



Free From Tobacco

Richmond City Cessation Program 2019-2020

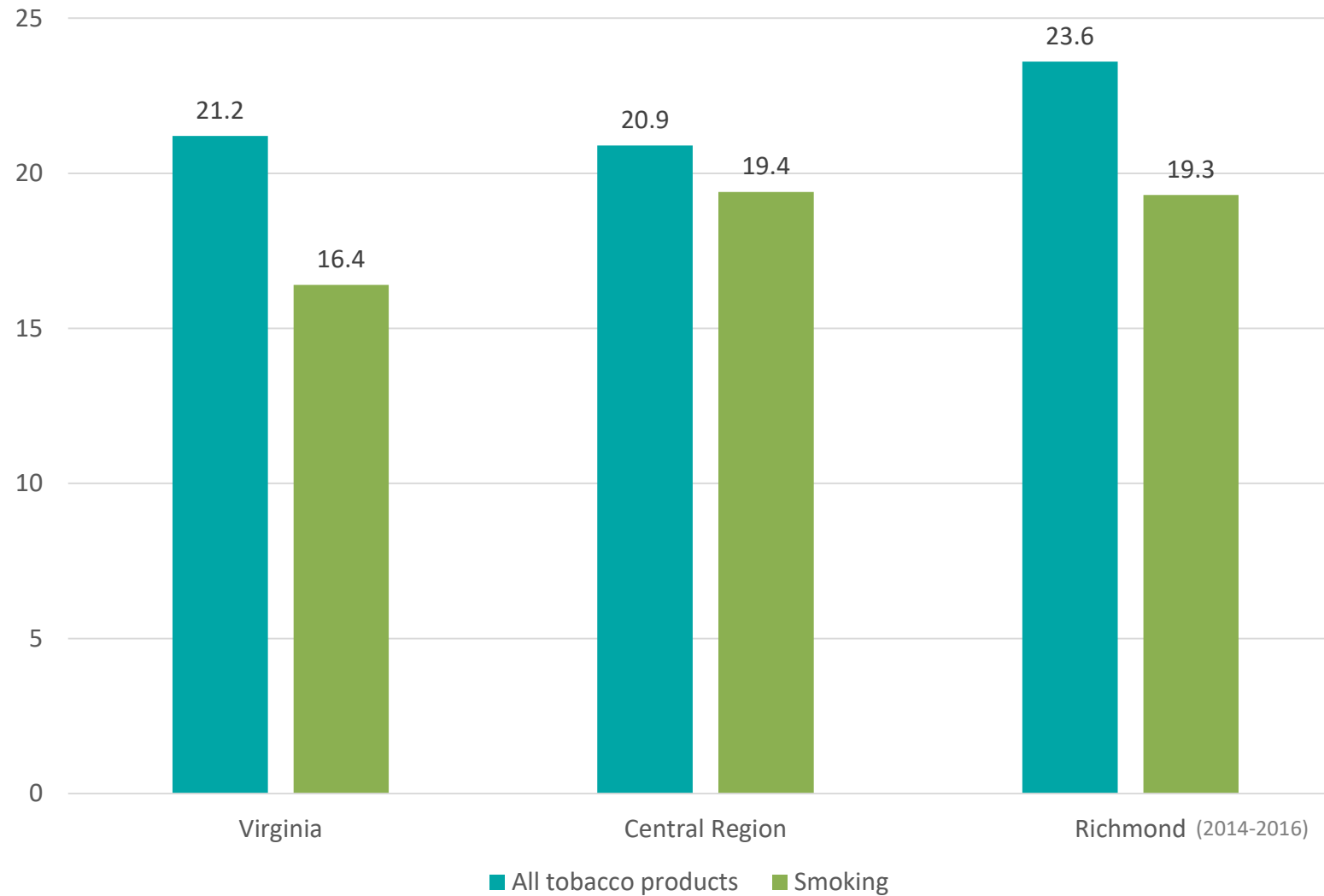


2019 = Year of Cessation

Already a local shift in tobacco use and tobacco control

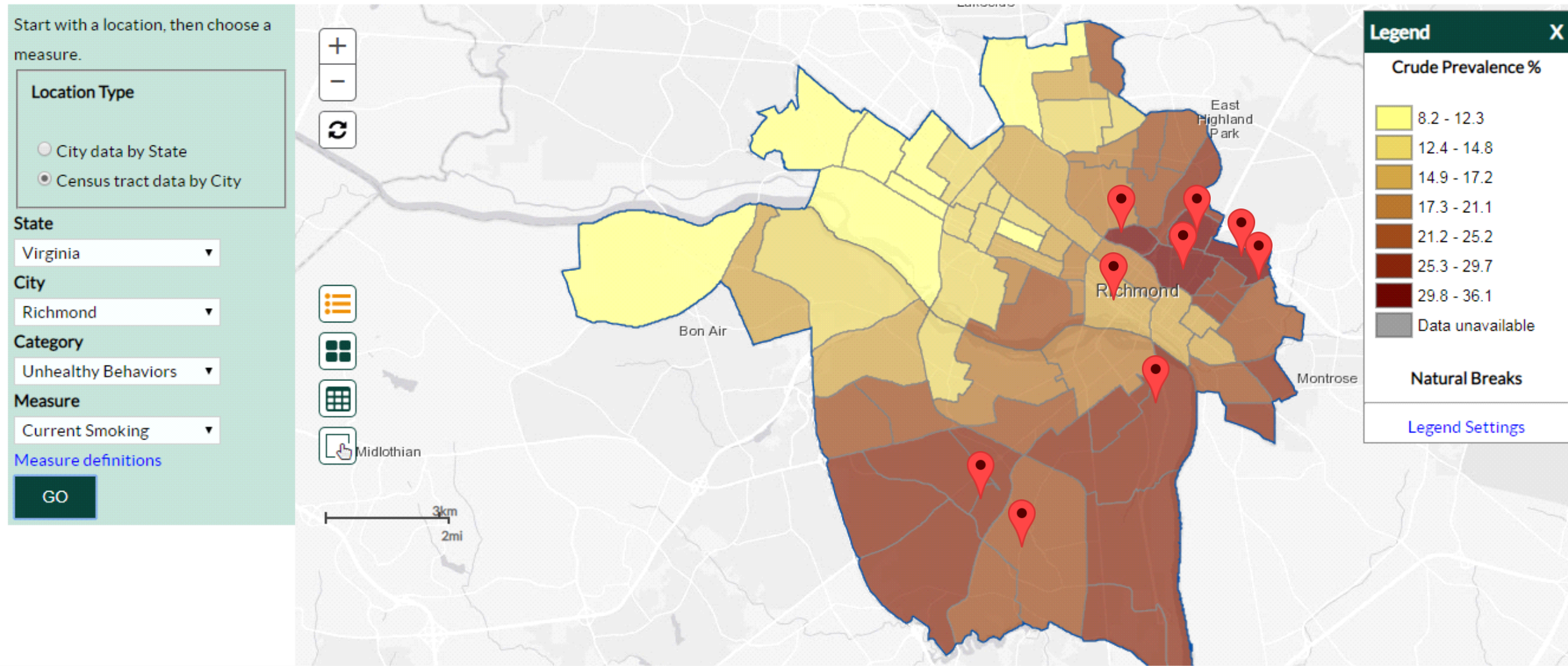
- VCU and VUU – tobacco free campuses this summer
- U of R is exploring tobacco free campus
- RRHA became smokefree indoors + 25 feet
- Increase in tobacco free worksites and campuses
- Increase in tobacco age from 18 → 21

2017 Tobacco + Smoking Rates



CDC 500 Cities Data

Model-based estimates for current smoking among adults aged ≥ 18 years - 2016



