

VIRGINIA
TOBACCO
CONTROL PROGRAM

Quit Now
Virginia



QuitNowVirginia.org

Vape Free VA



VapeFreeVA.org

Tobacco Control Program

The Tobacco Control Program (TCP) is located within the Office of Family Health Services

Division of Prevention and Health Promotion

Program Manager: *Mark Boldt*

Community Engagement Coordinator: *Gina Roberts*

Policy and Outreach Coordinator: ***Vacant***

Youth and Young Adult Coordinator: *Tiffany Eustice*

Cessation Coordinator: *Nicole Mayaen*

Division of Population Health Data

Epidemiologist & Evaluator: *Kyle Girone*



“Tobacco” vs “Nicotine”

Tobacco.... Smokefree... Nicotine free! 🙄

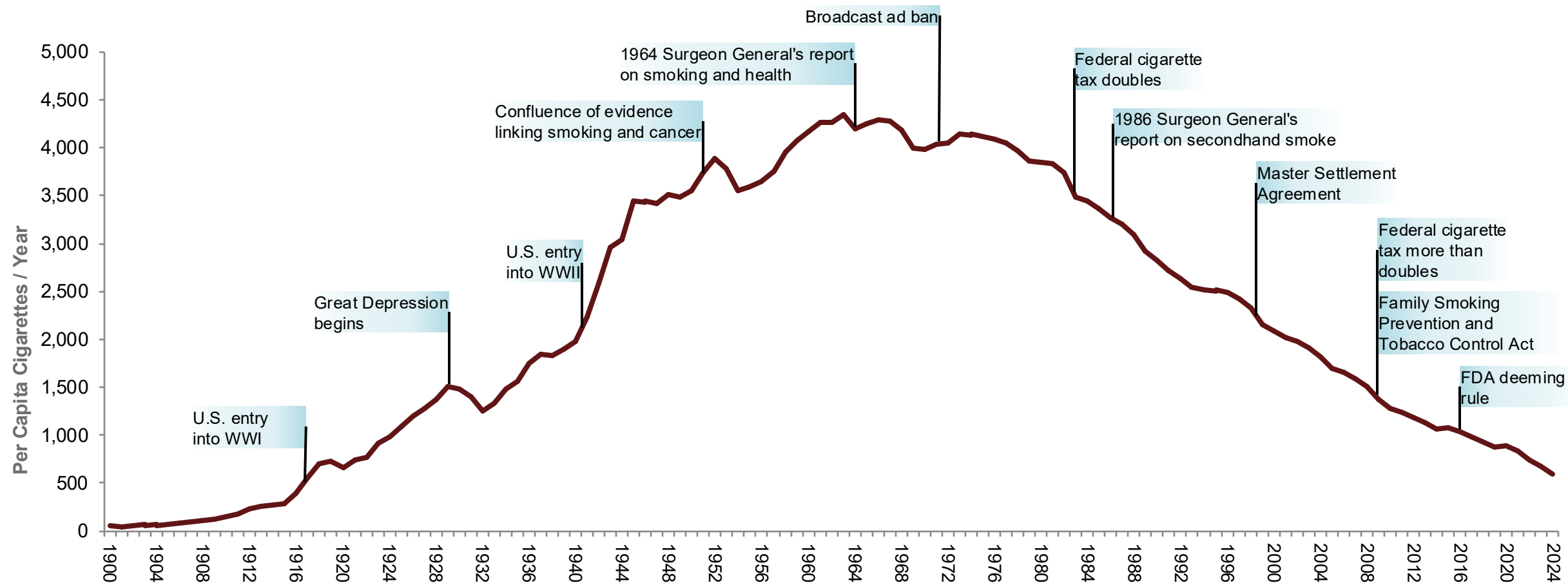
Tobacco and Nicotine Use refers to all commercial tobacco and nicotine products, including electronic nicotine devices and smokeless tobacco products.

All reference to smoking and tobacco use is referring to **commercial tobacco** and not the sacred and traditional use of tobacco by some American Indian and Alaskan Native communities.



Cigarette Consumption

United States, 1900-2024



Sources: U.S. Department of Agriculture; Alcohol and Tobacco Tax and Trade Bureau; U.S. Census.



