



Messaging about Commercial Tobacco & COVID-19

Anna Arkin | Cessation Communications Planner | Tobacco Prevention and Control – Cessation Unit

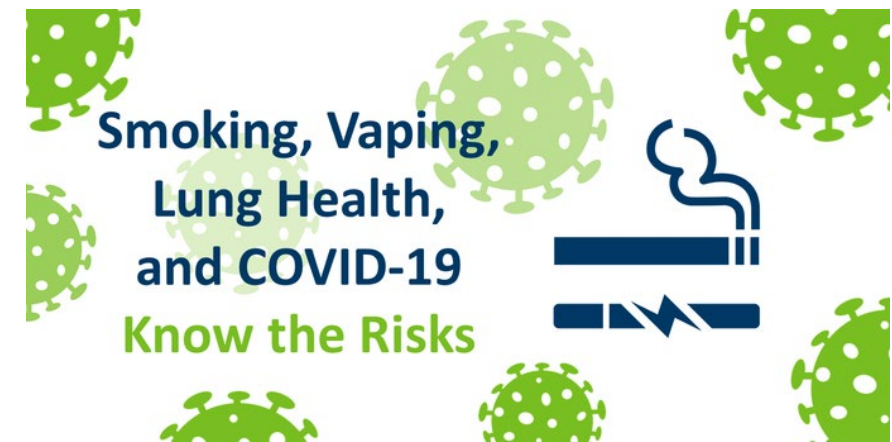
January 11, 2021

PROTECTING, MAINTAINING AND IMPROVING THE HEALTH OF ALL MINNESOTANS

- Launching new cessation program, Quit Partner™
- Agency expanding COVID-19 messaging
- Pivoted Quit Partner launch messaging to be sensitive to the emerging pandemic
- Coordinated with COVID-19 communications team

Commercial Tobacco Use and COVID-19

- Cigarette smoking can keep the immune system from working right and cause heart and lung diseases.
- A person who smokes may have more risk of getting very sick from COVID-19.
- The relationship between using e-cigarettes or vaping products and COVID-19 is uncertain.
 - Recent study: E-cigarettes & risk of COVID-19 among teenagers and young adults
- The relationship between breathing secondhand smoke or e-cigarette aerosol and COVID-19 is uncertain.



health.mn.gov/quit#covid19



- Quit Partner™ is here to help people quit
- Free help is available online, by phone, and by mail
 - 1-800-QUIT-NOW
 - QuitPartnerMN.com
- Don't have to leave home to get support

Quit Partner and COVID-19 (QuitPartnerMN.com)

Worried about smoking or vaping and COVID-19? [We can help.](#)

**quit
partner**™

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

[Español](#)

[Make a Referral](#)

[FAQs](#)

[Log In](#)

[Sign Up](#)

**Double Your Chances of
Quitting With Free Support.**

[Sign Up](#)

Here to Help
24/7

April 1, 2020

[Contact information](#)

Quit Partner: new free quit-tobacco programs available online, by phone, by mail

The Minnesota Department of Health today is launching [Quit Partner](#) (QUIT-NOW), Minnesota's new family of programs to help people who quit smoking, vaping, chewing or using other commercial tobacco products.

Quit Partner offers many free support options and resources so people can quit in a way that works best for them. Free support for Minnesota residents includes personalized coaching, email and text support, educational materials and quit medication (nicotine patches, gum or lozenges) delivered by mail.

With Quit Partner being available online, by phone and by mail, Minnesota residents can quit safely at home.



Quit smoking or vaping your way, for free—safe at home. We're here to help you quit your way for free. [quitpartnermn.com](#)



People who want to quit smoking or vaping during the COVID-19 outbreak don't have to do it alone. Our new program Quit Partner is here to help. Learn more at [QuitPartnerMN.com](#).

<https://www.fox9.com/video/670216%20> #StayHomeMN Quit Partner



FOX9.COM

Smokers who want to quit during the COVID-19 outbreak have to do it alone

52



Quit Partner @QuitPartner · Oct 28

Get this: a new national study showed that 13 - 24 year-olds who have ever vaped were 5x more likely to be diagnosed with COVID-19. If you're ready to quit, we're here to help for free at [QuitPartnerMN.com](#). #quitvaping #quitsmoking



Smoke or vape? If you get COVID-19, you could get sicker and recover slower. We're here to help you quit your way for free. [quitpartnermn.com](#)



Agency Partnerships

Managing Chronic Conditions during COVID-19

[Older adults](#) and people of any age who have serious underlying medical conditions might be at higher risk for severe illness from COVID-19.

