



# Tobacco Free Community Partnership PHC

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# 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**

(U.S. Census Bureau, 2018)

(Massachusetts Department of Elementary and Secondary Education, 2017)

(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

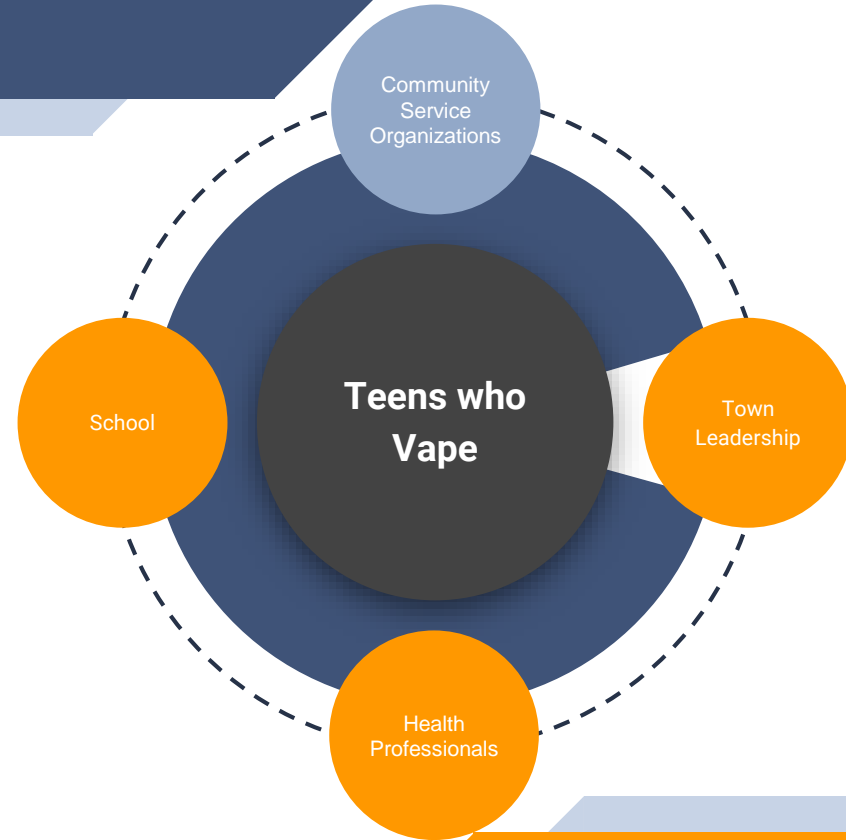
Prefilled cartridges contain: nicotine, flavoring (diacetyl), propylene glycol, volatile compounds, carcinogens, heavy metals, can also contain THC



