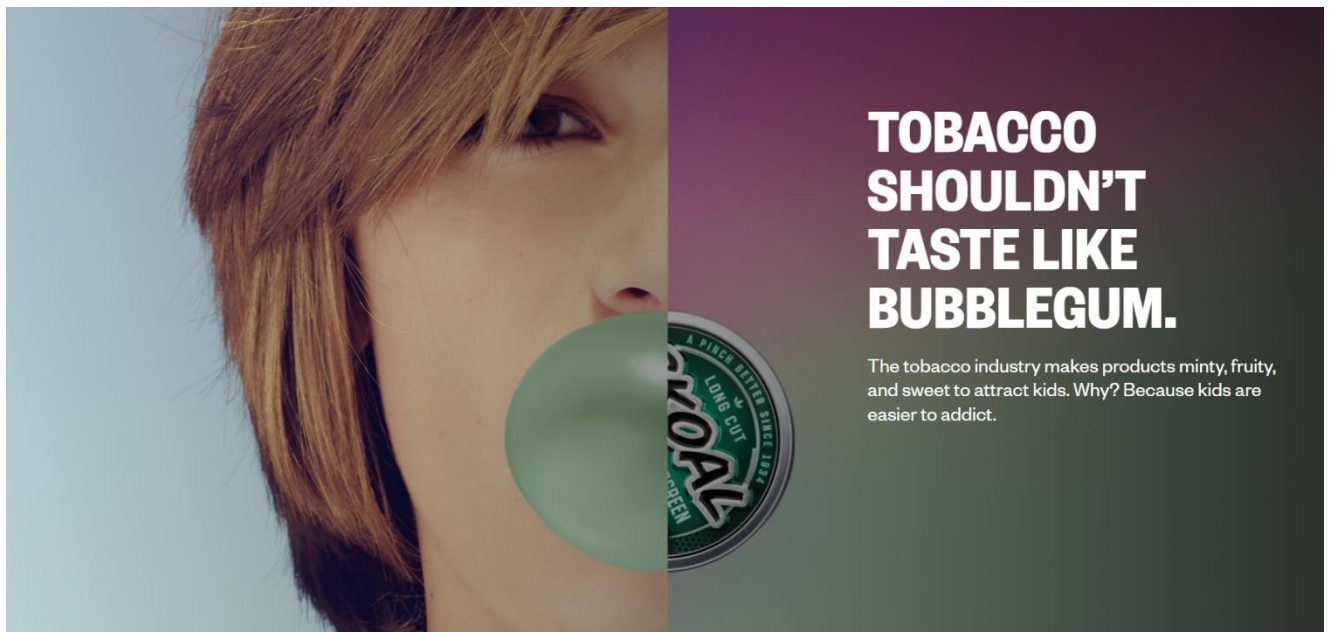


SBC TOBACCO EDUCATION PROGRAM

The San Benito County Tobacco Education Program is a part of the Public Health Services Branch's prevention team. The program is funded by the California Tobacco Tax Initiative, Prop 99, with program oversight provided by the California Tobacco Control Program. The overall goal of the program is to reduce involuntary exposure to secondhand smoke and to educate the public on the dangers of tobacco use.

The advertisement features a close-up of a young girl's face on the left, looking towards the right. A large, translucent green bubble is blowing from her mouth. On the right side, there is a dark purple-to-black gradient background. The text "TOBACCO SHOULDN'T TASTE LIKE BUBBLEGUM." is written in large, white, bold, sans-serif capital letters. Below this, in smaller white text, it says: "The tobacco industry makes products minty, fruity, and sweet to attract kids. Why? Because kids are easier to addict." At the bottom of the bubble, a pack of WYNONS bubblegum is visible, with the text "WYNONS", "LONG CUT", and "MINT GREEN" visible on it.

**TOBACCO
SHOULDN'T
TASTE LIKE
BUBBLEGUM.**

The tobacco industry makes products minty, fruity, and sweet to attract kids. Why? Because kids are easier to addict.

