llame ahora!
1-800-45-NO-FUME
(1-800-456-6386)

Horario
Lunes a viernes, 7am a 9pm y sábados de 9am a 5pm


 **LINEA DE AYUDA**
1-800-45-NO-FUME

 **HISPANIC LATINO**
COORDINATING CENTER

www.nofume.org
www.novapes.org

Los parches de nicotina están disponibles para los pacientes elegibles, hasta que los parches se terminen. Los fondos de California Tobacco-Related Disease Research Program.


FREE Nicotine Patches
2-week starter kit mailed directly to you




Protect your lung health now and keep a smoke-free environment! Our caring counselors can support you and get you started with nicotine patches to help manage cravings.

One Call Is All It Takes!
1-800-NO-BUTTS
(1-800-662-8887)

Hours
Mon - Fri, 7am - 9pm & Sat, 9am - 5pm

 **CALIFORNIA**
SMOKERS' HELPLINE
1-800-NO-BUTTS

 **RISE**
Rural Initiatives Strengthening Equity

www.nobutts.org
www.novapes.org

Nicotine patches available. Eligible and while supplies last, with funding by the California Tobacco-Related Disease Research Program.

FREE Nicotine Patches
2-week starter kit mailed directly to you



Protect your lung health now and keep a smoke-free environment! Our caring counselors can support you and get you started with nicotine patches to help manage cravings.

One Call Is All It Takes!
1-800-NO-BUTTS
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Hours
Mon - Fri, 7am - 9pm & Sat, 9am - 5pm

 **CALIFORNIA**
SMOKERS' HELPLINE
1-800-NO-BUTTS

 **WE BREATHE**

www.nobutts.org
www.novapes.org
www.webreathegbtq.org

Nicotine patches available. Eligible and while supplies last, with funding by the California Tobacco-Related Disease Research Program.

Partnership: Asian Smokers Quitline and SPARC

免费尼古丁贴片
2周试用装直接邮寄到府上



立即保护您的肺部健康，并维持一个无烟之家！我们体贴入微的戒烟顾问可以为您提供支持，并提供尼古丁贴片帮助您控制烟瘾，让您迈出重要的第一步。

今天就来电！
1-800-838-8917

服务时间
星期一至星期五 上午7点至晚上9点
(东岸时间 上午10点至凌晨12点)

网上注册！
www.asq-chinese.org



ASQ-Chinese 和 SPARC 是加州无烟家庭计划 (CASH) 的合作伙伴。我们提供免费的尼古丁贴片，帮助您戒烟。

무료 니코틴 패치
2 주치의 니코틴 패치가 무료 배송됩니다.



지금, 폐 건강을 지키시고 담배 연기 없는 집으로 바꿔보세요! 금연 전문가가 흡연 욕구 조절에 도움이 되는 니코틴 패치와 다양한 지원으로 여러분의 금연성공을 돕겠습니다.

오늘 전화하세요!
1-800-556-5564

운영 시간
월 - 금, 7am - 9pm 서부 (10am - 자정, 동부 시간대)

온라인으로 등록하세요!
www.asq-korean.org



ASQ-Korean 和 SPARC 是加州无烟家庭计划 (CASH) 的合作伙伴。我们提供免费的尼古丁贴片，帮助您戒烟。

Miếng Dán Nicotine MIỄN PHÍ
Số lượng đủ dùng cho hai tuần đầu
sẽ được gửi đến tận nhà cho bạn



Hãy bảo vệ phổi và giữ nhà của bạn không khói thuốc! Nhân viên tư vấn tận tâm có thể hỗ trợ và giúp bạn bắt đầu với miếng dán nicotine để giúp kiểm soát cơn thèm.

Hãy Gọi Ngay Bây Giờ!
1-800-778-8440

Giờ làm việc
Thứ Hai đến thứ Sáu, 7 giờ sáng đến 9 giờ tối giờ miền Tây Hoa Kỳ
(10 giờ sáng đến 12 giờ đêm giờ miền Đông Hoa Kỳ)

Ghi danh trên mạng!
www.asq-viet.org



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3 Reasons to Quit: Tobacco and COVID

tobaccofreeca.com

TOBACCO FREECA Topics ▾ CA Story Contact

Quit Tobacco


Featured Content

“ Doctors like me...are working to treat sick patients for the COVID-19 virus. The best ways for you to help are to stay home, wash your hands, and not smoke or vape. ”

- Dr. Tong

[Read article](#)

Hookah and COVID-19: How Hookah puts you at risk




Despite its sweet or fruity chemical smell, secondhand aerosol is not harmless water vapor.