# Interprofessional Teams

## Community Service Organizations (YOU, Inc., CHNA5)

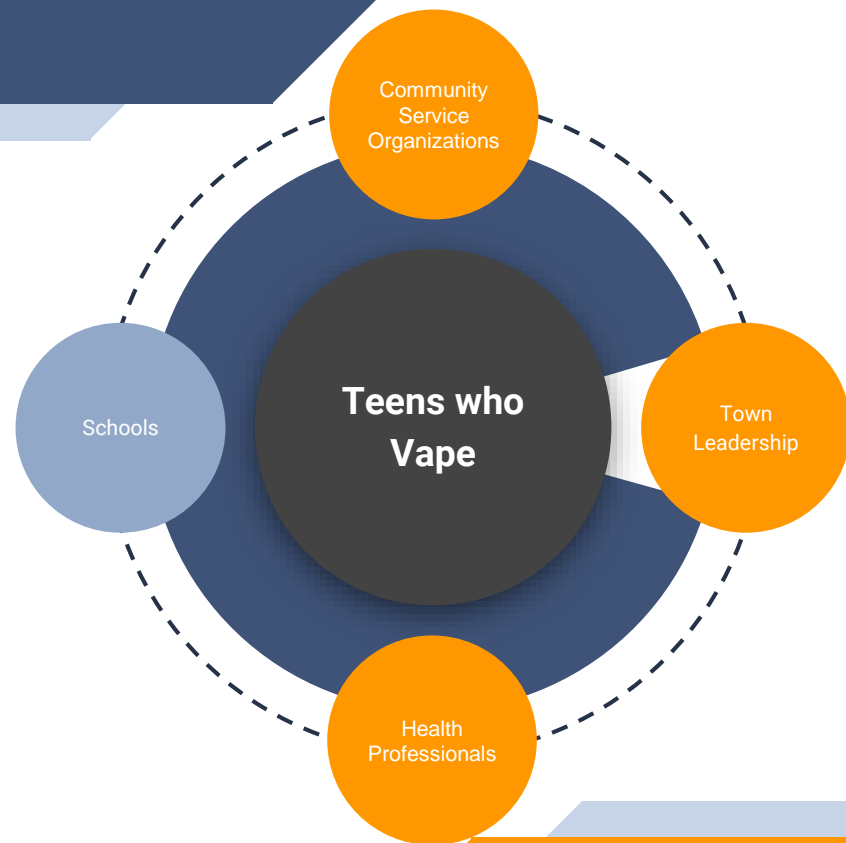
- Qualifications
  - MSW
  - PsyD/PhD
  - LICSW/LMHC/LMFT
- Coordinated Care
  - Referrals
- In-home services, community centers
- Strength: immersed in the community  
Weakness: underfunded
- Longitudinal, personal care outside of the clinic



# Interprofessional Teams

## Schools

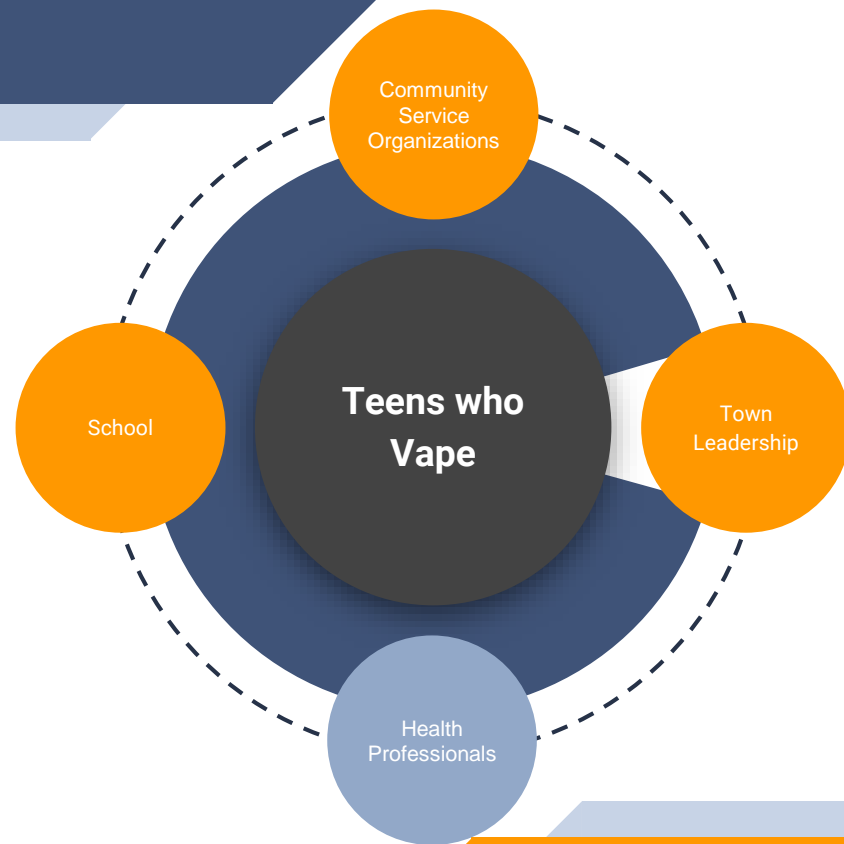
- Qualifications
  - BS/BA
  - RN
  - M.Ed
- Coordinated Care
- Limited to in-school
- Strength: nearly every day contact with teens
- Weakness: naive, limited resources