PROTECTING THE HEALTH AND WELLBEING OF OUR COMMUNITY

San Benito County has adopted numerous smoke free/tobacco free policies including, smoke-free parks, the City of Hollister businesses, smoke-free restaurants and bars, smoke-free licensed family childcare facilities, smoke-free migrant housing centers, a ban on flavored tobacco products and single use e-cigarettes. The smoking rate in San Benito County has seen a decline in the number of people smoking and instead choosing to maintain a healthy lifestyle.

San Benito Youth Association

San Benito Youth Association is a youth-based group of the Tobacco Education Program. The goal of the San Benito Youth Association is to engage youth in tobacco prevention, education, outreach, and policy change to bring a healthier community in the fight against smoking in San Benito County.

How to Join

If you have a passion or interest in reducing tobacco use in San Benito County and you are between the ages of 13-18, come and join us! We meet twice a month, usually every Tuesday and Thursdays. We provide food, drinks, and transportation. If you would like to join, please call the San Benito County Public Health Services – Tobacco Education Program at (831) 637-5367.

Highlights of the San Benito Youth Association

- ❖ Kick Butts Day is a National Day of Activism that empowers youth to stand out, speak up, and seize control against Big Tobacco. In honor of Kick Butts Day, members of the San Benito Youth Association conducted a tobacco waste clean-up in downtown Hollister. Youth collected over **2,010 cigarette butts** in just **one hour**.
- ❖ Youth advocacy efforts were key in the passing of a policy that prohibits the sale of tobacco in pharmacies. They helped conduct surveys, held signs of support, and attended and presented at city council meetings.

Wellness Coalition of San Benito County

The Wellness Coalition of San Benito County, formerly known as the Adult Tobacco Coalition, is a group composed of individuals from professional, non-profit, and community organizations. In 2015, the Tobacco Coalition merged with CalFresh Healthy Living (formerly known as SNAP-ED), to form the Wellness Coalition of San Benito County. The mission of this coalition is to support, educate, and empower

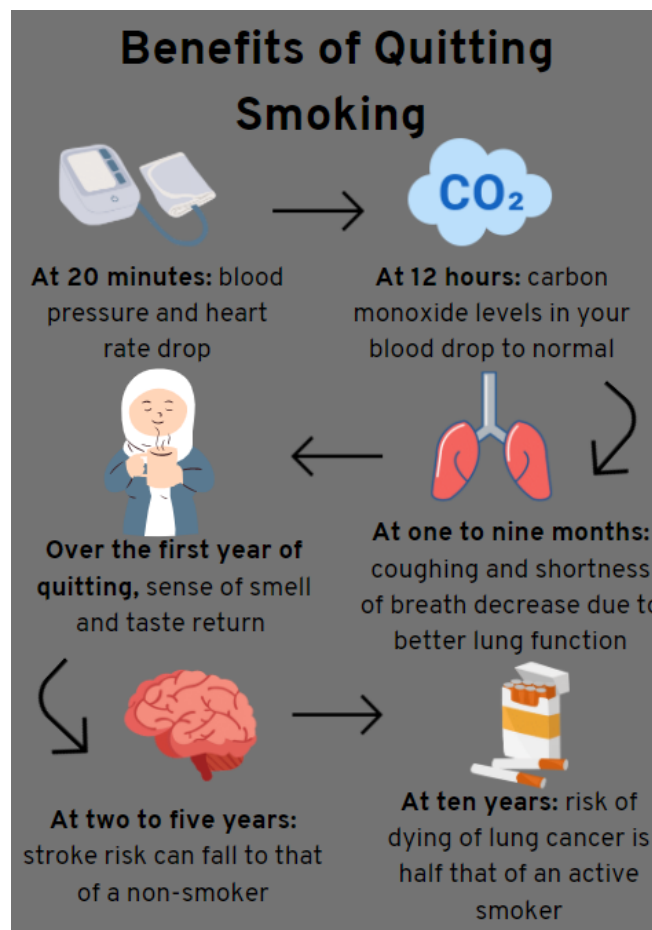
residents of San Benito County to create safe and healthy environments through partnership engagement.

The Coalition meets quarterly, the first Tuesday of every March, June, September, and December unless the meeting is preempted by holidays, campaigns or special events.

For more information, please visit [HOME | San Benito County To \(sanbenitocountytobaccoalitions.org\)](https://www.sanbenitocountytobaccoalitions.org)

THINKING OF QUITTING?