[Read article](#)

Secondhand Dangers

Find out what your city is doing to protect you and your family.



Protect yourself from COVID-19: Stop smoking and vaping now



 [CDC.gov/COVID19](https://www.cdc.gov/COVID19)

- 1) Smoking increases the risk of respiratory infections
- 2) Smoking worsens getting sick/dying from COVID
- 3) Vaping may be associated with lung injury +/- COVID

<https://tobaccofreeca.com/health/covid-19-stop-smoking-and-vaping/>

Cancer Centers

National Cancer Institute Cancer Center Cessation Initiative (2017-present):

Integrating tobacco treatment into cancer care



The NEW ENGLAND JOURNAL *of* MEDICINE

Perspective

Addressing a Core Gap in Cancer Care — The NCI Moonshot Program to Help Oncology Patients Stop Smoking

Robert T. Croyle, Ph.D., Glen D. Morgan, Ph.D., and Michael C. Fiore, M.D., M.P.H., M.B.A.

Despite making great progress in caring for people with cancer, the oncology community has often neglected to capitalize on a

comprehensive cancer centers in the United States revealed that 21% offered no tobacco-use treatment services, only 62% routinely

Cancer Center Cessation Initiative (C3I): Funded Centers



Cohort 1

- | | |
|---|---|
| 1. Baylor College of Medicine | 12. University of Kansas |
| 2. Case Western Reserve University | 13. University of Kentucky |
| 3. Duke University | 14. University of Minnesota |
| 4. Georgetown University | 15. University of New Mexico |
| 5. Indiana University | 16. University of North Carolina at Chapel Hill |
| 6. Medical University of South Carolina | 17. University of Pennsylvania |
| 7. New York University | 18. University of Utah |
| 8. University of California Davis | 19. University of Virginia |
| 9. University of Chicago | 20. Vanderbilt University |
| 10. University of Colorado | 21. Washington University |
| 11. University of Iowa | 22. Yale University |

Cohort 2

1. Columbia University
2. Dana-Farber
3. Dartmouth College
4. Emory University
5. Mayo Clinic
6. Memorial Sloan Kettering
7. Moffitt
8. Mount Sinai
9. Northwestern University
10. Oregon Health and Sciences University

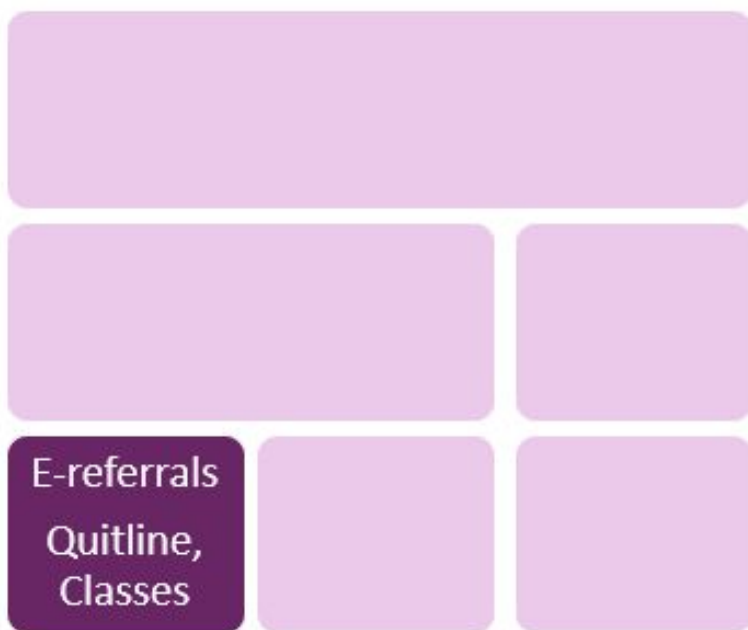
11. Roswell Park
12. Stanford University
13. Wake Forest University
14. University of Arizona
15. University of California San Francisco
16. University of Michigan
17. University of Texas Southwestern
18. UPMC Hillman
19. Virginia Commonwealth University
20. Wayne State University