# Interprofessional Teams

## Health Professionals

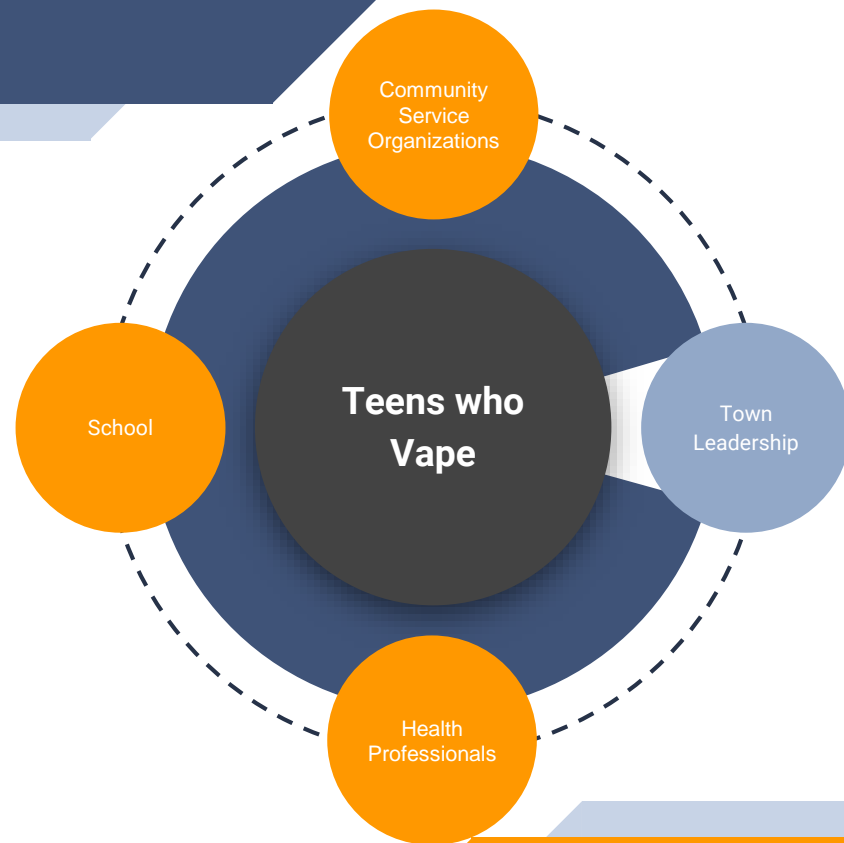
- Qualifications
  - LICSW/LMHC/LMFT
  - RN
  - MD/DO
- Coordinated Care
- Clinic/hospital
- Strength: knowledgeable, influential  
Weakness: limited contact outside of the clinic



# Interprofessional Teams

## Town Leadership

- Qualifications - varied
- Stand-alone care
- Enact legislature
- Strength: powerful  
Weakness: little contact w/residents
- Highly influential