Tobacco use is the leading cause of preventable death in the US and worldwide. Congratulations for deciding to quit! Whether it's smoking, vaping, or chewing, there are many resources to help you to becoming tobacco-free. Resources such as telephone counseling and text-based chats are available to help support you in your journey.



[At 20 minutes blood pressure and heart rate drop.pdf](#)

The Best Way To Quit

Apps, Texting Programs, Counseling, and Medications are all effective methods to help people quit smoking and tobacco. Combining two or three of these different methods will significantly increase chances of success.

Using more than one method of tobacco treatment is associated with higher rates of quitting.

We recommend combining methods. The most research backed method for tobacco treatment is Counseling + Medication. The combination of receiving counseling and using nicotine replacement products, such as the patch or gum, has proven to be the most effective way to quit for good. Anyone in the state of California can access free telephone counseling at any time by calling 1-800-300-8086.

Our findings also conclude that quit rates among people who use tobacco is increased when the use of smartphone apps and texting is included as part of a tobacco treatment plan. Text message interventions have been shown to be effective and to double quit rates. One study in particular showed that text messaging combined with quitline services improve tobacco treatment rates beyond those achieved by offering comprehensive services alone. Making a range of treatment options available for smokers and tobacco users to choose from based on their experiences and preferences produces the best results.

Local Resources:



San Benito County Tobacco Education Program
<https://hhsa.cosb.us/tobacco-education/>

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QUITTING TOBACCO is the most important thing you can do to improve your health and prevent long-term disease.

This resource includes a list of new and traditional ways to quit tobacco.

Apps

The apps below are evidenced-based and shown to be effective and helpful with e-cigarettes and vapes.

no butts **No Butts**
 This app includes a quit plan to fit each person's individual needs, and information about effective quitting aids. No Butts also features useful tools like a personal log of smoking triggers and motivational reminders.

For now, this app is only available for iPhones. Visit kickitca.org and download it from the App Store.

QuitGuide
 (by National Cancer Institute)
 This app focuses on helping the adult population to quit smoking cigarettes. This is done through tracking mood, smoking triggers, and allowing the user to create journal entries.
 Check out the App Store or smokefree.gov/apps-quitguide

quitStart
 (by National Cancer Institute)
 This app focuses on helping Youth and Young Adults to quit smoking cigarettes. It allows users to monitor progress and distract themselves with games and challenges.
 Check out the App Store or <https://smokefree.gov/apps-quitstart>

This is Quitting
 (by the Truth Initiative)
 This app specifically targets college students through its appealing social media features that include the ability to access ideas from others on the internet.
 Check out the App Store or www.thisisquitting.com

Texting Programs

Texting programs are proven to effectively reduce smoking and help people quit. The programs below include help with e-cigarettes and vapes.

KICK IT California

The text messaging program is designed to provide the extra support that you might need while quitting smoking. During the crucial first weeks, you will receive daily text messages that include useful tips for quitting and staying quit. You can respond back to messages with questions at any time and a counselor will get back to you within one business day.

Visit kickitca.org/quit-smoking-text to get signed up.

smokefreeTXT

(by Centers for Disease Control)
 SmokefreeTXT is a 6-8 week program that sends approximately 3-5 messages a day. The text messages provide tips, advice, and encouragement to help you overcome challenges and stay motivated.
 Text START to 47848 and/or visit www.smokefree.gov/smokefreetxt

DITCHJUUL

(by the Truth Initiative)
 This free e-cigarette quit program delivers tailored messages via text to young people. Messages include quitting advice as well as information about using nicotine replacement therapy.

Youth and young adults can access the e-cigarette quit program by texting "DITCHJUUL" to 88709. *Parents and other adults looking to help young people quit can text "QUIT" to (202) 899-7550.*

Counseling

Research shows that counseling is effective especially when combined with medication.

Counseling on Campus

Visit or call the health center on your college campus to make an appointment with the campus quit tobacco specialist to discuss your health and quitting during individualized quit smoking meetings. Once an appointment is made, you will receive guidance and next steps on your journey to become smoke and tobacco free. Check the back of this pamphlet for local campus resources.