The Tobacco Landscape Has Expanded

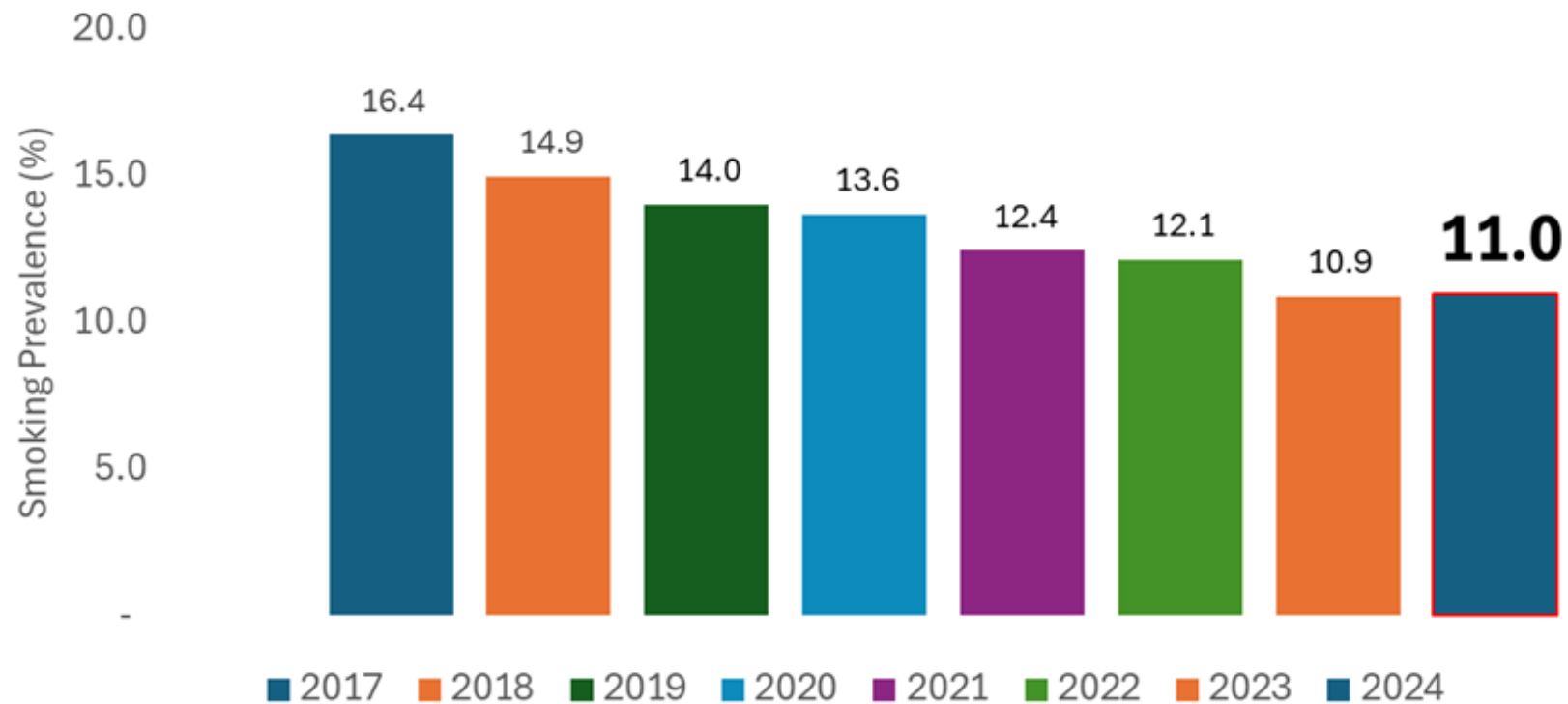


There Is NO Safe Tobacco Product



Virginia BRFSS Q: Do you now smoke cigarettes every day, some days, or not at all?

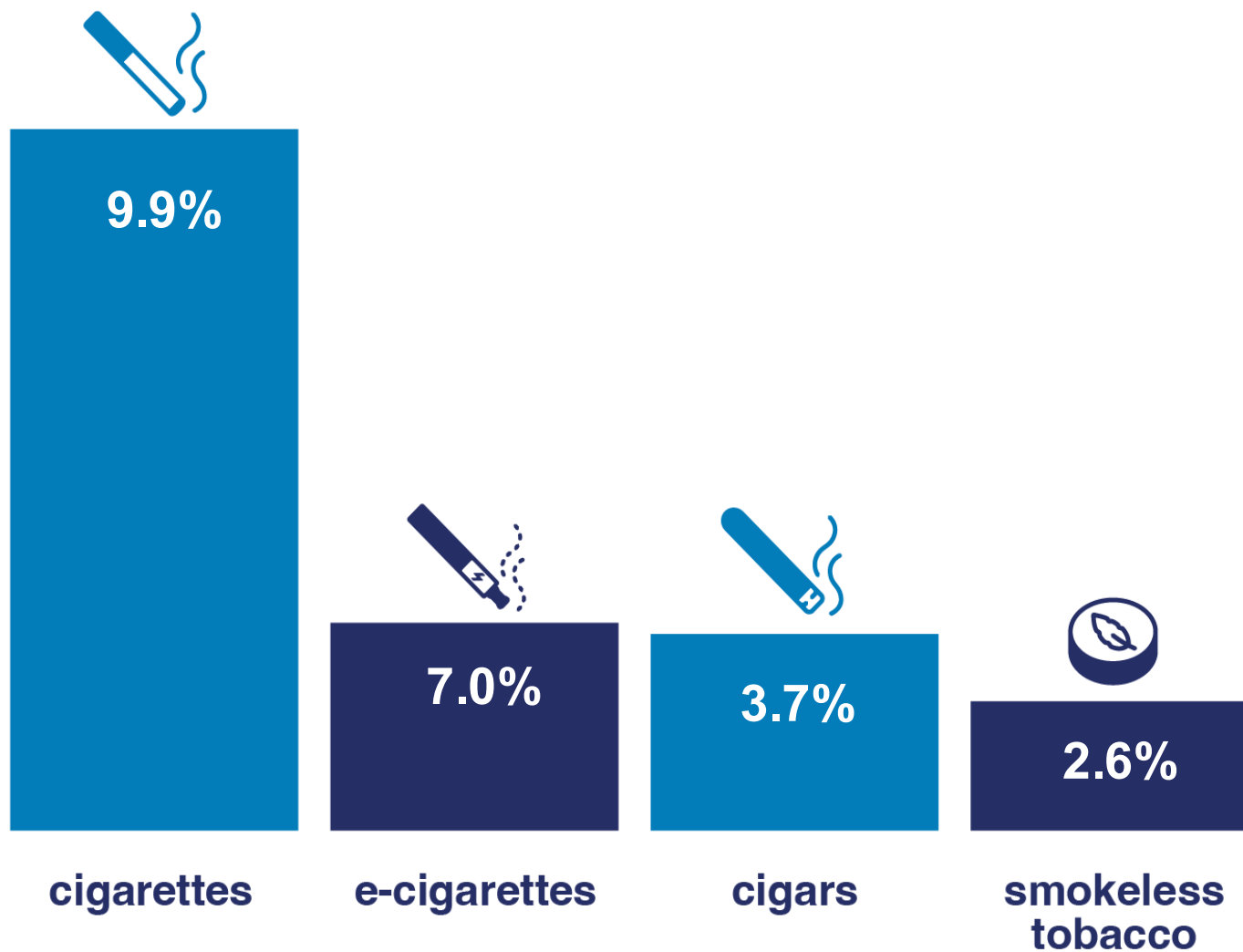
Virginia Sees First **Increase** in Adult Smoking Rate Since 2017





