



Veterinarian Toolkit

Encourage Pet Owners to Live Tobacco-Free to Protect Their Pets



Nobody Knows Pet Health Better Than You. Nobody Knows the Dangers of Tobacco Exposure Better Than Us.

Together, we can help pets and their families lead healthier lives.

At the American Lung Association, we're focused on creating a tobacco-free community by sharing the dangers of all commercial tobacco products,* including e-cigarettes, or vaping. We've compiled a list of resources and insights to help veterinarians navigate conversations with pet owners who use any tobacco products—making sure they know these products do more than damage their health; they damage their pet's health, too.

We urge you to share this resource with everybody in your office—from the front desk to the veterinary technicians to the kennel assistants. Everybody can encourage a tobacco-free future.



*All references to “tobacco” and “tobacco products” within this toolkit refer to commercial tobacco and nicotine products and not the tobacco and/or other plant mixtures grown or harvested and used by Indigenous People for sacred purposes.

National Native Network. (2021). Traditional vs. Commercial.
CDC. (2021). American Indians/Alaska Natives and Tobacco Use.

Nationwide we're focused on creating a tobacco-free community by sharing the dangers of all tobacco products, including e-cigarettes, especially as they relate to oral health.

Everybody knows that tobacco use is bad for your health—your lungs and heart suffer—but oral health declines, too. The mouth is the window to our well-being, so it's important to not use any form of tobacco because it threatens oral health.

By the Numbers: Nationwide Tobacco Use

When it comes to tobacco use in the United States these fast facts highlight numbers as they relate to not only tobacco, but also vaping and vape pens, which are just as dangerous and damaging.

- In the United States, 11.6% of adults¹ currently smoke and 10.1% of high school students² use some form of tobacco product.
- Tobacco use remains the leading cause of preventable death and disease nationwide, accounting for more deaths than alcohol, AIDS, vehicle fatalities, illegal drugs, murders, and suicides combined.³

See how your state compares:

Visit [Lung.org](https://www.lung.org) to view the Tobacco Trends Brief

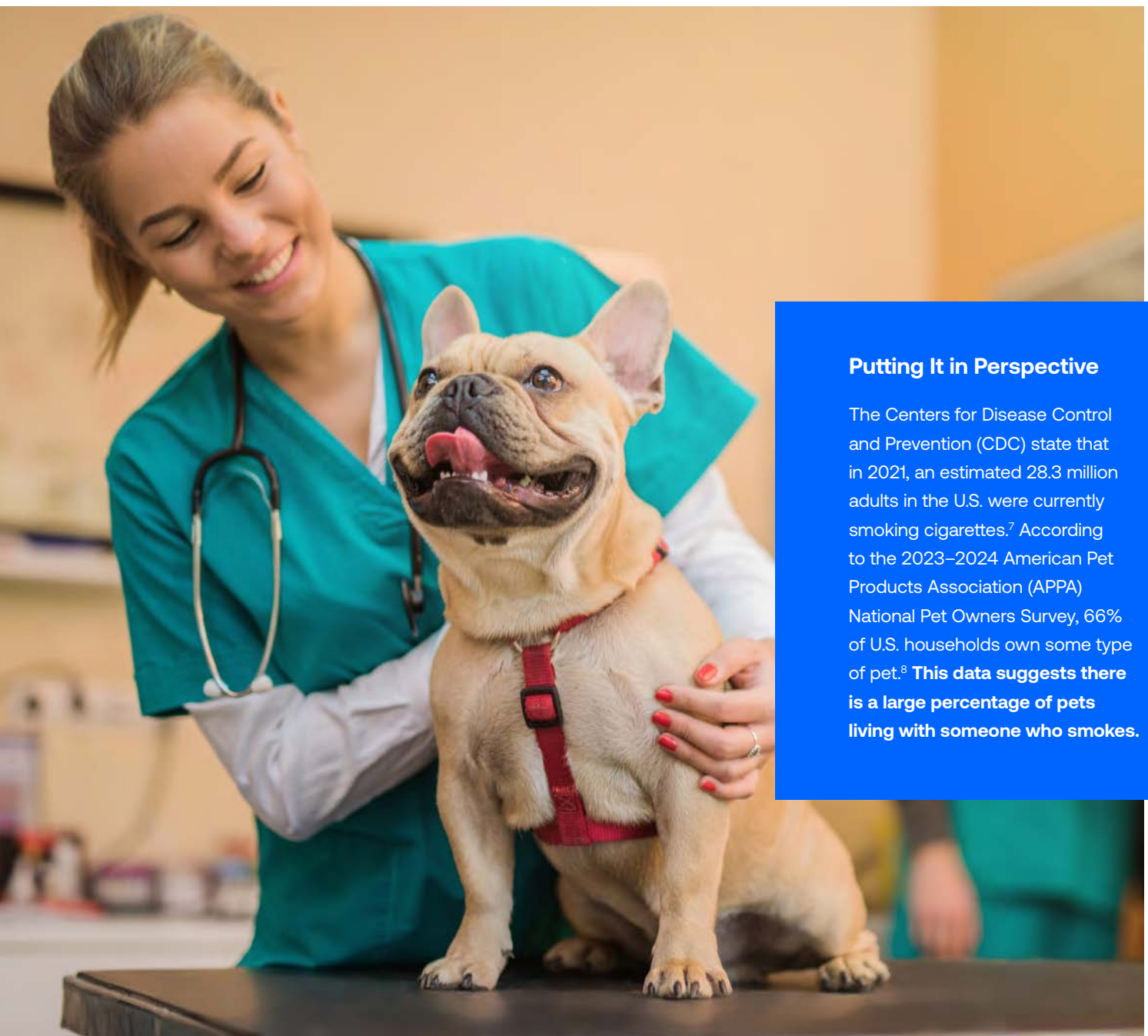
- Cigarette smoking causes 470,000 deaths each year across the country.³ In addition to these fatalities, smoking leads to increased rates of heart disease, stroke, and emphysema, and lifelong health impacts for infants that stem from smoking-related pre-term deliveries, stillbirths, and low birth weights.⁴
- Exposure to secondhand smoke also poses serious health threats, including heart disease, lung cancer, and stroke among adults; and asthma attacks, bronchitis and pneumonia, and sudden infant death syndrome (SIDS) among children.¹ In fact, the Centers for Disease Control and Prevention (CDC) agrees that there is no safe level of exposure to secondhand smoke.⁴
- Youth are engaging in new forms of tobacco use; recent data shows that e-cigarettes were the most commonly used tobacco product among middle and high school students in the United States.²
- Tobacco use disproportionately affects the health and well-being of vulnerable populations, such as residents of rural areas, military veterans, LGBT persons, adults who did not graduate from high school, low-income earners, uninsured persons, communities of color, persons suffering from mental health and substance use disorders, and adults living in public housing.⁵³

