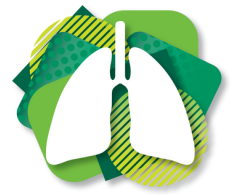


Project SWITCH



January 2024 Newsletter

Welcome to the Project SWITCH Inaugural Newsletter!

Project SWITCH (Supporting Workplace Investment in Tobacco Control and Health) seeks to promote wellness among Texans by partnering with lung cancer screening programs to build capacity for system-wide, sustainable initiatives that will reduce tobacco use and secondhand smoke exposure among employees, patients, and visitors.

We are seeking partnership in early 2024 with lung cancer screening programs in Texas to provide education, training, and resources for tobacco cessation and relapse prevention.

If you are interested in having Project SWITCH at your workplace, **please reach out to our Senior Health Education Specialist, Hector Sanchez, at hsanchez1@MDAnderson.org.**

SERVICES PROVIDED THROUGH PROJECT SWITCH

Comprehensive Employee Training

- Tobacco dependence education and training for all employees
- Five-day Certified Tobacco Treatment Specialist (CTTS) training at MD Anderson Cancer Center
- Train-the-Trainer Program to develop a long-term, sustainable training program to maintain a competent and well-trained employee base

Nicotine Replacement Therapy (NRT)

- Nicotine patches, gum, and lozenges for on-site dispensing to patients and employees
- Project SWITCH can provide support to find alternate sources of long-term funding to sustain NRT supply

Materials & Permanent Signage

- Educational resources encouraging people to quit tobacco
- Provider materials (e.g., badge cards) to support intervention delivery
- New tobacco-free signage or replacement of outdated/weather-worn signage

Ongoing Education

- MD Anderson Project TEACH – weekly webinar on tobacco dependence training and education
- Announcements regarding webinars, CEU/CME opportunities, and additional local/regional trainings

Technical Assistance

- Ongoing assistance in tobacco-free workplace policy development and enforcement, program implementation, and ensuring sustainability
- Consultation about how to incorporate attention to treating tobacco use as part of the clinical workflow

Compensation to Employees for Data Provision Efforts

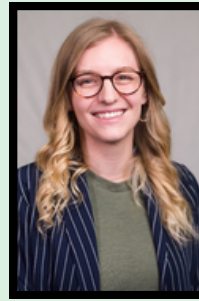
- Clinic stipend or gift cards available for monthly data provision
- Gift cards available for staff participation in data collection (e.g., survey completion, focus group participation)

MEET THE TEAM

Now that you've become familiar with our project, we'd like to introduce you to our Project SWITCH team!



Lorraine Reitzel, Ph.D. is a Professor at MD Anderson Cancer Center who directs Project SWITCH with Dr. Maggie Britton. Lorraine has been working with minoritized and marginalized population groups to prevent tobacco-related cancers and promote health equity and has been funded by the Cancer Prevention and Research Institute of Texas for over 10 years.



Maggie Britton, Ph.D. is an Assistant Professor at MD Anderson Cancer Center who directs Project SWITCH with Dr. Lorraine Reitzel. Maggie's work is focused on reducing disparities in tobacco use and cessation among minoritized and marginalized groups, with the goal of her research being to develop, adapt, implement, and evaluate evidence-based interventions to address and prevent disparities in tobacco-related cancers.



Isabel Martinez Leal, Ph.D. is an Assistant Professor at MD Anderson Cancer Center who leads the qualitative work for Project SWITCH. Specifically, she conducts group interviews with program stakeholders throughout implementation to understand how to best meet programs' specific workflow needs so that our program can be adapted accordingly.



Lisa Lowenstein, Ph.D., MPH, RD is an Assistant Professor at MD Anderson Cancer Center who aids the team with implementation strategy development and problem-solving, ensures our health promotion materials and resources are well-suited for the target population, and assists us with the recruitment of lung cancer screening programs.



Ann Chen, Ph.D. is an Associate Professor at the HEALTH Research Institute at the University of Houston who conducts our program evaluation of the quantitative data (i.e., surveys) collected from our partner programs for Project SWITCH.