Adult Tobacco Product Use

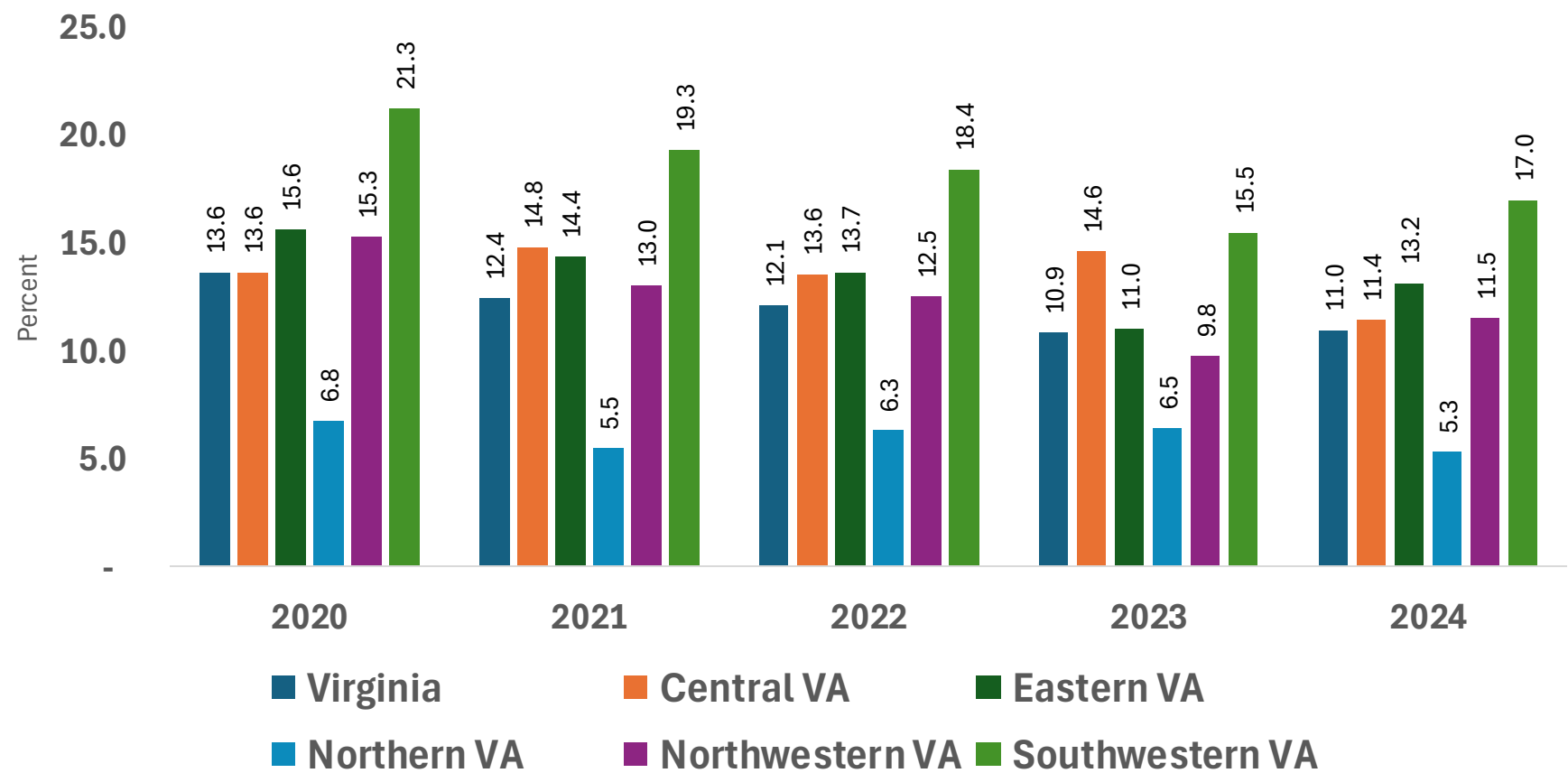
United States, 2024



Source: National Health Interview Survey.

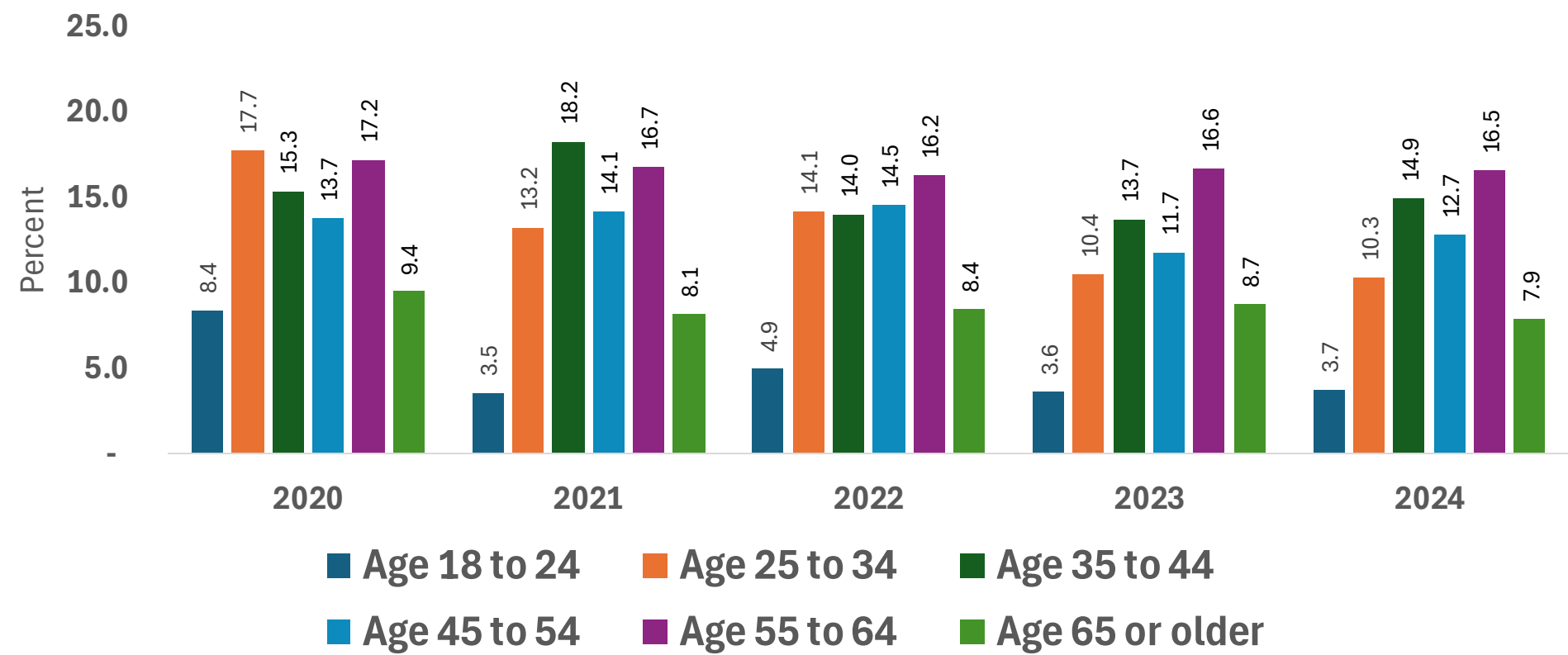
Virginia BRFSS Q: Do you now smoke cigarettes every day, some days, or not at all?