Adult Cigarette Smoking Rate by State, 2022



Raising Awareness: Tobacco Use in the Home Negatively Affects Pet Health

Most of us know that tobacco use is bad for our health. We even realize the dangers that smoking and vaping pose to other adults and children in the home—but there's a good chance not all of us realize how using tobacco products or even just having them in the home can negatively impact a pet's health.⁶ Dedicated pet owners need to understand how any form of tobacco use can threaten the whole family's health—furry, feathered, or scaly members included. Not to mention, pets need their owners to be healthy to take care of them in the first place!



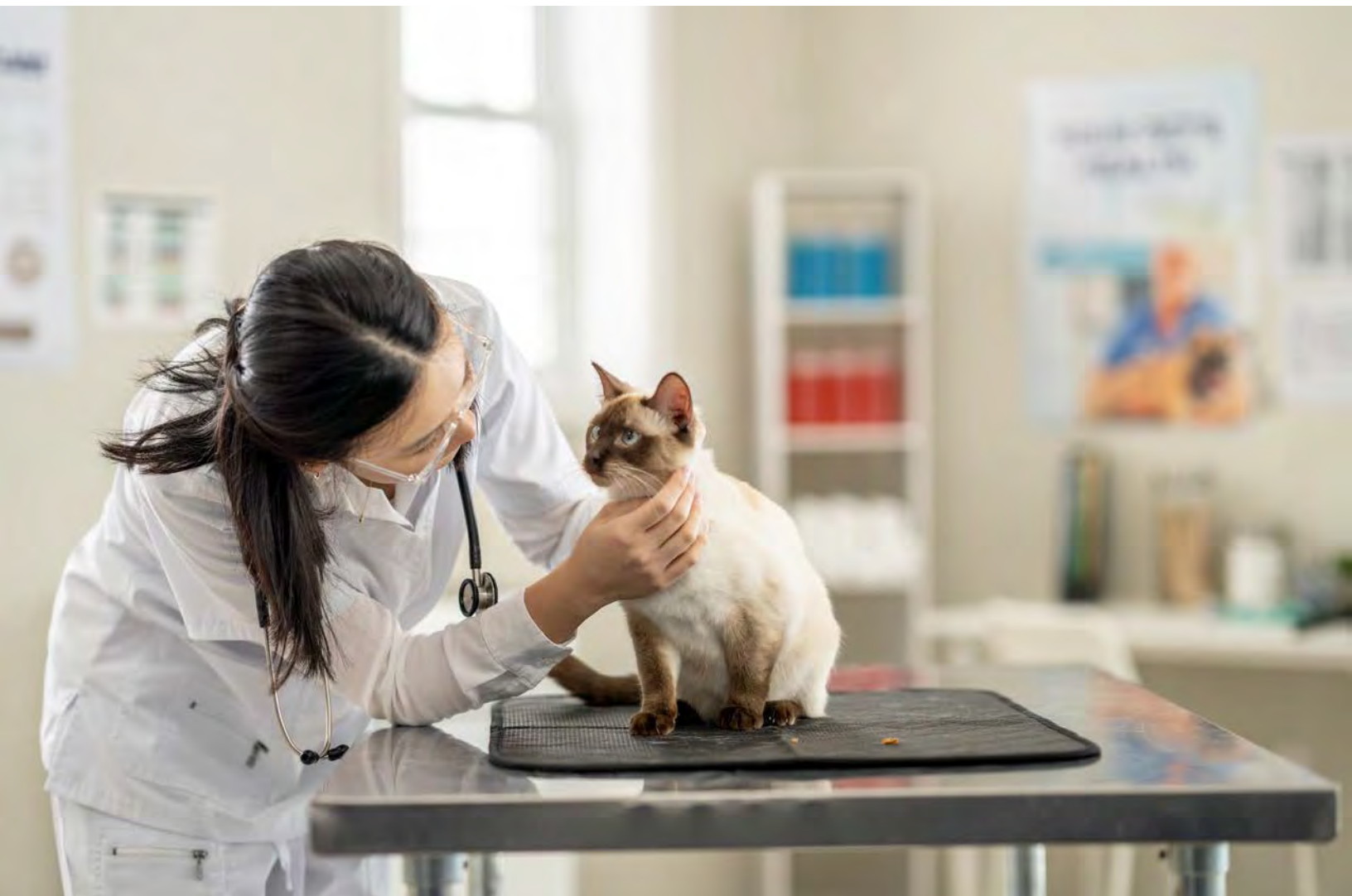
Putting It in Perspective

The Centers for Disease Control and Prevention (CDC) state that in 2021, an estimated 28.3 million adults in the U.S. were currently smoking cigarettes.⁷ According to the 2023–2024 American Pet Products Association (APPA) National Pet Owners Survey, 66% of U.S. households own some type of pet.⁸ **This data suggests there is a large percentage of pets living with someone who smokes.**

Dangers of Secondhand and Thirdhand Smoke to Humans and Pets

Secondhand smoke is a serious health hazard, causing more than 19,000 deaths per year.³ It can cause or make worse a wide range of damaging health effects in children and adults, including lung cancer, respiratory infections, and asthma.⁹ Unfortunately, not a lot has been done to raise awareness of how secondhand smoke can affect pets, too. But because animals have similar, if not the same, body organs as humans—like the heart and lungs or gills—they are also susceptible to these negative health effects.¹⁰

Thirdhand smoke—which is not actually smoke but a toxic mixture of gases and particles left behind after a tobacco product is extinguished—can also impact pets. This harmful residue adheres to human hair, skin, clothing, pet fur, and feathers, and also seeps into surroundings such as furniture and carpets. Pets