Below are just some of the high-risk conditions that are important to manage to help prevent severe illness from COVID-19:

- [Asthma and lung disease](#)
- [Diabetes](#)
- [Heart disease](#)
- Various conditions that lead to a weakened immune system, including cancer treatment
- Chronic kidney disease

Basic steps to protect yourself

The most important thing you can do is stay at home, wash your hands, and avoid touching your face. Here are some steps to stay healthy, prevent the spread of COVID-19, and prepare for potentially becoming sick.

- Contact your health care provider if you have any concerns or questions.
- Ask about telehealth. Talk to a health care provider about the option of

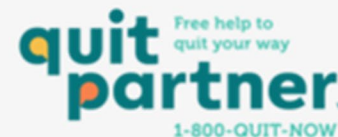
Minnesota Cardiovascular News



Quit Partner™: Free Help to Quit Commercial Tobacco

[Quit Partner](#) ([Español](#) | [Somali](#) | [Hmoob](#)) is Minnesota's free family of programs to help people who want to quit smoking, vaping, chewing or using other commercial tobacco products. Free support options available online, by phone, and by mail include:

- One-on-one coaching over the phone (available in over 200 languages)
- Text messaging
- Email support
- Quit medications - nicotine patches, gum, or lozenges - delivered to your door (ages 18+)



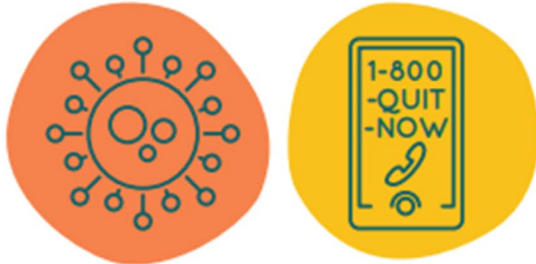
Quit Partner also offers specialized programs for people living with mental illnesses or substance use disorders. American Indian communities ([American Indian Quitline](#)).

Postcard to Public Housing Residents



Smoke or vape? Know the risks with COVID-19.

If you smoke or vape and get COVID-19, you could get sicker, and it could take you longer to recover.



Thinking about quitting?

Whenever you're ready, Quit Partner is here 24/7 with free help to quit your way.

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

QuitPartnerMN.com

*Call to quit smoking. Interpreters available.
Hu tuaj nrog peb tham. Peb muaj neeg txhais lus Hmoob.
Noo soo waco sigaar joojinta. Waxaa lagu hayaa turjubaano.
Llame para dejar de fumar. Traductores disponibles.*



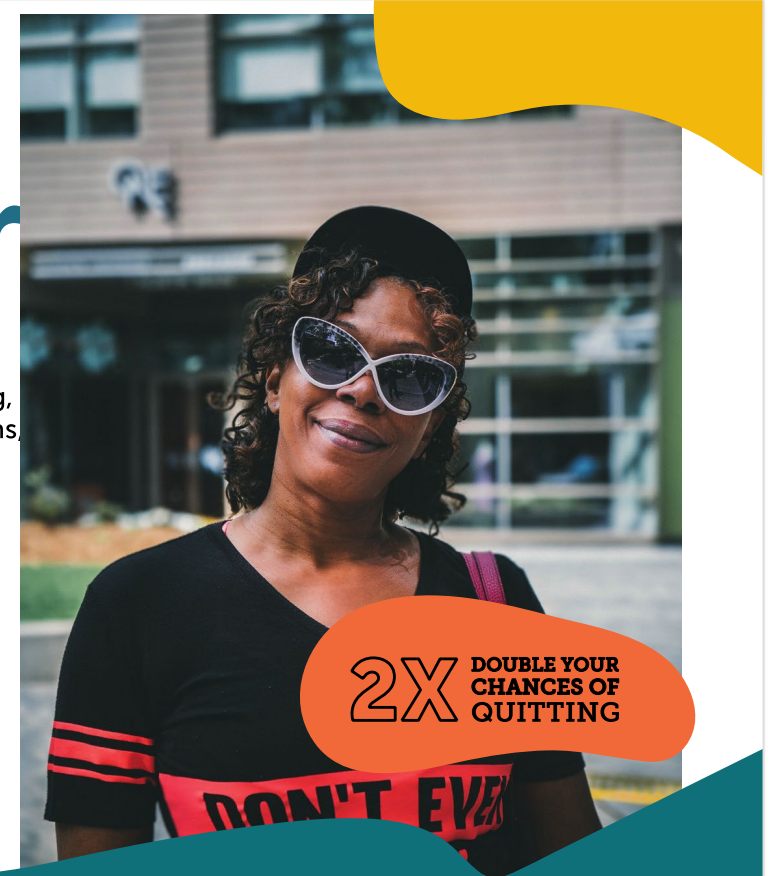
Meet Quit Partner

We're Minnesota's new way to quit smoking, vaping and chewing for free. Get medications, quit coaching and more.

