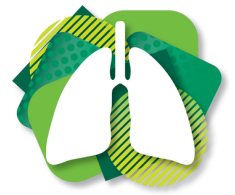


# Project SWITCH



April 2024 Newsletter

## Welcome back to the Project SWITCH 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.*

## PROJECT SWITCH WELCOMES NEW PARTNER: UT TYLER HEALTH SCIENCE CENTER'S EAST TEXAS LUNG NODULE PROGRAM!

We are proud to announce our new partnership with The University of Texas at Tyler Health Science Center's East Texas Lung Nodule Program! Their mission is to utilize a multidisciplinary team to provide early detection, diagnosis, and timely treatment of nodules detected in the lung. We are ecstatic to have them on board and look forward to supporting their goal to provide tobacco cessation care across East Texas!

Misty Lewis is the Lung Nodule Program Manager at the East Texas Lung Nodule Program. She is our Project SWITCH Program Champion and conveyed with us her excitement about the partnership by sharing a favorite quote from Helen Keller: **“Alone we can do so little; together we can do so much.”**



**UT Tyler**  
THE UNIVERSITY OF TEXAS AT TYLER

## INTERESTED IN BEING OUR NEXT PARTNER?

**We are seeking additional partnerships with lung cancer screening programs in Texas to provide education, training, and resources for tobacco cessation and relapse prevention.**

### Services provided through Project SWITCH include:

- Comprehensive tobacco dependence and education training for all employees
- Nicotine replacement therapy (NRT) – patches, gum, lozenges – for patients and employees
- Educational resources on tobacco use and provider materials for treatment facilitation
- Permanent tobacco-free signage
- Ongoing education through webinars, CEU/CME opportunities, and local/regional trainings
- Technical assistance in policy development and program implementation and sustainment
- Compensation to employees for data collection and provision efforts

If you are interested in having Project SWITCH at your workplace, please reach out to our Taking Texas Tobacco Free team at [takingtexasobaccofree@gmail.com](mailto:takingtexasobaccofree@gmail.com).

# PROJECT SWITCH CONFERENCE ATTENDANCE

## Texas Radiological Conference

In February, our Senior Health Education Specialist, Hector Sanchez, had the opportunity to attend the annual Texas Radiological Society Conference in Austin, Texas. As an exhibitor, he was able to interact with professionals in the radiology field and connect with centers conducting lung cancer screenings. Through this experience, we were able to share the many resources offered by Project SWITCH to potential partners and provide education on tobacco treatment within Texas!



*Pictured (left): Hector Sanchez at Project SWITCH exhibition booth.  
Pictured (right): Hector Sanchez interacting with conference attendee about Project SWITCH.*

## American Academy of Health Behavior (AAHB)

Project SWITCH is proud to have been accepted to present at AAHB's Annual Scientific Meeting in Savannah, Georgia in April. The accepted protocol abstract focuses on the planned implementation and future dissemination of Project SWITCH and its ability to enhance capacity for tobacco control and intervention in Texas lung cancer screening centers. We are excited to share our program and implementation science work with other health behavior researchers across the country!

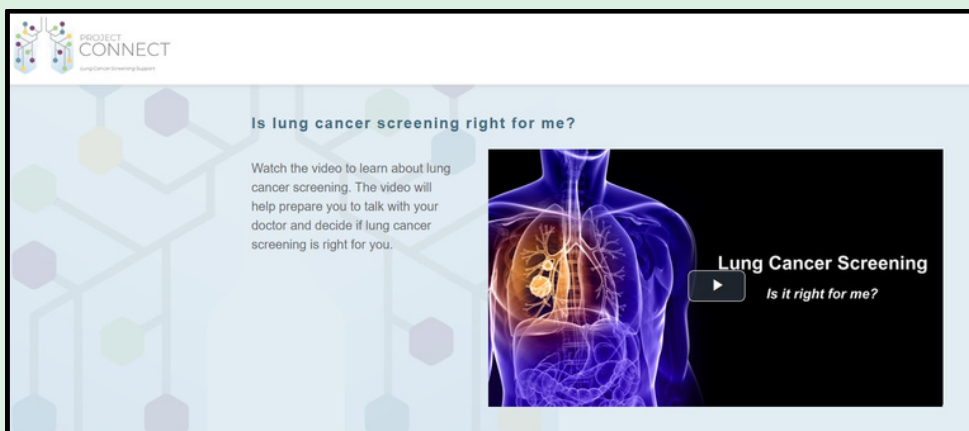
## KEEPING UP WITH TOBACCO CONTROL IN TEXAS