can absorb the chemicals through their skin, ingest them by licking their owner or when grooming themselves, or inhale them. Dogs exposed to secondhand or thirdhand smoke are more likely to have breathing problems, allergies, and are at a greater risk of nose and lung cancer. Cats exposed to smoke are at a greater risk for mouth cancer. There is no safe level of exposure to secondhand or thirdhand smoke for pets, and the best way to protect them is to avoid smoking indoors and in cars.¹¹



The Dangers for Dogs



- Exposure to secondhand and thirdhand smoke can cause more bouts of eye infections, allergies, and respiratory issues, including lung cancer.⁶
- Dogs with longer noses (Labradors, Dobermans, collies, etc.) often get nasal cancer, since their nasal cavities have a larger surface area to trap toxins and carcinogens.⁶
- Dogs with short noses (pug, shih tzu, Pekingese, etc.) often get lung cancer, as there is less surface area in the nasal cavity to filter inhaled particles and, therefore, they are able to enter the lungs.⁶
- Dog size can also play a role in tobacco-related disease. Typically, smaller dogs spend more time in close proximity to their owners—consequently being in closer contact with cigarette smoke.¹²

The Dangers for Cats



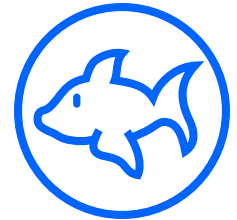
- Cats usually spend most of their lives indoors; if a cat lives in an environment with tobacco smoke, it is more likely to develop asthma and lung cancer.⁶
- Because cats have short noses and, therefore, less surface area in the nasal cavity to filter harmful particles that then enter their lungs, they are more likely to get lung cancer.⁶
- Unrelated to nose length, cats who live in smoky environments have a higher incidence rate of lymphoma, a cancer of the lymph nodes that has a poor survival rate.⁶
- Cats are more susceptible to oral tumors, as they tend to groom themselves more than dogs and lick off dangerous particles that have accumulated on their fur from the smoke-filled air.⁶