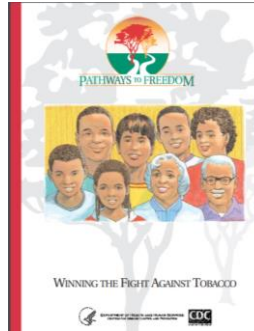


Based on Research



Community Input

VCU DATA: Shows 65% of Richmond Adult Tobacco Users are seriously interested in quitting in the next 30 days.



Free From Tobacco

- Community-based Peer Coaches
- Referral Network
- Nicotine Replacement Therapy (NRT)
- Marketing
- Surveillance + Data

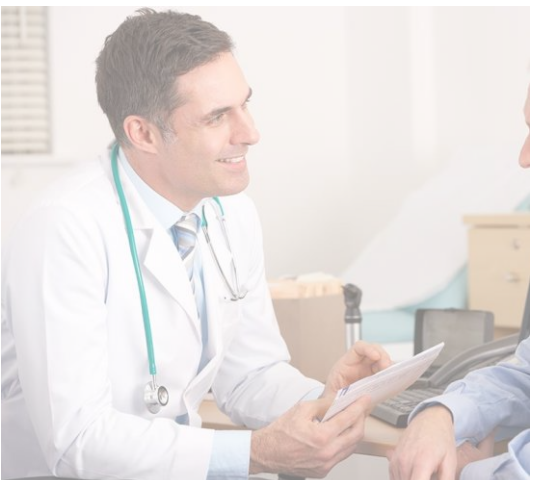


Free from Tobacco Peer Coaches

A community-based and culturally sensitive program

Hire and train Peer Coaches from high priority populations and neighborhoods. Peer Coaches will tailor outreach services to neighborhood, such as:

- Providing 1-1 support in quitting tobacco and nicotine
- Connecting to NRT/Medication
- Implementing cessation classes or support groups
- Signing individuals up for Medicaid
- Connecting to RCHD or medical homes for disease intervention and management

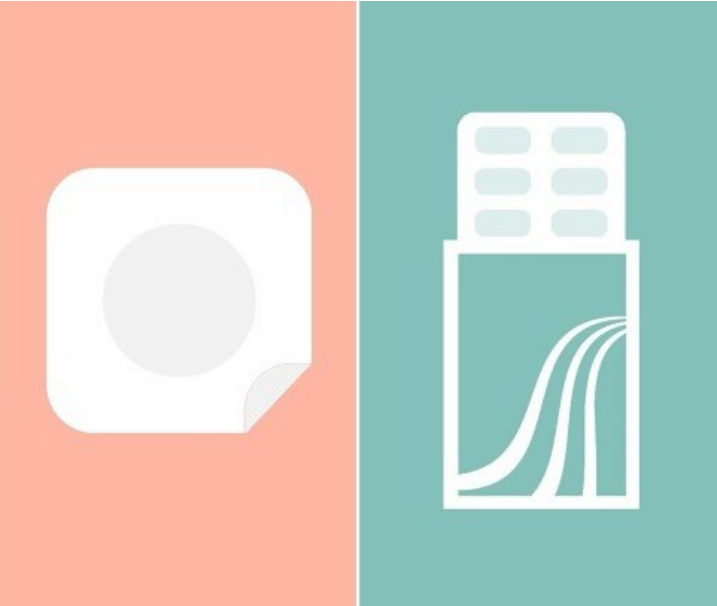


Referral Network

Meet people where they are—physically and emotionally.

Partner with community-based organizations who are already working with priority populations to be part of our referral network, by:

- Referring to new Richmond resources
- Connecting patients + clients to NRT
- Cessation training for staff
- Motivational interview tips
- Resources from Quitline




Nicotine Replacement Therapy + Medications

On average, it takes a tobacco user 7-9 quit attempts before quitting for good.

NRT + Cessation support (Peer Coaches or Quitline) can increase chances of success of quitting for good.

- Provide 8-12 weeks of NRT
- NRT in RCHD Clinics + Resource Centers
- NRT in partner clinics like Daily Planet, CAHN, and Crossover



“

A couple of things aligned for me.

I had to get a tooth pulled, I wasn't breathing the same or sleeping well and the community members around me were quitting. Being held accountable by people that care about you helped push me. It means a lot to have support from others. I want to do this for me, my son and my community.”

**Tobacco is a strong addiction.
You are stronger.**

Thinking of quitting? Find a fellow quitter right in your neighborhood. Ask friends and family for support. Tag #QuitTogetherRVA to find allies. Call 1-800-QUIT NOW or visit quitnow.net/Virginia for free, confidential support.

RICHMOND CITY
HEALTH DISTRICT

Marketing

Program Coordinator and Peer Coaches would work with RCHD Communications Team on:

- Materials highlighting new cessation services + where to find NRT
- Outreach + media campaign
- Sharing stories of quitting
- #QuitTogetherRVA



Surveillance + Data

Support for data collection and analysis:

- Better data around Richmond-specific smoking and tobacco demographics
- Measure touchpoints, quit attempts, and individual success in quitting for good
- Measure effectiveness of program

Free From Tobacco

Anticipated Budgetary Priorities

- Program Manager + Administrative Costs
- Cessation and Disease Prevention (Peer Coaches, Community Health Workers)
- Nicotine Replacement Therapy
- Marketing
- Training (peer coaches + local organizations)
- Surveillance + Data

Questions?

Dr. Danny Avula, Health District Director
Danny.Avula@vdh.Virginia.gov

Elizabeth Theriault, Population Health
Manager
Elizabeth.Theriault@vdh.Virginia.gov

Sarah Birckhead, Regional Coordinator for
Tobacco Control
Sarah.Birckhead@vdh.Virginia.gov

