

**ORANGE COUNTY BOARD OF HEALTH
AGENDA ITEM SUMMARY**

Meeting Date: May 25, 2022

Agenda Item Subject: Tobacco Update

Attachment(s): PowerPoint Presentation

Staff or Board Member Reporting: Rita Krosner

Purpose: ___ Action
 ___ X Information only
 ___ Information with possible action

Summary Information:

Rita Knosner, Tobacco Prevention and Control Coordinator, will provide an update and summary of the Tobacco Prevention and Control Program activity over the past 12-24 months. Included is information regarding the program activity as it relates to tobacco use, youth prevention, youth and adult cessation rates, cessation activity and resources. Also included are state and national tobacco information regarding proposed legislation and the FDA menthol bans on tobacco products. This is information only and no action is required at this time.

Recommended Action: ___ Approve
 ___ Approve & forward to Board of Commissioners for action
 ___ Approve & forward to _____
 ___ X Accept as information
 ___ Revise & schedule for future action
 ___ Other (detail):



Tobacco Prevention and Control Update

May 2022

Rita Krosner, MSW, NC TTP
Tobacco Prevention
and
Control Coordinator
May 25, 2022



Orange County Health Department Adult Cessation Program Activity

Freshstart Group Classes:

OCHD has held quarterly Tobacco Cessation classes virtually since March of 2020. The virtual venue allowed for more individuals to access these programs.

Individualized Tobacco Treatment Services:

Individualized Tobacco Treatment Services offers 12 weeks of behavioral counseling and NRT products to individuals interested in quitting tobacco. These services are offered through weekly telephonic meetings.

Adult Cessation Program Activity - continued

- During 2021, 379 boxes of NRT products were given to individuals who participated in either a FreshStart class or Individualized Tobacco Treatment Services. This reflects a 46% increase in the number of NRT products given to the public within the past 12 months.
- In addition the Individualized Tobacco Treatment Services provided an average of 27 community members with tobacco treatment counseling and NRT on a weekly basis.

Orange County Health Department Youth Prevention and Cessation

Both Orange County School District and the Chapel Hill Carrboro City School District report an increase in vaping violations and the observance of behavioral aggression of students when vaping items have been confiscated. Both school districts expressed the following needs:

- **Vaping Parents, Staff and Faculty Education**
- **Vaping Prevention Resources**
- **Vaping Cessation Resources**

T-21 Raise the Age to 21 Establish Tobacco Retailer Permitting System to Protect NC Youth

NC needs to raise its minimum age to purchase tobacco products to 21 to match the new federal age requirement passed in 2019.

- Many young people transition from experimental use to regular, daily use between the ages of 18 to 21.
- It's confusing to retailers and consumers to have separate ages for state and federal law.

T-21 - continued

From 2011-2019, NC saw more than a **five-fold** increase in e-cigarette use among middle school students and a **ten fold** increase among high school students.

Young people addicted to nicotine struggle with concentration and impulse control, negatively impacting learning and behavior in school.

T-21 - continued

Most NC young people obtain their e-cigarettes from retailers. In monitoring checks conducted as part of the state's settlement with JUUL in 2021, **57.7% of tobacco retailers did not check for ID**. We know that **the most important factor** in whether a retailer will sell tobacco to underage persons in NC is whether the retailer **asks purchasers for ID**. It is critical to enforce our tobacco sales laws to keep our youth safe.

T-21 – continued

40 States

Forty states (including TX, FL, AL, MS, GA) require licensing permitting of tobacco retailers as a tool to enforce their tobacco laws.

NC is working on this law. Permitting of tobacco retailers will help preserve NC substance use treatment dollars and protect our youth.

North Carolina Standard & Tailored Medicaid Plan Tobacco-Free Requirement

Tobacco-related policy requirements for NC Medicaid Managed Care Standard Plans and Tailored Plans

- Medical
- Behavioral Health
- Intellectual/Development Disabilities
- Traumatic Brain Injury service providers

As of December 1, 2022, NC Medicaid Managed Care Standard plans and Tailored Plan will require contracted providers, not including retail pharmacies, to implement a tobacco-free policy covering any portion of the property on which the participating provider operates that is under its control as owner or less, to include buildings, groups and vehicles.

FDA's Proposed Menthol Ban

The US Food and Drug Administration has announced proposed product standards to:

- Prohibit menthol as a characterizing flavor in cigarettes
- Prohibit all characterizing flavors (other than tobacco) in cigars

** Important to note, the FDA cannot and will not enforce against individual consumers for possession or use of menthol cigarettes or flavored cigars.

Questions?

Rita Krosner, MSW, NC TTP

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