The **Southwestern Health Region** Has the Highest Smoking Rates of All Health Regions in Virginia



Virginia BRFSS Q: Do you now smoke cigarettes every day, some days, or not at all?

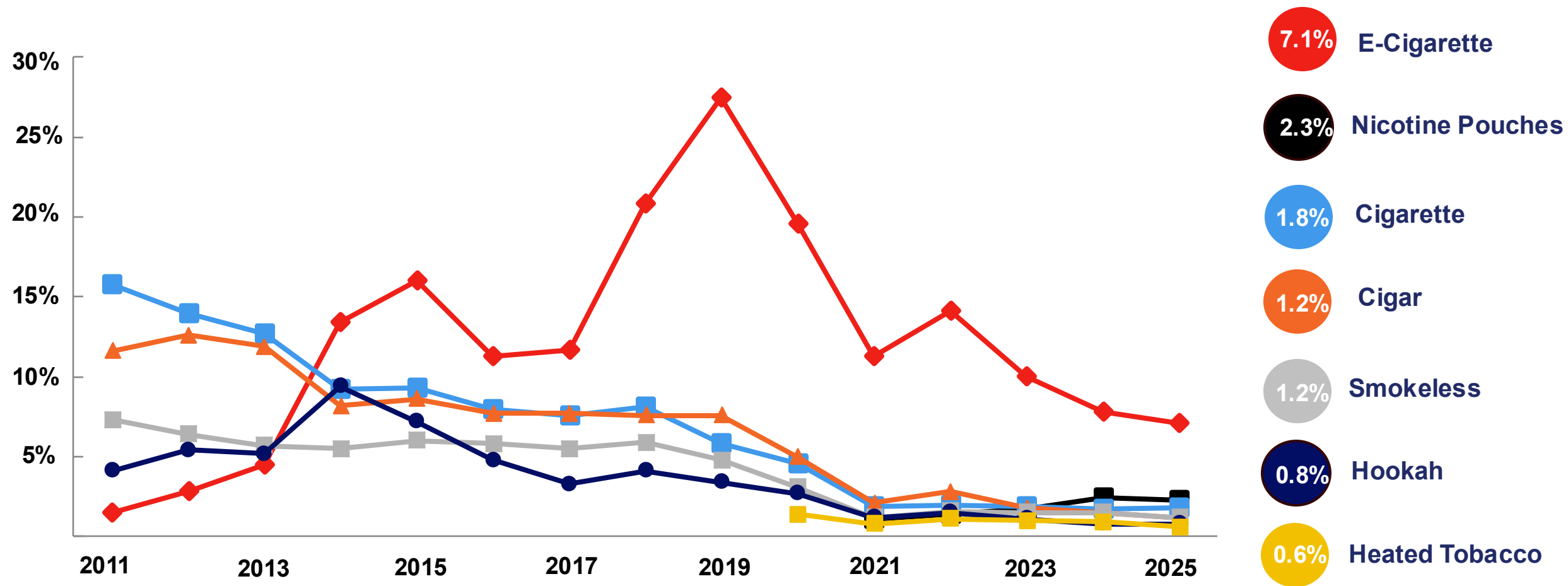
Individuals Aged 55-64 Have the Highest Reported Smoking Rates in Virginia