The Dangers for Birds



- Birds have respiratory systems that are highly sensitive to airborne pollutants, making them very vulnerable to respiratory problems such as pneumonia and lung cancer when exposed to secondhand smoke.⁶
- They are also at an elevated risk of skin, heart, eye, and fertility problems when housed in a smoke-filled environment.⁶
- Just like cats, birds groom or “preen” themselves, and by doing so, ingest thirdhand smoke particles that have settled on their feathers.¹¹
- Birds are also exposed to thirdhand smoke by perching on their owners’ clothes or hands, absorbing the harmful particles through their feet.¹¹

The Dangers for Fish



- Nicotine is toxic to fish—and both secondhand and thirdhand smoke contain a great deal of nicotine.¹¹ Nicotine dissolves easily in water, potentially poisoning the fish inside the fish tank.
- Fish exposed to toxic levels of nicotine can develop muscle spasms, rigid fins, and loss of color, and death may also occur.¹¹
- Scientists found that when they added one smoked cigarette butt into a tank containing two-week-old fathead minnows, half the fish died within 96 hours.¹¹

E-Cigarettes (or Vaping) and Pets

Nowadays, many people use e-cigarettes (also called “vapes” or “vape pens”). It’s important to realize that these devices are not a safer alternative to other commercial tobacco products and are still filled with nicotine and other dangerous chemicals, which can cause irreversible lung damage for people and pets.¹³

Like secondhand smoke, tobacco vaping products can create secondhand and thirdhand aerosol that can impact pets in various ways. Pets are at risk of inhaling the toxins produced by vaping, which increases their risk of developing respiratory problems and certain cancers, such as lung, sinus, and nasal cavity cancers.¹⁴ Additionally, the residue from vaping can settle on surfaces and pets’ fur, leading to potential ingestion of harmful chemicals during grooming.¹⁵ Therefore, it is important to protect pets from exposure by avoiding vaping around them and ensuring that vaping products are safely stored or disposed of out of their reach.¹⁵

What’s more, e-cigarettes often include flavorings that make them especially enticing to curious pets, leading to a whole host of other dangers if ingested, such as nicotine poisoning from the e-juice inside and oral burns from the rechargeable battery, as well as other serious health issues.¹⁶