Hector Sanchez, MPH is a Senior Health Education Specialist at MD Anderson Cancer Center who provides overarching supervision of the on-the-ground implementation of Project SWITCH with partnering programs. He also participates in the one-on-one interactions with our partners to best implement all elements of our program.



Egondy Ohamara, MPH is a Health Education Specialist at MD Anderson Cancer Center who works with Project SWITCH's partnering programs, providing education to employees, and ensuring that our program implementation strategies are ideal to create sustainable changes in programs' ability to address tobacco use among their patients.



Muskan Shah, B.S. is a Research Data Coordinator at MD Anderson Cancer Center who works on organizing and executing day-to-day needs of Project SWITCH, supporting our partner programs and Project SWITCH team members with everything that goes into successfully implementing the program components.

NEW RESOURCES FOR CLINICIANS AND PATIENTS!

We've launched our dedicated [webpage](#) with resources developed for lung cancer screening programs that are available to freely download and share! These resources include patient health education materials on lung cancer screening – tailored for various demographic audiences – available in English and Spanish, along with provider trainings. You can preview the cover pages of some of our patient health education materials to the right. Be sure to check them out [here](#)! **If you are interested in ordering free print materials for your program, please fill out this [form](#) (while supplies last).**

Check back in with us over the next few months, as our list of tailored resources is always growing!



RESOURCE SPOTLIGHT: AMERICAN LUNG ASSOCIATION PROVIDER AND PATIENT RESOURCES

The [American Lung Association](#) has developed vast resources for both providers and patients about quitting smoking. For support on how to talk to your patients about quitting smoking, check out their page for providers, “[Want to help someone quit smoking?](#)”, which includes several guides on why it’s hard to quit, motivational interviewing techniques, and more! Patients can also access their page “[I want to quit smoking](#)” that includes informational tools about talking to their healthcare provider about quitting smoking, building a tobacco treatment plan, and more! It also includes a link to their [Freedom from Smoking®](#) program, pictured right.

Join Freedom From Smoking®

Are you ready to quit now? We're here to help. Hundreds of thousands of people quit smoking through our Freedom From Smoking program. Get started today!

[LEARN MORE](#)

TEAS TOBACCO FREE

Upcoming Virtual Educational Opportunities
List Compiled by Taking Texas Tobacco Free

Educational Opportunities
Earn Free CME/CEUs

JANUARY 5
Pharmaceutical Drug Regulation and Mortality: The Peculiar Case of E-cigarettes
 • 1:00-2:00 pm CDT
 • No CME/CEUs available
 • The goal of the Tobacco Online Policy Seminar series is to disseminate research focused on developing effective tobacco policies for the improvement of population health
 • Register [here!](#)

JANUARY 19
Estimating the Effect of E-cigarette Taxes on E-cigarette and Cigarette Sales in Canada
 • 1:00-2:00 pm CDT
 • No CME/CEUs available
 • The goal of the Tobacco Online Policy Seminar series is to disseminate research focused on developing effective tobacco policies for the improvement of population health
 • Register [here!](#)

JANUARY 23
Overview of First Line Smoking Cessation Medications
 • 12:00-1:00 pm CDT
 • 1.00 CME/CEU available
 • Part of MD Anderson's Project TEACH (ECHO Clinic) aimed at providing tobacco education, consulting, and cessation strategies to clinical providers
 • Sign up by emailing and@tobacco@mdanderson.org

The Behavioral Health and Wellness Program at the University of Colorado Anschutz Medical Campus released The Behavioral Health Cessation Coordination Model Toolkit to improve tobacco use disorder treatment in behavioral health settings.

Visit our website www.TakingTexasTobaccoFree.com for more resources and sign up for our newsletter [here!](#)

WANT TO STAY INFORMED ABOUT FREE TRAINING OPPORTUNITIES? PROJECT SWITCH HAS YOU COVERED!

Our team compiles and shares information twice a month about tobacco-related trainings being offered virtually from across the nation that often offer free continuing or medical education credits (i.e., CEUs/CMEs). If you or someone you know would like to be added to our distribution list, please do not hesitate to reach out to us at TakingTexasTobaccoFree@gmail.com or [click here](#) for a pre-populated email template.

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