High School Youth Tobacco Product Use

United States, 2011-2025

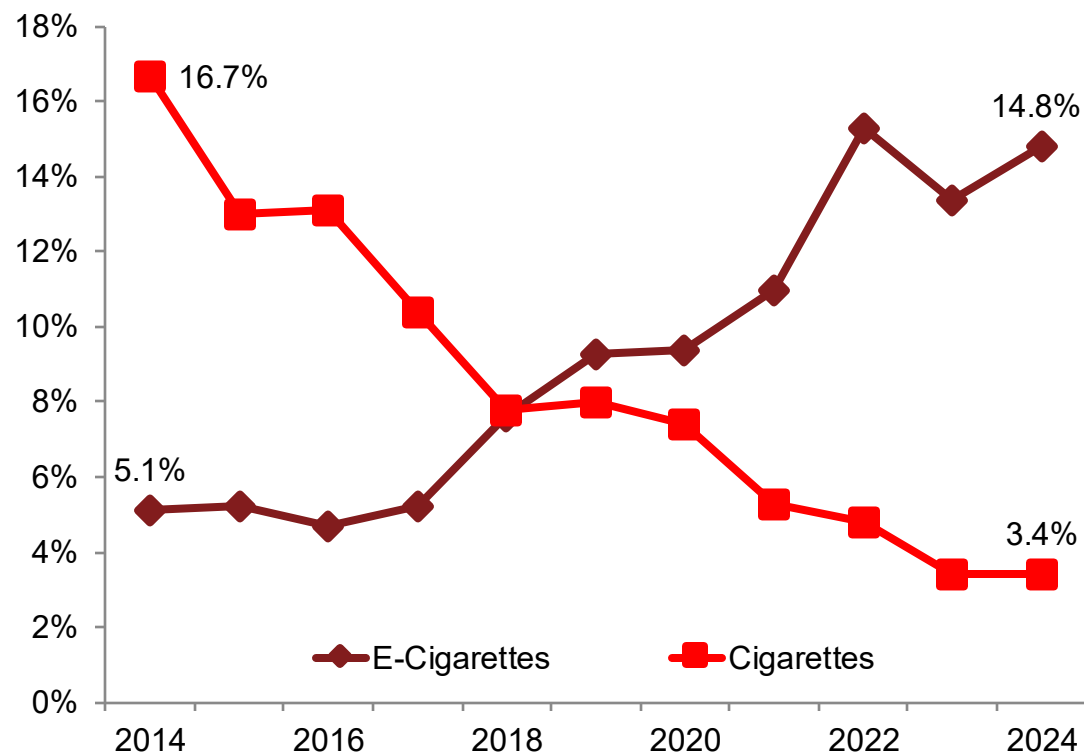




Tobacco Product Use Among Young Adults

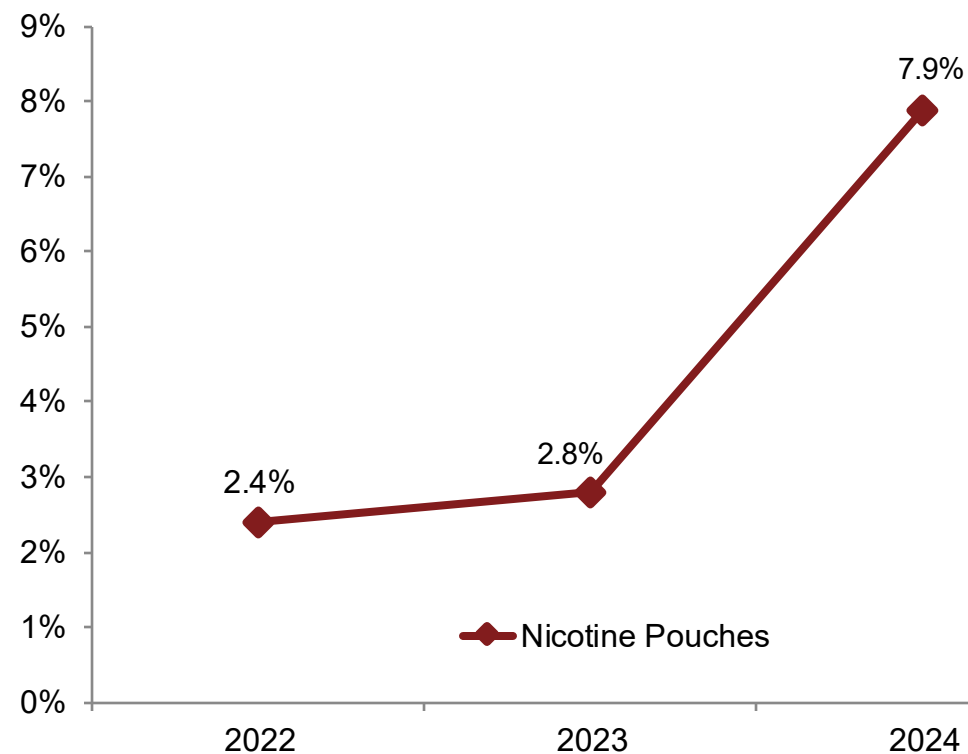
Recent Trends

U.S. Adults Aged 18-24 Years



Source: National Health Interview Survey

U.S. Adults Aged 18-29 Years



Source: International Tobacco Control Youth Tobacco and Vaping Survey

Quitting tobacco and nicotine is HARD!



On average it takes 5-7 xs to Quit for good.

With mini quits, may be up to 30-100 xs!

Every quit attempt is practice for quitting for good.

Quitting for good is possible.

Quit Now Virginia

Call 1-800-QUIT NOW (1-800-784-8669)

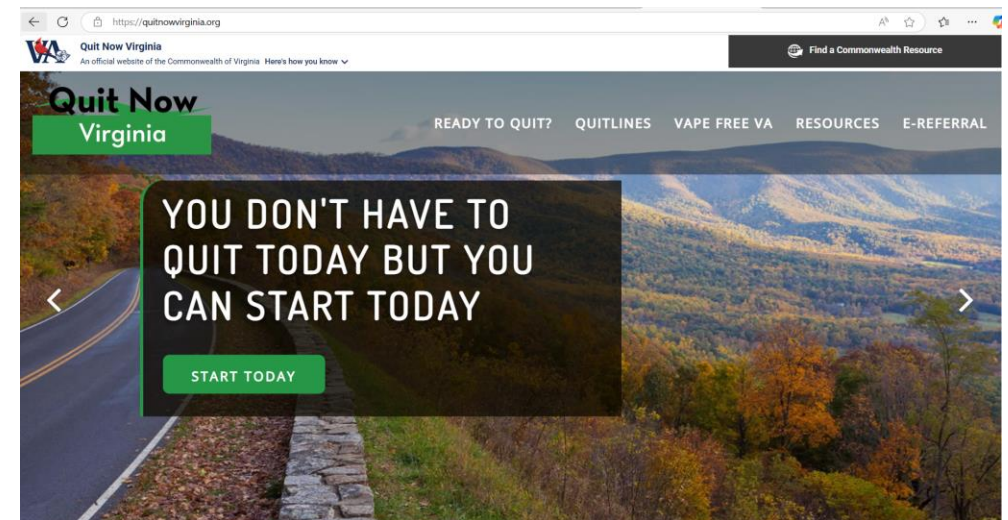
Visit QuitNowVirginia.org to connect online with Quit Coaches.

For anyone 13+ who uses ANY type of tobacco or nicotine product.

FREE and confidential. Open 24/7.

After registration, coaches will discuss:

- Ordering **12 weeks** of **Free Nicotine Patches and/or Nicotine gum** (18+)
- Downloading a Quit app
- Following quit journey on online dashboard



Vape Free VA

VapeFreeVA.org is VDH's go-to resource page for information on vaping for:

- Teens
- Young Adults
- AND their support circles:
 - Parents/Guardians
 - Coaches
 - Educators
 - Physicians



Live Vape Free

Live Vape Free is free and ready to help 13-26 year-olds quit vaping.