1-800-300-8086

(Kick It California Helpline)

Create a personalized quit plan and receive follow-up calls from a tobacco treatment specialist. Call 1-800-300-8086 for free telephone counseling and online help in six languages.

Medications

Nicotine Replacement Therapy

Nicotine Replacement Therapy (NRTs) provide relief of some withdrawal symptoms people experience when they quit smoking. These products include nicotine patches, gum, and lozenges. You can visit your campus health center and speak to a counselor to discuss your options.

Prescription Medications

Prescription medications such as Chantix (varenicline tartrate) and Zyban (bupropion hydrochloride) are approved by the Food and Drug Administration (FDA) as forms of tobacco treatment. A significant difference between NRTs and prescription medications are that medications do not contain nicotine.

KNOW THE RISKS

Apps and Resources to Quit Vaping and Tobacco



CHEMICALS

Vaping devices make an aerosol that can contain nicotine, metals, and other toxins known to cause cancer.



ADDICTION

Nicotine can re-wire your brain for addiction to other tobacco products and substances.



MOOD CHANGES

Nicotine can make you feel anxious, irritable, and create cravings that have the potential to control your life.



BRAIN DEVELOPMENT

Nicotine is a poison and a highly addictive drug that can harm your developing brain.

I'M READY FREE AND ANONYMOUS SUPPORT



This is Quitting App and Text
The app has activities to help you quit vaping or using other tobacco products. You can also speak with a counselor 24/7.

www.thisisquitting.com
Text 'DITCHJUUL' to 88709



SmokefreeTXT for Teens
A resource for teens that offers advice, quit support, and motivation to remain nicotine and tobacco free.

www.teen.smokefree.gov
Text 'QUIT' to 47848



quitSTART App
An app to help you track your quitting progress. Earn badges, get tips on how to manage tough days, and play games to help distract yourself from cravings.

teen.smokefree.gov/become-smokefree/quitstart-app



The California Smokers' Helpline
A website, telephone helpline, and app created for teens to #quitvaping.

www.novapes.org
1-844-8-NOVAPE
Text 'Quit Vaping' to 66819

Tips to Help You Quit Take Back Control

Ask for support – If you feel comfortable, ask the people around you for support. This could be a friend, parent, teacher, coach, or counselor.

Be prepared – Pay attention to when you have a craving, and what could be your trigger. This could be stress from exams, peer pressure, or other factors.

Use all the Resources – Apps, texting, and asking for support from someone you trust will increase your chances of success.

Get Active – Studies have shown that exercise and being active can help you be successful at quitting smoking and vaping. This could be going for a walk or taking part in an after school sport.

Find a Reason – Think of your most important reason to quit. Always keep that in mind, especially if quitting gets hard.



www.cyanonline.org/quit-tobacco
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**San Benito County
Tobacco Education Program**
<https://hhsa.cosb.us/tobacco-education/>

Quitlines can help you quit tobacco for good

- ❖ [Kick It CA](#), formerly known as the CA Smokers' Helpline, can help you develop a quitting plan that's right for you. Services are available in multiple languages and special services are available for [tobacco chewers](#), [pregnant smokers](#), and [vape users](#).
- ❖ Cessation counseling is also available in Spanish and in Asian languages through the [Asian Smokers' Quitline](#).
- ❖ Young people can access [quit vaping and quit smoking](#) resources through the [California Youth Advocacy Network](#). They have apps and text-based support available for teens.




Medications with cessation support is most effective

- ❖ [You Can Quit Now](#) CDC Infographic
- ❖ [Quit Tobacco Medications](#) Kaiser Permanente Video
- ❖ [Quit Aids: Tools to Stop Smoking](#) Kick It CA

**MORE THAN ONE
WAY TO QUIT
SMOKING**

7 FDA-APPROVED MEDICATIONS FOR
TOBACCO TREATMENT



PATCH


How to use: Worn on the skin
How often (frequency): 1 patch a day
How it helps you: Provides continuous nicotine all day

**Contains Nicotine*


GUM

How to use: Chew then "park" between cheek & gums
How often (frequency): Up to 24 pieces a day
How it helps you: Quick way to relieve cravings