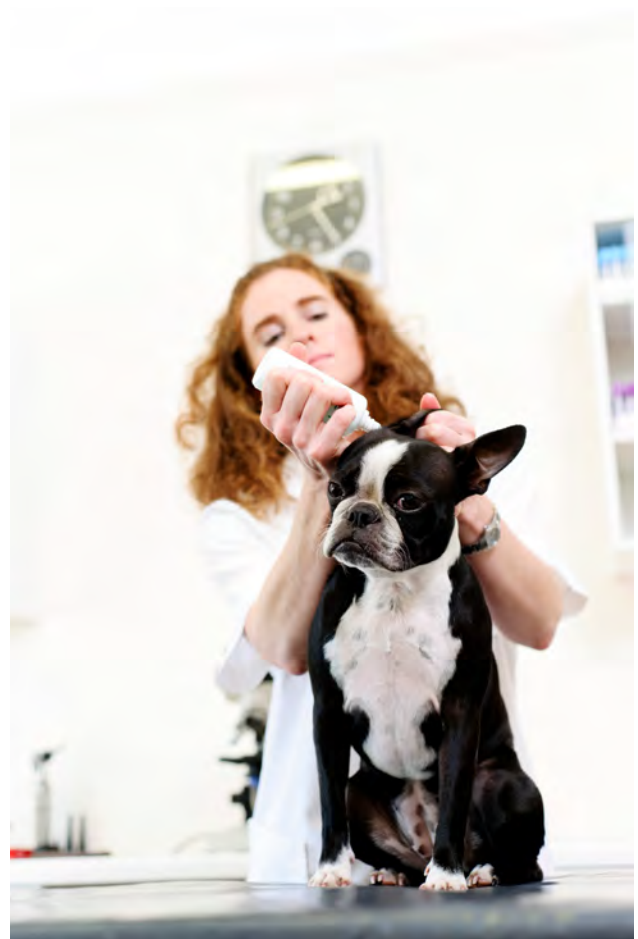


Nicotine Poisoning and Pets

Nicotine poisoning can occur in pets when nicotine is inhaled or ingested.¹¹ Pets can ingest nicotine by eating cigarette or cigar butts, snuff, or chewing tobacco; drinking nicotine refill liquid; or chewing on nicotine refill canisters or the devices themselves.¹¹ Even small amounts of nicotine can be toxic to pets, and the ingestion of tobacco products can lead to symptoms such as vomiting, diarrhea, increased heart rate, tremors, seizures, and even death.¹¹ Fatal doses in dogs and cats have been reported at 20 to 100 milligrams.¹¹ For perspective, one regular cigarette can contain nine to 30 milligrams of nicotine, while one cigar might have 15 to 45 milligrams.¹¹ A dog or cat would not have to eat many cigarettes or cigars to become sick.¹¹ Even cigarette or cigar butts left in an ashtray or tossed outside can be dangerous, as they contain five to seven milligrams of nicotine.¹¹

Signs of Nicotine Poisoning

Because of nicotine's fast absorption, most animals will become symptomatic very quickly.¹⁶ For dogs and cats, the most common sign of nicotine poisoning is vomiting. As nicotine receptors throughout the central nervous system and body are stimulated, a pet might also experience drooling, diarrhea, agitation, and high heart rates.¹⁶ For higher doses of nicotine, however, the receptors will actually become blocked, which can cause tremors and seizures, as well as tiredness, muscular weakness, and death from respiratory muscle weakness and heart arrhythmias.¹⁶



Suspected nicotine poisoning is an emergency situation.

Make sure pet owners know how to contact your veterinary office in the event of an emergency—and the importance of keeping e-cigarettes, refill containers, and any other nicotine-containing products out of the reach of pets.¹⁴

The Opportunity: Pet Health May Motivate Owners to Quit

Information is power. Research has shown that people who use tobacco products, when made aware of the human health risks associated with secondhand smoke, were motivated to quit or at least change their behavior for the better. In the same vein, it is reasonable to think that educating tobacco users about the negative impact on their pets' health could have the same effect.¹⁷ What's more, many pet owners think of their pets as their own children and would value the life of their pet over their own.¹⁰

When Pet Owners Quit Smoking, Everyone Benefits¹⁸

When a person stops smoking and using other tobacco products, they can see health improvements—no matter their age, how long they smoked, or even how often they smoked. The same goes for people and pets in their home.

Health Benefits of Quitting Smoking



Improves health and increases life expectancy



Lowers risk of 12 types of cancer



Lowers risk of cardiovascular diseases



Lowers risk of chronic obstructive pulmonary disease (COPD)



Lowers risk of some poor reproductive health outcomes



Benefits people and pets who have already been diagnosed with coronary heart disease or COPD



Benefits people and pets at any age—no matter how long or heavily tobacco was used

How Veterinary Professionals Can Encourage Tobacco Cessation

The whole veterinarian healthcare team can make a positive change in our community when it comes to tobacco use. By conducting thorough screenings of pets, including their at-home environments, you can help educate owners on the ways tobacco use affects pet health and offer resources to help them quit. Because every point of contact with a veterinarian staff member is an opportunity, it’s a good idea to consider adopting an internal policy or workflow protocol to support and sustain tobacco cessation interventions. Make sure everyone in the office understands their role in providing tobacco education and cessation support.¹⁹

Your Role as a Veterinarian or Veterinary Specialist

- Make sure you’re aware of the pet health risks that are associated with tobacco use in the home, including respiratory diseases and nicotine poisoning.
- Routinely screen pets for signs of secondhand or thirdhand smoke exposure and encourage pet owners who use tobacco to quit.
- In conjunction with health organizations, provide educational materials to help prevent first-time use and resources to help current users quit.

Your Role as a Veterinary Technician or Veterinary Assistant

- As you typically spend more time with pets and their owners at visits, take advantage of this opportunity to provide education around the effects of tobacco use on pet health.
- Help initiate the discussion around at-home tobacco exposure, document any household tobacco use in a pet’s chart, and offer helpful materials.