- Engaging Lessons
- Your Own Personal Timeline
- 24/7 Text Support
- Free NRT (18+)

Parent and Adult Coaching available as well!

LINKS to Live Vape Free from VapeFreeVA.org



Live Vape Free

Bilingual Infosheets

Can be found on: [The Comms Hub – Tobacco](#) or our VDH Page: [Resources - Tobacco Free Living](#)

- E-cigarettes
- Smoking and Stress
- Tobacco and Behavioral Health
- Tobacco and Diabetes
- Tobacco and Heart Disease
- Tobacco and COPD
- Smoking and Surgery
- Secondhand & Thirdhand Smoke
- Medication
- Smoking and Pets
- How to Help People Quit
- HIV and Smoking

E-CIGARETTES

YOUR QUIT JOURNEY STARTS TODAY.



What is an e-cigarette?

E-cigarettes (also called vapes) use batteries to heat a mix of flavors, nicotine and other chemicals to make a vapor. The vapor is an aerosol that is inhaled and exhaled like cigarette smoke. E-cigarettes come in many flavors, shapes and strengths. An e-cigarette can look like a regular cigarette, pipe, cigar, or even everyday items such as a pen or a flash drive. They can also have cannabis or illegal drugs in them.

Can I use e-cigarettes to quit smoking?

Some adults use e-cigarettes to smoke fewer regular cigarettes but e-cigarettes are NOT approved by the Food and Drug Administration (FDA) as a way to quit smoking. The FDA has approved seven types of medication, including nicotine gum, patches, and lozenges, that can double a smoker's chances of quitting. Adults who want to quit should try these medications first and can contact Quit Now Virginia for support in quitting.

Are e-cigarettes safe?

When heated, e-cigarettes create an aerosol, not just water vapor. E-cigarettes have fewer toxins than regular cigarettes, but they are not harmless. The aerosol from e-cigarettes can expose users to toxic chemicals such as formaldehyde, acrolein, and acetaldehyde, as well as harmful metal particles like nickel, lead, chromium, tin, and aluminum. Inhaling these substances can cause lung damage.

E-cigarette batteries can catch fire or explode. If young children and pets eat or drink the liquids, they can die from nicotine poisoning.

How to talk to a teen about vaping?

Vapes are the most commonly used form of tobacco by young people in VA and the US. Nicotine—in any form—can harm the parts of the growing adolescent brain that controls attention, learning, mood, and impulse control. Of those who use e-cigarettes, many started vaping to lessen or cope with feelings of stress, anxiety or depression. Though they may be looking to nicotine for relief, many young people are unaware that vaping may make their symptoms worse.

Quitting vaping can improve mental and physical health. Most young people who use vapes want to quit. Visit [VapeFreeVA.org](#) for tips on how to help a young person quit and evidence-based resources to support their quit attempt. Teens can also contact Quit Now Virginia for a texting cessation program.



Call 1-800-Quit Now (1-800-784-8669)
Connect online at [QuitNowVirginia.org](#)
Text READY to 34191



Reach out today, for all the help you need to stop smoking and vaping.



Quit Now
Virginia

CIGARRILLOS ELECTRÓNICOS

SU RECORRIDO PARA DEJAR DE FUMAR COMIENZA HOY.



¿Qué es un cigarrillo electrónico?

Los cigarrillos electrónicos (también llamados vapeadores) utilizan baterías para calentar una mezcla de saborizantes, nicotina y otras sustancias químicas para producir vapor. El vapor es un aerosol que se inhala y exhala como el humo de un cigarrillo. Los cigarrillos electrónicos vienen en muchos sabores, formas y concentraciones. Un cigarrillo electrónico puede parecerse a un cigarrillo normal, una pipa, un cigarro, o incluso a artículos cotidianos, como un bolígrafo o una unidad de memoria USB. También pueden contener cannabis o drogas ilegales.

¿Puedo usar cigarrillos electrónicos para dejar de fumar?

Algunos adultos usan los cigarrillos electrónicos para fumar menos cigarrillos regulares, pero los cigarrillos electrónicos NO están aprobados por la Administración de Alimentos y Medicamentos (Food and Drug Administration, FDA) como una alternativa para dejar de fumar. La FDA aprobó siete tipos de medicamentos, que incluyen chicles de nicotina, parches y pastillas, que pueden duplicar las posibilidades de que un fumador abandone el hábito de fumar. Los adultos que desean dejar de fumar deben probar primero estos medicamentos y pueden ponerse en contacto con Quit Now Virginia para obtener ayuda para dejar de fumar.

¿Son seguros los cigarrillos electrónicos?

Cuando se calientan, los cigarrillos electrónicos generan un aerosol, no solo vapor de agua. Los cigarrillos electrónicos contienen menos toxinas que los cigarrillos normales, pero no son inocuos. El aerosol de los cigarrillos electrónicos puede exponer a los usuarios a sustancias químicas tóxicas como el formaldehído, la acetoina y el acetaldehído, así como a partículas metálicas nocivas como el níquel, el plomo, el cromo, el estaño y el aluminio. La inhalación de estas sustancias puede causar daños pulmonares.

Las baterías de los cigarrillos electrónicos se pueden incendiar o explotar. Si los niños pequeños y las mascotas ingieren o beben los líquidos, pueden morir de intoxicación por nicotina.

¿Cómo hablar con un adolescente sobre el vapeo?

Los vapeadores son la forma de tabaco más consumida por los jóvenes en Virginia y EE. UU. La nicotina, en cualquiera de sus formas, puede dañar las partes del cerebro adolescente en crecimiento que controlan la atención, el aprendizaje, el estado de ánimo y los impulsos. De las personas que usan cigarrillos electrónicos, muchas comenzaron a vapear para disminuir o hacer frente a sentimientos de estrés, ansiedad o depresión. Aunque es posible que busquen alivio en la nicotina, muchos jóvenes no son conscientes de que el vapeo puede empeorar los síntomas.