**Contains Nicotine*



**Contains Nicotine*



LOZENGE


How to use: Dissolves in mouth
How often (frequency): Up to 20 pieces a day
How it helps you: 25% more nicotine than gum; has different flavors

**Contains Nicotine*


INHALER

How to use: Puff in by mouth
How often (frequency): 1 cartridge every 1-2 hours, up to 6-12 cartridges a day
How it helps you: Mimics inhaling a cigarette/vape

**Contains Nicotine*



**Contains Nicotine*



SPRAY


How to use: Spray in nose
How often (frequency): At least 8 sprays per day
How it helps you: Delivers nicotine into your system fastest

**Contains Nicotine*


PILLS

How to use: Ingest by mouth
How often (frequency): 1-2 pills per day (Ask your provider about daily dosage use)
How it helps you: Helps prevent relapse and weight gain. Stops nicotine cravings

**Does not Contain Nicotine*



Bupropion SR



Varenicline

**Does not Contain Nicotine*

*Your insurance may cover these medications. Ask your doctor if using 2 or more medications may be right for you.

8 FDA Approved Cessation Products

For Parents

- ❖ [Emerging Electronic Tobacco Products](#)
- ❖ [Frequently Asked Questions](#)
- ❖ [Kids and the Tobacco Predator](#)
- ❖ [Tobacco Free CA / Youth](#)
- ❖ [Identify Which Products Teens Are Vaping](#)
- ❖ [The Tobacco Industry Has a Kids Menu](#)
- ❖ [Quick Facts on the Risks of E-Cigarettes for Kids, Teens, and Young Adults](#)
- ❖ [SGR ECig Parent Tip Sheet](#)
- ❖ [What Parents Need to Know](#)
- ❖ [E-liquid and Kids](#)
- ❖ [Vapes](#)

For Parents in Spanish

- ❖ [SGR ECig Parent Tip Sheet \(Espanol\)](#)

- ❖ [OSH SGR ECig FAQs \(Espanol\)](#)
- ❖ [Detrasdel Humo/Salud](#)
- ❖ [Nuevos productos electronicos de Tabaco](#)
- ❖ [Dispositivos Para Vapear](#)
- ❖ [El "E-liquid" y los Niños](#)

For Educators

- ❖ [Quick Facts on the Risks of E-Cigarettes for Kids, Teens, and Young Adults](#)

For Smokers

- ❖ [KickitCA.org](#)
- ❖ [Stop Smoking](#)
- ❖ [Quit Smoking](#)
- ❖ [How to Quit Vaping](#)

COVID-19 and Tobacco Use

- ❖ [Smoking/Vaping and COVID-19 Infographic](#)
- ❖ [California Smokers' Helpline new COVID-19](#)

For Youth

- ❖ [Smoke Free Teens](#)
- ❖ [Flavors Hook Kids](#)
- ❖ [Nicotine the Unknown Poison](#)
- ❖ [Secondhand Smoke \(Watch Video Here\)](#)
- ❖ [Get the Facts About Vaping | Behind The Haze](#)
- ❖ [Quit the Hit - Hopelab](#)

COVID-19 y El Uso de Tabaco

- ❖ [Protégete de COVID-19 - Deja de Fumar y vapear ahora](#)
- ❖ [El Tabaco y el COVID-19](#)
- ❖ [El control del tabaco es un componente crítico para el manejo de COVID-19](#)

Additional Resources

- ❖ [American Heart Association - Quit Smoking](#)
- ❖ [American Lung Association - Stop Smoking](#)
- ❖ [Breathe California of the Bay Area](#)
- ❖ [Centers for Disease Control \(CDC\)](#)
- ❖ [National Cancer Institute's Smokefree.gov](#)

- ❖ [Quit Smoking Group and Resources for African American Community \(Amplify!\)](#)
- ❖ [Fighting to end the influence of big tobacco in California - UNDO.org](#)

Contact our office to learn more about tobacco related information at:
San Benito County Tobacco Education Program
351 Tres Pinos Road, Suite A-202
Hollister, CA 95023
Phone: (831) 634-5367 Fax: (831) 637-9073
M-F 8 am to 5 pm