Say, "hi."

1-800-QUIT-NOW

QuitPartnerMN.com



Flyer for American Indian Communities

Free Support to Quit Commercial Tobacco

For Minnesota teens and adults who want to quit smoking, vaping, chewing or using other commercial tobacco products

People who smoke or vape may have an increased risk of developing serious complications from COVID-19. When you're ready to quit, Quit Partner is here – and you don't have to leave home to get support.

Using coaching and medication together can more than double your chances of successfully quitting.

Free Support Options Available Online, by Phone, and by Mail

- Coaching over the phone or online
- Text messaging
- Email support
- Quit medication - nicotine patches, gum, or lozenges - delivered to your door¹



Quit Partner™ is here for all Minnesota adults ages 18 and up. We offer specialized programs for those with mental illnesses and substance use disorder, as well as for pregnant and post-partum women.

Call 1-800-QUIT-NOW (1-800-784-8669) or visit www.QuitPartnerMN.com.

The American Indian Quitline from Quit Partner™ offers a dedicated team of American Indian coaches who understand your culture and respect your traditions.

Call 1-833-9AI-QUIT (1-833-924-7848) or visit www.aiquit.com.



My Life, My Quit is here for Minnesota teens ages 13-17. Free, confidential help. Just for teens.

Text "Start My Quit" to 1-855-891-9989 or call, or visit www.MyLifeMyQuit.com.

¹ Ages 18 and up

Flyer for American Indian communities
Included in food distribution boxes

Partner Tobacco & COVID-19 Resources

Teens, Vaping and COVID-19

“COVID-19 attacks the lungs, and behaviors that weaken the lungs put individuals at greater risk. The harmful impact of smoking on the lungs is well documented, and there is a growing body of evidence that e-cigarette use can also harm lung health.”

- Campaign For Tobacco Free Kids

In Minnesota, 1 in 4 11th Graders Are Using E-cigarettes.

Among Eighth Grade Students, E-cigarette Use Nearly Doubled From 2016 to 2019.

Youth who Use E-cigarettes Are More Likely to Use Cigarettes in the Future.

If you are interested in getting FREE help for your child looking to quit, check out these programs below:

My Life, My Quit™

Text “Start My Quit” to 1-855-891-9989 or visit MyLifeMyQuit.com

This Is Quitting

Text “DITCHJUUL” to 88709 or visit TruthInitiative.org

Essentia Health

Call (218) 576-0100 or lookup tobacco cessation services at EssentiaHealth.org

References:

2019 Minnesota Student Survey.
<https://www.health.state.mn.us/news/pressrel/2019/survey100219.html>
Campaign For Tobacco Free Kids.
https://www.tobaccofreekids.org/press-releases/2020_03_20_covid-19

Commercial Tobacco Use & COVID-19



Commercial Tobacco Use and COVID-19

Smoking and vaping commercial tobacco cause damage to the structure and function of vital organs and systems in the body. Smoking commercial tobacco weakens a person's ability to protect their body and recover from viruses like COVID-19, a respiratory disease caused by a new coronavirus discovered in 2019.^{1,2}



People with tobacco-related health conditions are at greater risk of severe COVID-19 illness.³

Such conditions include:

- Lung diseases
- Diabetes
- COPD



Young people who smoked, vaped or did both were more likely to experience COVID-19 symptoms and require COVID-19 tests compared to nonusers.⁴



Social behaviors such as sharing e-cigarettes or vaping devices can increase transmission of COVID-19.⁵ Youth who vape or use both e-cigarettes and cigarettes are more likely to be tested for COVID-19 and five to seven times more likely to test positive than nonusers.⁶

Why are people with tobacco-related health conditions at greater risk of severe COVID-19 injuries?



COVID-19 makes it harder for the heart to work.



COVID-19 causes flare-ups of chronic lung diseases.



COVID-19 affects the respiratory tract, which can increase the risk of asthma attacks.



COVID-19 weakens the immune system's ability to fight and recover.



Quit Partner offers many free support options and resources to help people quit smoking, vaping or using other commercial tobacco products in a way that works best for them. Call 1-800-QUIT-NOW or visit www.QuitPartnerNH.com.



- Continue to update messages
- Expand messaging partnerships
- Evaluate
- Incorporate flu/vaccine messaging

Thank you.

Anna Arkin

Cessation Communications Planner

anna.arkin@state.mn.us