Dejar de vapear puede mejorar la salud mental y física. La mayoría de los jóvenes que usan vapeadores desean dejar de hacerlo. Visite [VapeFreeVA.org](#) para obtener consejos sobre cómo ayudar a un joven a dejar de fumar y recursos basados en evidencia para apoyar su intento de dejar de fumar. Los adolescentes también pueden comunicarse con Quit Now Virginia por mensajes de texto para participar en un programa para dejar fumar.



Llame al 1-800-Quit Now (1-800-784-8669)
Conéctese en línea en [QuitNowVirginia.org](#)
Envíe un mensaje de texto con la palabra READY al 34191



Póngase en contacto hoy mismo para obtener toda la ayuda que necesita para dejar de fumar y vapear.



Quit Now
Virginia

Can be found on: VDH Page: [Resources - Tobacco Free Living](#)



VDH VIRGINIA
DEPARTMENT
OF HEALTH

Material Order Form

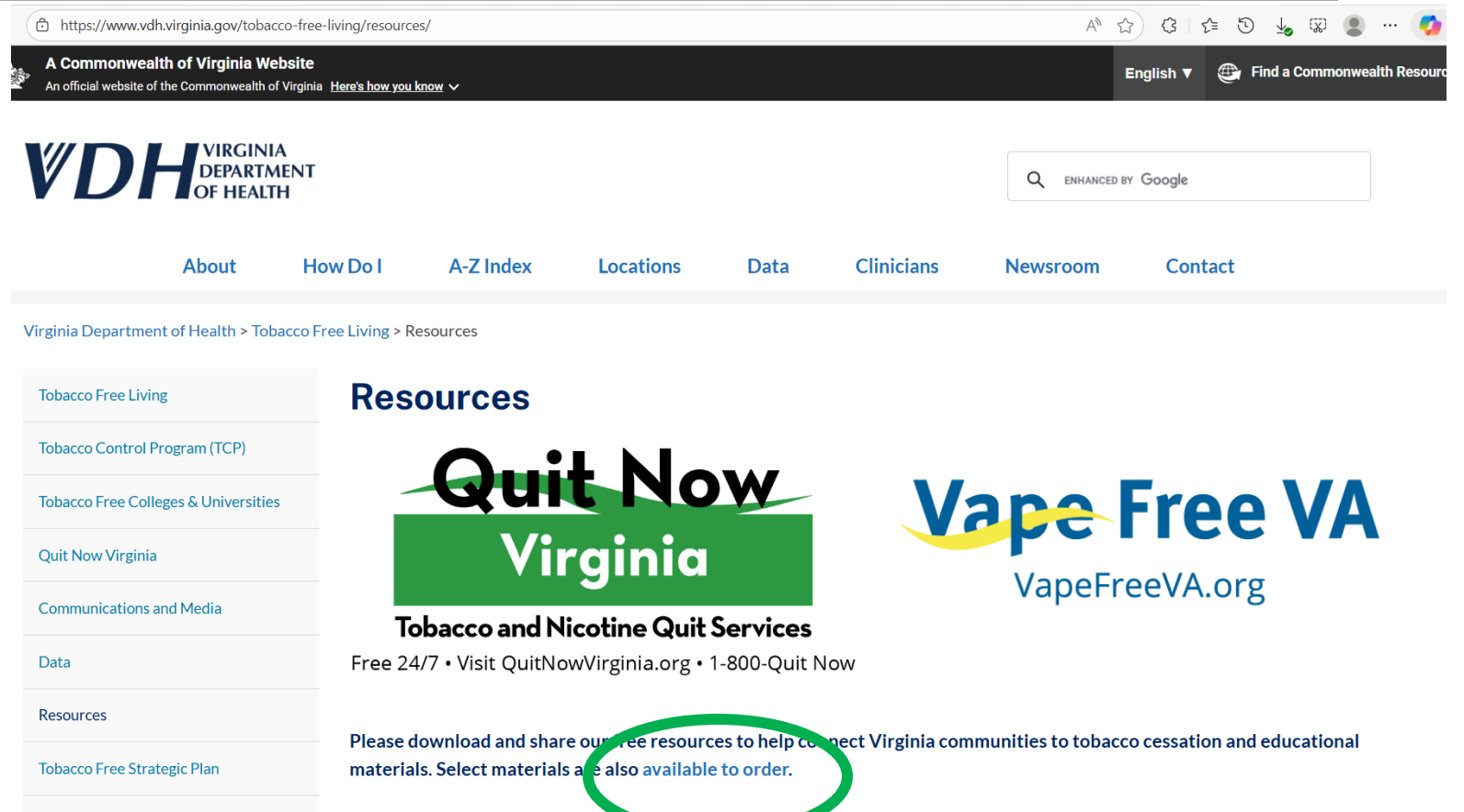
Please share with...

- Clinical Staff
- CHWs
- Community Partners



The Resource Request Form is a PDF document with a green header. It contains fields for contact information (Name, Organization, Address, City, State, Zip, Phone, Email) and checkboxes for various resources: Tobacco Free Living, Tobacco Control Program (TCP), Tobacco Free Colleges & Universities, Quit Now Virginia, Communications and Media, Data, and Resources. It also includes checkboxes for additional information and a section for additional comments.

Resources - Tobacco Free Living



The screenshot shows the Virginia Department of Health website. The header includes the VDH logo, the text "A Commonwealth of Virginia Website", and a search bar. The navigation menu includes links for About, How Do I, A-Z Index, Locations, Data, Clinicians, Newsroom, and Contact. The main content area is titled "Resources" and lists various resources: Tobacco Free Living, Tobacco Control Program (TCP), Tobacco Free Colleges & Universities, Quit Now Virginia, Communications and Media, Data, and Resources. The "Resources" section is highlighted with a green circle. Below the list, there is a section for "Quit Now Virginia" and "Vape Free VA". The "Quit Now Virginia" section includes the text "Tobacco and Nicotine Quit Services" and "Free 24/7 • Visit QuitNowVirginia.org • 1-800-Quit Now". The "Vape Free VA" section includes the text "VapeFreeVA.org".