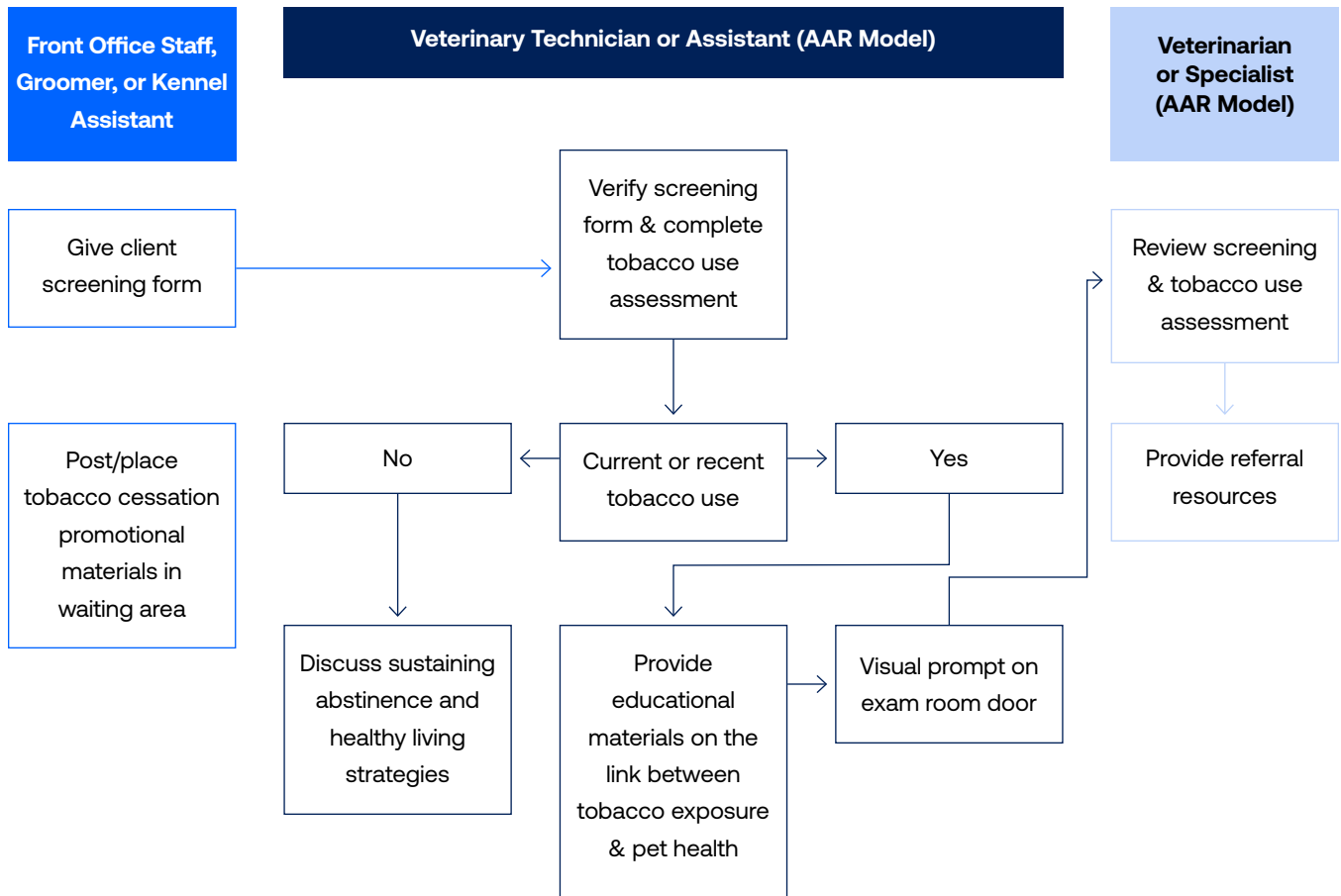
Your Role as Part of the Veterinary Team

- Office managers, receptionists, kennel assistants, groomers, and other support staff who are often the first and last point of contact, place smoking cessation information in the waiting area or keep it handy in case a pet owner requests it.

Breakdown by Role

Veterinary Technician or Assistant	Veterinarian or Specialist	Front Office, Kennel Assistant, or Groomer
Ask pet owners about tobacco use in the home—update pet’s chart	Continue conversation about tobacco exposure and pet health	Display educational materials in waiting room or exam rooms
Link tobacco exposure with pet health	Encourage pet owners to quit	Keep referral resources handy in case pet owners ask
Provide referral resources to pet owners	Provide referral resources to pet owners	

Figure 1. Tobacco Cessation Workflow¹⁹





Special Consideration: In-Home Veterinary Care & Avoiding Stigma

The popularity of in-home veterinary care has increased over the years thanks to its convenience, flexibility, and privacy. When making house calls, veterinarian professionals get a firsthand look at a pet's at-home environment. And while this could make for a quick observation of whether someone in the home currently uses tobacco products, it's important to not make assumptions or judgments about pet owners and their pets based on living conditions, and to follow the same objective, data-driven screening protocols as you would when seeing a pet in office. This will help reduce the stigma associated with tobacco use, ensure proper care and treatment, as well as increase the likelihood that pet owners who do currently use tobacco will be receptive to future conversations around quitting.