Cohort 3

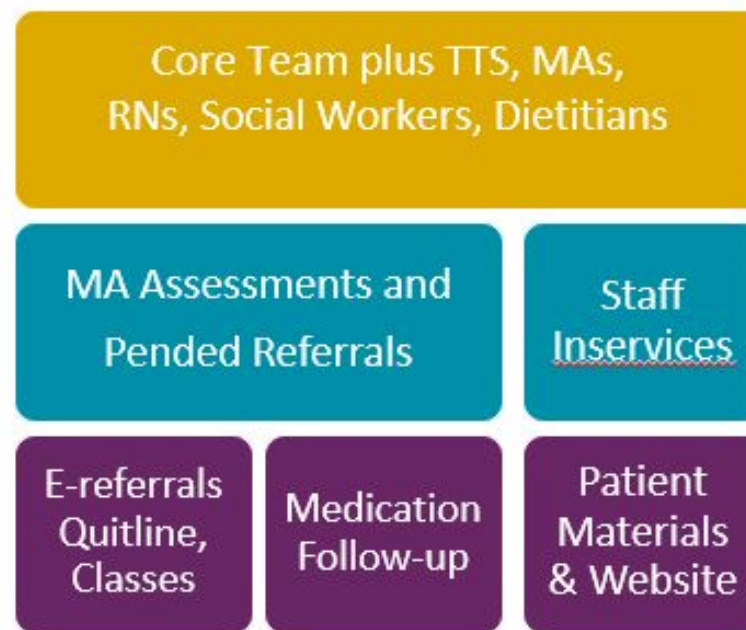
1. City of Hope
2. University of California San Diego
3. University of Southern California
4. Fox Chase Cancer Center
5. Rutgers University
6. Thomas Jefferson University
7. University of Alabama at Birmingham
8. University of Maryland
9. University of Texas
10. University of Washington