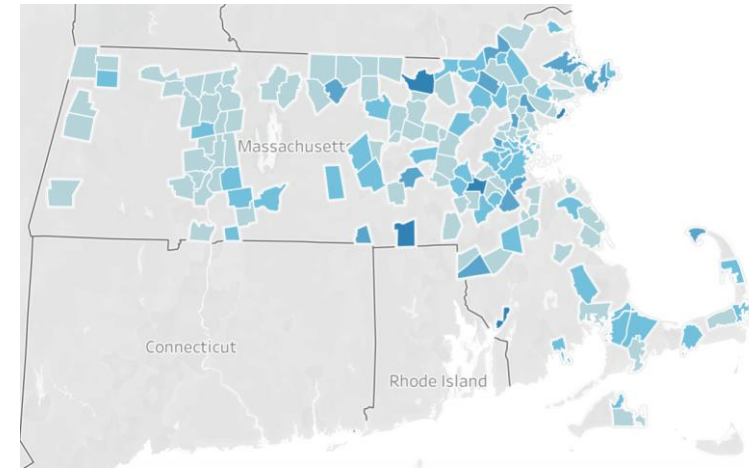


# Population Health Advocacy: Central Mass Tobacco Free Community Partnership

Make smoking history.  
**1-800-QUIT-NOW**

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)

Map from: (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.  
Kick Butts Day 2017.  
© 2017 Marilyn Humphries

# 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?

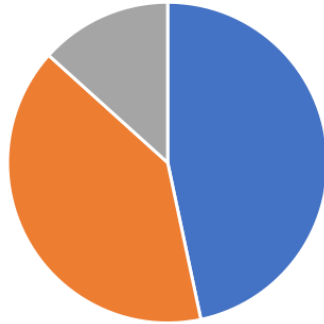
What positive impact could a flavor restriction have on the community?

Interviewee Population



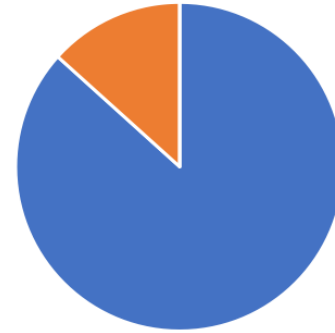
■ School ■ Government ■ Healthcare ■ Community

### View On Current State Vaping Ban



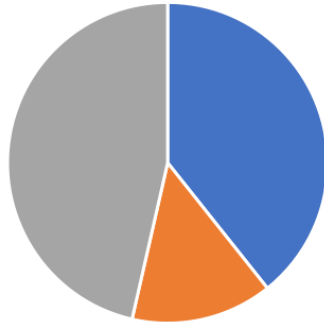
■ Favor ■ Neutral ■ Oppose

### Flavor Restriction



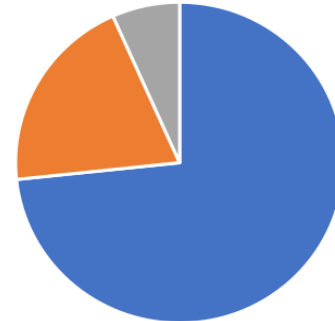
■ Favor ■ Neutral ■ Oppose

### Approaches To Reduce Tobacco/Nicotine Use



■ Education ■ Activism ■ Policy Change

### Community Impact



■ positive ■ neutral ■ negative

# 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

# Acknowledgements



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Jasmine Rivas, CHNA5 volunteer

Christina Beesley, LMHC, Director of Recovery Services at Harrington Hospital

Karin Checka, RN, Southbridge High School Nurse

Michelle Garcia, Library Assistant at Jacob Edwards Southbridge Public Library

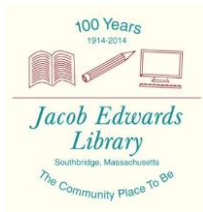
Margaret Morrissey, Director at Jacob Edwards Southbridge Public Library

Peggy Langley, Senior Care Coordinator at YOU, Inc.

Camille Diaz, Program Director for Healthy Families at WCAC

Matthew Hart, Youth Ministry Coordinator at St. John Paul II Parish

All who chose to remain anonymous



Community Health Network Area 5  
Serving Southern Worcester County



**Harrington**  
HEALTHCARE SYSTEM

Compassionate Quality Care



WORCESTER COMMUNITY ACTION COUNCIL, INC.



City of  
**Southbridge**  
Massachusetts

 **Spectrum**  
HEALTH SYSTEMS

**youinc**  
support. care. hope.

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