Helpful Reminders to Avoid Stigmatizing Language

- Don't label people as "smokers" or "vapers." When talking with pet owners, ask if anyone in the home currently uses tobacco products. Follow the same guidelines when making notes in a pet's health records.
- Do point out safety concerns. Without reprimanding pet owners, help them identify potential hazards like leaving cigarette butts in an ashtray or e-cigarettes out in the open.
- Don't refer to nicotine dependence as a "habit." This implies a person is in control and can choose to stop using, when the reality is nicotine is highly addictive and rewires the brain, making it hard to quit. Do use accurate, judgment-free language like "drug addiction" or "substance use disorder."²⁰

Resources to Help Pet Owners Quit Smoking or Vaping

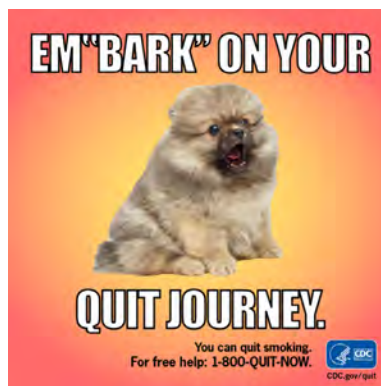
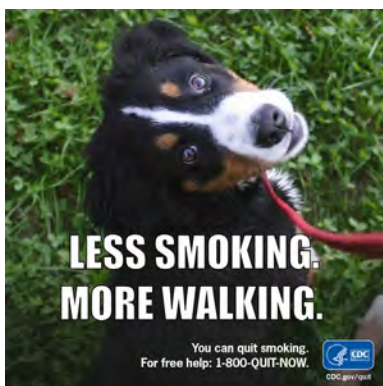
Even if a pet owner is not ready to quit smoking or vaping, it can be helpful to provide tobacco cessation resources and assure them that they are not alone. There are several programs and supportive professionals who will help them begin this new tobacco-free phase of life—for themselves and their pets. Referral options include:²¹

1. Freedom From Smoking® Group Classes
2. Freedom From Smoking® Plus
3. Freedom From Smoking® Self-Help Manual
4. Not On Tobacco® (N-O-T)
5. NOT For Me
6. 1-800-QUIT-NOW
7. Local cessation programs in your state

Downloadable Resources: Sharing the Message with Pet Owners

Check out these free resources to use in your veterinary office or post on social media to help educate pet owners and encourage them to live tobacco-free.

- Don't Let Tobacco Take Years From Your Life Together – Poster
- Puppy Lungs at Play – Dog Park Poster
- **CDC Media Campaign Resource Center (MCRC):** Create a free account to download tobacco-free social media images and gifs geared toward pet owners.



Additional Reading

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Three Reasons Why It's Difficult to Quit

At the American Lung Association, we believe there is a “three-link chain” of physical, social, and mental components to tobacco and nicotine dependence. Tobacco users have a better chance of quitting and staying tobacco-free if they address all three parts of the chain:

1. Physical: Tobacco contains an addictive chemical called nicotine that, when used or inhaled, causes the release of another chemical called dopamine in the brain that makes the tobacco user feel good. Unfortunately, after the dopamine wears off, any negative symptoms that a tobacco user may have been trying to mask in the first place return, which causes them to crave more. Tobacco users also build up a tolerance and physical dependence on nicotine, meaning they must use more to feel the same effect. There are seven FDA-approved quit medications, available over the counter or by prescription from a healthcare provider, that can help with these symptoms.²²

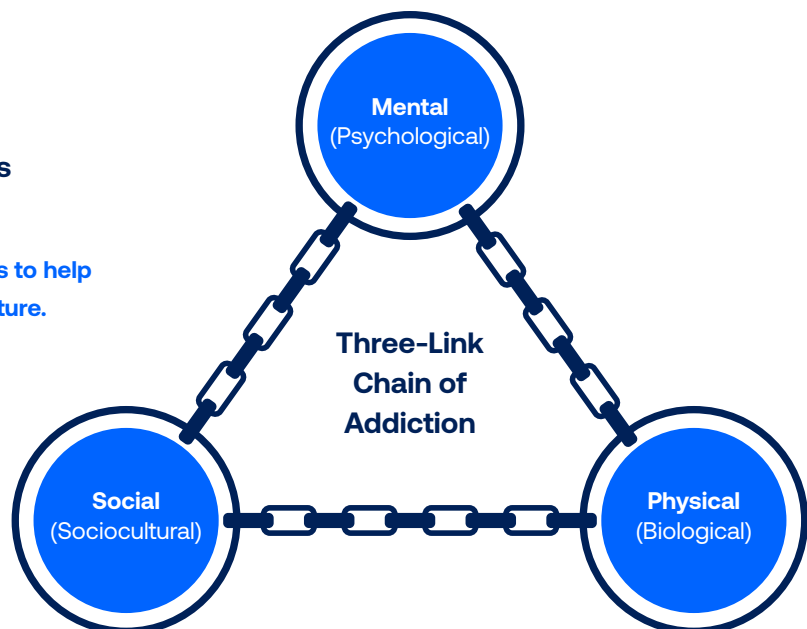
E-cigarettes and vaping devices, like other commercial tobacco products, create nicotine dependency, which can lead to long-term health consequences. Not to mention, unregulated amounts of nicotine in these pens make them even more dangerous.²³ Worse yet, e-cigarette or e-juice labels may not indicate the true amount of nicotine contained in the liquid.