Integrating Tobacco Treatment into Cancer Clinics

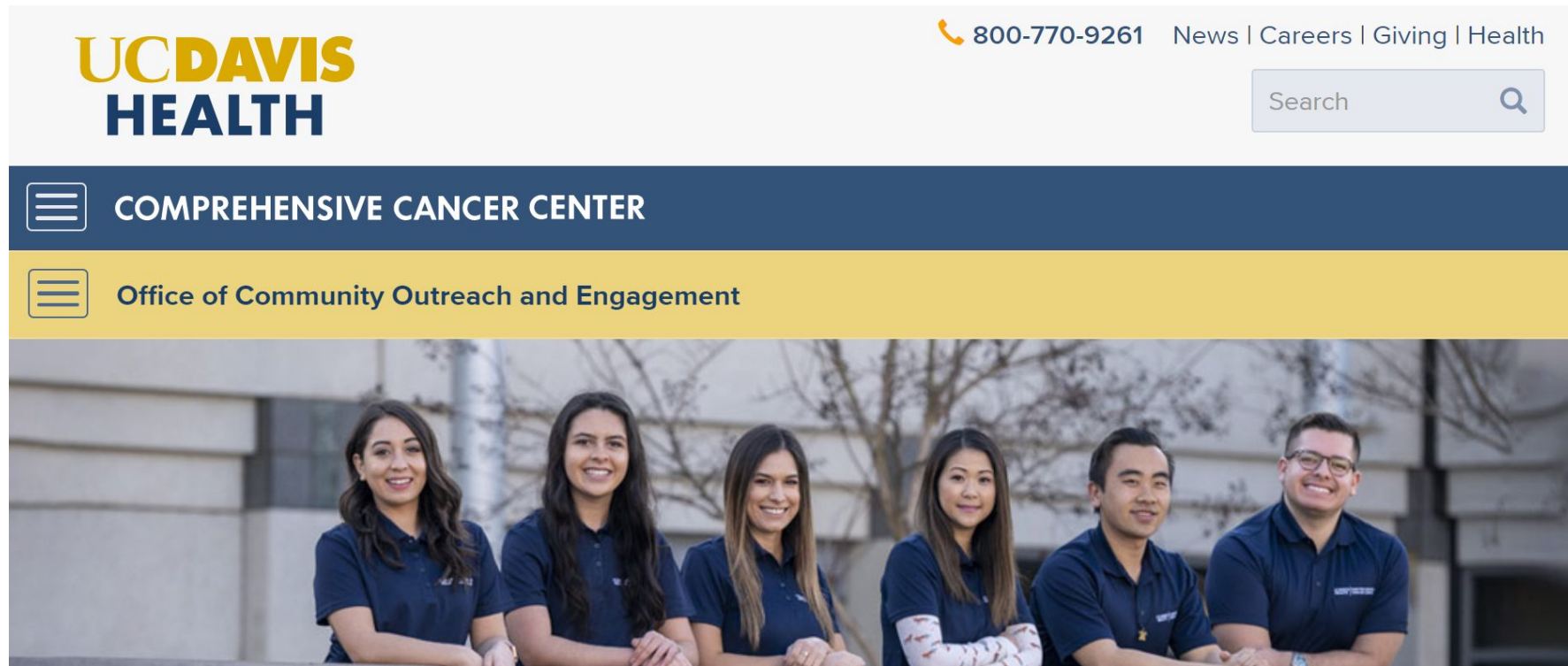
Before: Provider-Based Reach = 4%



After: Team-Based Model Reach = 33%



Consider Partnerships: Office of Community Outreach and Engagement



City Council approves ban on sale of flavored tobacco products

BY THERESA CLIFT
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It will soon be illegal to sell flavored e-cigarette cartridges, menthol cigarettes and other flavored tobacco products in Sacramento's city limits.

The Sacramento City Council voted 7-1 Tuesday to approve the ban, which will go into effect Jan. 1.

Councilman Larry Carr voted against the ban. "I do not believe the only way to restrict access to these products in Sacramento is to completely ban them," Carr said.

Councilman Allen Warren was absent, but Councilwoman Angelique Ashby



Supporters of banning the sale of flavored tobacco products in Sacramento, from left to right, America Rodriguez, Fabiana Calderon, Leslie Caneros and Christian Rojas sit in the Sacramento City Council meeting Tuesday. The City Council voted for the ban.

"We cannot survive the flavor ban. I humbly urge you all to exempt vape shops from this ban."

Cloud 9 is one of about 40 vape shops in the city, Councilman Jay Schenirer said.

Ronny Woodsford said he smoked cigarettes for 15 years and is now using vaping to quit.

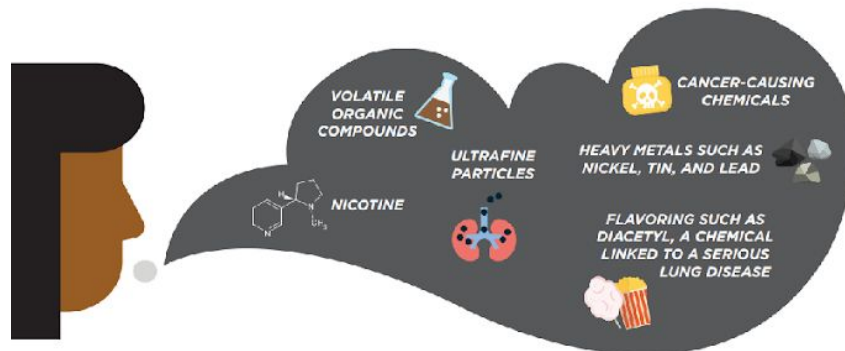
"In no way am I in support of youth getting a hold of these products ... but is this a flavor issue or a parenting issue?"

E-cigarettes are increasingly popular with local teens, a survey suggests. Since 2016, e-cigarette use has risen by 50 percent among 11th-graders in Sacramento, the

April 2019



THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.

Flavored Tobacco Products

• Educational • Roundtable •



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Summary: Partnership Strategies for Equity



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- Medicaid Plans
 - Reach and target diverse, vulnerable individuals in communities
- Health care systems
 - Share across providers, plans, public health and health sector topics
- NCI Comprehensive Cancer Centers
 - Conduct community outreach & engagement from cancer prevention/treatment to policy