Community Voices

Dr. Rev. Matthew Brown, Piedmont Community Services



Uplifting Our Community

Engaging the African American Community in Tobacco Control



PARTNERSHIP

Tau Omicron Chapter of
Omega Psi Phi Fraternity

- ACE's Training
- Ambassador Campaign

AMBASSADOR CAMPAIGN

A circular portrait of Garrett Dillard, a Black man with a short beard, wearing a dark blue jacket over a yellow shirt.

**“Be Healthy.
Clear the Smoke.”**

- Garrett Dillard
ΩΨΦ

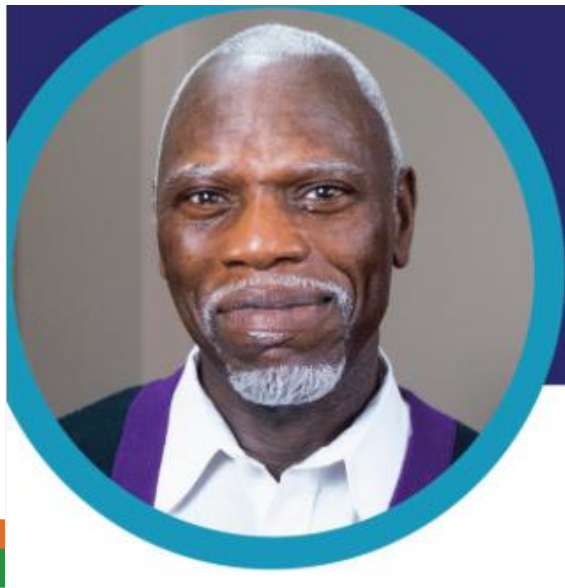
Call 800-Quit-Now

A circular portrait of Ben Gravely, a Black man with a grey beard, wearing a dark jacket over a striped shirt.

**“Don’t be a Victim.
Clear the Smoke.”**

-Ben Gravely
ΩΨΦ

Call 800-Quit-Now

A circular portrait of Richard A. Harris, Jr., a Black man with a grey beard, wearing a white shirt and a purple vest.

**“ What do you want to accomplish?
Help clear the smoke.”**

-Richard A. Harris, Jr.
ΩΨΦ

Call 800-Quit-Now



AMBASSADOR CAMPAIGN



Help Us Clear the Smoke

Making healthy choices now, will benefit you in the future. We all have an obligation to help kids understand the facts and have the conversation.

*-Garrett Dillard
Tau Omicron,
Omega Psi Phi Fraternity, Inc.*

ΩΨΦ

Quit Now
Virginia
1-800-QUIT-NOW



QuitNow.net

Omega Psi Phi invites you to add your voice to help clear the SMOKE from our community. For me, setting a good example for the young men in our QUE-School program is not just a service, it is vital for their future.



Help Us Clear the Smoke

As you grow up, you make choices that have long-term consequences. My father died of lung cancer because of smoking. So, I say to young people "think about the consequences."

*-James Hairston
Tau Omicron,
Omega Psi Phi Fraternity, Inc.*

ΩΨΦ

Quit Now
Virginia
1-800-QUIT-NOW



QuitNow.net

Omega Psi Phi invites you to add your voice to help clear the SMOKE from our community. For me, setting a good example for the young men in our QUE-School program is not just a service, it is vital for their future.



Help Us Clear the Smoke

Be a leader. You don't have to follow everybody else. Make your own healthy choices about smoking.

I quit smoking when my daughter was born. I knew it was the right choice for me and for her.

*-Jerelle Carter, Sr.
Tau Omicron,
Omega Psi Phi Fraternity, Inc.*

ΩΨΦ

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1-800-QUIT-NOW



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PARTNERSHIP

Martinsville Alumnae
Chapter of Delta Sigma
Theta Sorority Inc.

- When Delta Sigma Theta saw the first ambassador campaign, they also wanted to take part.

AMBASSADOR CAMPAIGN

Help Us Clear the Smoke



*"The annual cost of smoking can be as much as \$3,000; think of the clothes you could buy. **You can break the cycle and quit smoking.**"*

Joyce Staples
Delta Sigma Theta Sorority



Quit Now
Virginia

1-800-QUIT-NOW



HelpClearTheSmoke.org

Delta Sigma Theta invites you to add your voice to help clear the SMOKE from our community. For me, setting a good example for the young people in our community is not just a service, it is vital for their future.

Help Us Clear the Smoke



*Smoking:
It's just not cool.
Think about the
consequences. **Deltas know
you can be cool and not smoke.**"*

Cynthia Jeffress
Delta Sigma Theta Sorority



Quit Now
Virginia

1-800-QUIT-NOW



HelpClearTheSmoke.org

Delta Sigma Theta invites you to add your voice to help clear the SMOKE from our community. For me, setting a good example for the young people in our community is not just a service, it is vital for their future.

Help Us Clear the Smoke



*"The risks don't outweigh
the benefits of being cool.
**Consider the Consequences
of smoking.**"*

Ronikka Hannan
Delta Sigma Theta Sorority



Quit Now
Virginia

1-800-QUIT-NOW



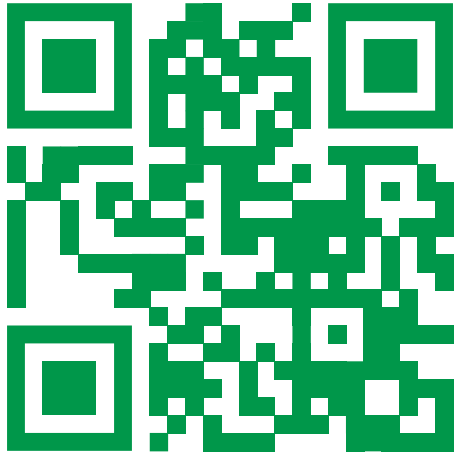
HelpClearTheSmoke.org

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Tobacco and Nicotine Quit Services

Free and confidential, 24/7 • Visit QuitNowVirginia.org • Call 1-800-Quit Now



- Meet our team
- Materials
- Resources
- Material order form



<https://www.vdh.virginia.gov/tobacco-free-living/>

Sign up:

- Monthly TCP Newsletter
- Tobacco Free Tuesdays



<https://tinyurl.com/VDHTCPList>