Definition and Characterization of the Population of Southbridge, MA

Health Facts:
Smoking incidence: 23.3% of adults in Southbridge are smokers (13.7% statewide)
Lung cancer incidence: 13% lower in females in Southbridge than MA
Mortality from lung cancer is 11% higher in Southbridge compared to MA

MA YRBS 2017:
41% of high school students report having ever used electronic vapor product
20% report used in the month prior to the survey
Rate of illegal tobacco sales to minors is 11.5% in Southbridge compared to 7% in MA

Population Statistics: 16,931 residents
21.5% under 18
34% Hispanic/Latino
30.8% speak a language other than English at home
Education level: 15.9% completed Bachelor’s degree or higher (82.1% completed high school degree)
Median Household Income: $50,202
Per capita: $25,977
18.5% in poverty

(United States Census Bureau, 2018)
(Massachusetts Department of Public Health Tobacco Cessation and Prevention Program, 2019)
General Facts About E-cigarettes

E-cigarettes are battery powered vaporizers that simulate the action and sensation of smoking.

Nicotine in 1 JUUL Pod=1 pack of cigarettes.

Prefilled cartridges contain: nicotine, flavoring (diacetyl), propylene glycol, volatile compounds, carcinogens, heavy metals, can also contain THC.
Interprofessional Teams

Community Service Organizations (YOU, Inc., CHNA5)

- Qualifications
  - MSW
  - PsyD/PhD
  - LICSW/LMHC/LMFT
- Coordinated Care
  - Referrals
- In-home services, community centers
- Strength: immersed in the community
- Weakness: underfunded
- Longitudinal, personal care outside of the clinic
Interprofessional Teams

Schools

- Qualifications
  - BS/BA
  - RN
  - M.Ed

- Coordinated Care
- Limited to in-school

Strength: nearly every day contact with teens

Weakness: naive, limited resources
Interprofessional Teams

Health Professionals

- Qualifications
  - LICSW/LMHC/LMFT
  - RN
  - MD/DO
- Coordinated Care
- Clinic/hospital
- Strength: knowledgeable, influential
- Weakness: limited contact outside of the clinic
Interprofessional Teams

Town Leadership

- Qualifications - varied
- Stand-alone care
- Enact legislature
- Strength: powerful
  Weakness: little contact w/residents
- Highly influential
Population Health Advocacy: Central Mass Tobacco Free Community Partnership

TFCPs are funded by the Massachusetts Tobacco Cessation and Prevention Program

- **Goals:** 1) Support communities to promote tobacco/nicotine cessation, 2) Prevent youth from smoking, 3) Protect against secondhand smoke
- **Advocacy:** 1) Educate groups and communities about tobacco issues, 2) Work with municipal Boards of Health to pass tobacco-related regulation

**Successes & challenges:**
- In MA, 150 communities passed a flavor restriction
- Pushback from youth and retailers
- What about menthol, mint, and wintergreen?

**Consequences of success & failure:**
- Stores would take a financial hit
- Youth becoming addicted to nicotine
- Unknown long-term health effects

(Massachusetts Tobacco Cessation and Prevention Program, 2019)
Population Health Advocacy: The 84

“The 84 represents the 84% of Massachusetts youth who did NOT smoke when the movement began. Now, 93.4% of youth do NOT smoke” (The 84, 2019).

- Statewide movement led by Massachusetts youth
- Goals: 1) Impact communities, 2) Interact with MA youth, 3) Educate state leaders, 4) Learn about tobacco prevention, 5) Build leadership skills
- Advocacy: Educate their peers, communities, and state officials about vaping-related issues and tobacco prevention
- Successes & challenges:
  - Since 2007, the percentage of youth who do not smoke has increased
  - Disadvantaged communities may not have the ability to create and maintain a chapter
  - Big T lobbyists
- Consequences of failure:
  - Continue the cycle of tobacco addiction and dependence
  - Long term effects on cognitive development
The 84

Youth Power Summit

Kick Butts Day

April 26, 2017. Boston, MA.
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**Service/Experiential Learning**

**Goal**

Flavor Restriction

**Key Informant Interviews**

Provide first hand knowledge about the community

Using existing community contacts

Expanding on existing contacts

Collecting information from a wide range of people in Southbridge

Community leaders, professionals, and stakeholders
Service/Experiential Learning

Key Questions

How do you feel the Southbridge community would react to a flavor restriction?

What positive impact could a flavor restriction have on the community?
Key Takeaways

In the Community
- Teen vaping is a prevalent problem
- More education is warranted as many misconceptions exist
- Passing new public health policy requires goal oriented leader and community support

In the Clinic
- Look for signs of vaping
- Educate teens and parents about the harmful effect of vaping
- Provide teen vaping cessation consultation
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The 84. (2019). *Youth Power Summit* [Photograph]. Retrieved from https://the84.org/take-action/statewide-events/youth-power-summit/