Each year, the American Lung Association issues a State of Tobacco Control, evaluating states and the federal government on the proven-effective tobacco control laws and policies necessary to save lives. This fiscal year (2024), Texas increased funding for its state tobacco control program by over \$2.5 million! These funds included an expansion of the Texas Tobacco Quitline's provision of free nicotine replacement therapy (NRT). Specifically, they are now offering up to 8 weeks of dual (patch plus gum or lozenge) NRT. Additionally, they will now provide NRT to adults who are both insured and uninsured (individuals covered by Medicaid still need to access NRT through their Medicaid benefits). The increased funding also resulted in the relaunch of a youth-focused media campaign called "Vapes Down." While Texas still has areas to improve on regarding tobacco control (see 2024 report card pictured below), we are pleased to see progress in the provision of resources available to individuals seeking tobacco treatment.

Tobacco Prevention and Cessation Funding	Smokefree Air	Tobacco Taxes	Access to Cessation Services	Flavored Tobacco Products
F	F	F	D	F

# RESOURCE SPOTLIGHT: PROJECT CONNECT

Researchers at [MD Anderson Cancer Center](#) and the [North American Quitline Consortium](#) have developed new resources on lung cancer screening through **Project CONNECT** (pictured right). The website includes a decision support video, eligibility calculator, risk calculator, [lung cancer screening site locator](#), and [discussion guide](#) for talking with your provider.

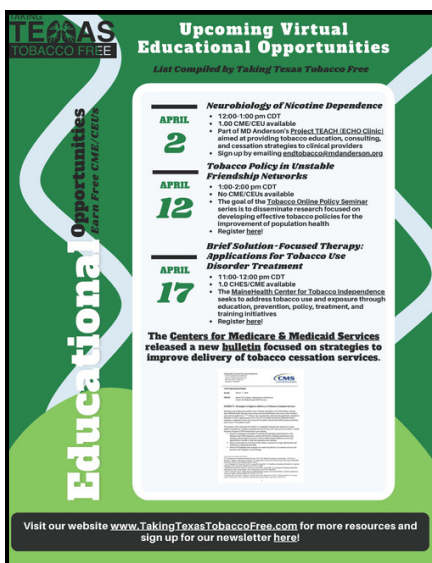


This is a great resource hub if you or your patients are looking to learn more about lung cancer screening!

## UT AUSTIN RESEARCHERS ARE SEEKING ADULTS WHO SMOKE DAILY AND WANT TO QUIT FOR A PAID RESEARCH STUDY

Researchers at [The University of Texas at Austin](#) are partnering with adults who smoke cigarettes daily, are motivated to quit, and want to take part in a paid research study to see how exercise can help. This study is currently being conducted in **San Antonio** and includes a 4-month [YMCA](#) membership and personal fitness trainer.

**Interested?** Find out if you qualify by scanning the QR code on the right, calling 512-961-6384, or emailing the research team at [ahblstep3@gmail.com](mailto:ahblstep3@gmail.com).



## 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](mailto:TakingTexasTobaccoFree@gmail.com) or [click here](#) for a pre-populated email template.

*Project SWITCH is funded by the Cancer Prevention and Research Institute of Texas (CPRIT) award PP230002.*