2. Mental: The act of using tobacco is often part of a daily routine. For example, people who use tobacco tend to light up at specific times of day—when drinking coffee or driving—or when they’re feeling a certain way, like stressed or tired. The tobacco product they use can become a crutch, almost like a steady friend you can rely on. To help quit, individuals who use tobacco can identify these moments and triggers, and then relearn or adjust behaviors to stay strong during a craving.²² For those who vape, many express a need to vape when they first wake up, or an inability to concentrate in the classroom or at work without using an e-cigarette, and they may even wake in the night to get their nicotine fix.²³

3. Social: People who use tobacco develop social groups around using their tobacco product—people will head out for a “smoke” break with friends or coworkers. Using these products can also be used as a social icebreaker by asking, “Got a light?” As an alternative, relying on social groups that support a quit attempt can be helpful. In a recent survey, 80% of individuals who currently smoke reported that support from others, including friends, family, significant others, and coworkers, is very beneficial to successfully quitting. Rather than quitting in secret, people should reach out to trustworthy friends and include them in their quit.²³ This social aspect is also a contributor to the rise in vaping and vape pen usage among younger groups, eclipsing the rate of tobacco usage.²³

Understanding this three-link chain is helpful in quitting tobacco.²⁴

Is your patient ready to quit? Share resources to help them take the first step toward a healthier future.



Supporting Their Decision to Stop Using Tobacco or E-Cigarettes

Quitting tobacco use and maintaining abstinence is a behavior change and learning process—not a single event. People who use tobacco had to teach themselves how to smoke, vape, or chew tobacco products and practiced it so well and for so long that it became as automatic as breathing, eating, or sleeping. Quitting, then, is also a process, and there are several stages to that process. Understanding a person’s tobacco use history and readiness to quit allows healthcare professionals to set applicable counseling and treatment plans.

Common Symptoms of Nicotine Withdrawal²⁵

Once someone quits using tobacco, they may experience withdrawal symptoms, also known as recovery symptoms. It’s important to recognize these symptoms and provide additional ways to support them on their journey to a tobacco-free life. Keep in mind, whether a person smokes, vapes, or chews, an individual on their quit journey can experience some or all of these recovery symptoms:

- Having urges or cravings to smoke, vape, or chew
- Feeling irritated, grouchy, or upset
- Feeling jumpy or restless
- Having a hard time concentrating
- Having trouble sleeping
- Feeling hungry or gaining weight
- Feeling anxious, sad, or depressed

When Do Nicotine Recovery Symptoms Begin?

Nicotine recovery symptoms typically begin a few hours after an individual’s last dose of nicotine. They peak, or are most intense, on day two or three after going nicotine-free.²⁶

How Long Do Nicotine Recovery Symptoms Last?

Nicotine recovery symptoms can last a few days up to several weeks. Symptoms will get a little better every day, especially after the third day following stopping, as nicotine slowly leaves the system.²⁶

Stages of Readiness²⁷

Brief Tobacco Cessation Interventions

When talking to someone who is ready to quit, it's important to recognize the various stages of readiness.

Stages of Readiness to Quit	Goals for Patient
<p>Stage 1: Precontemplation — <i>Not thinking about quitting</i></p> <p>People who are at this stage are not really thinking about quitting and, if challenged, will probably defend their tobacco use. They may be discouraged about previous attempts to quit or believe they're too addicted to ever stop using tobacco. These individuals are not likely to be receptive to messages about the health benefits of quitting. But at some point, the great majority of "precontemplators" begin thinking about quitting.</p>	<p>Educate the patient</p>
<p>Stage 2: Contemplation — <i>Thinking about quitting but not ready to quit</i></p> <p>During this stage, tobacco users are considering quitting sometime in the near future (probably six months or less). They are more aware of the personal consequences and consider tobacco use a problem that needs resolution. Consequently, they're more open to receiving information about tobacco use and identifying the barriers that prevent them from quitting.</p>	<p>Motivate the patient to quit with further education and referrals</p>
<p>Stage 3: Preparation — <i>Getting ready to quit</i></p> <p>In the preparation stage, tobacco users have made the decision to quit and are getting ready to stop. They see the "cons" of tobacco use as outweighing the "pros" and are taking small steps toward quitting. For example, in their initial planning phases, they may be smoking fewer cigarettes. They make statements such as "this is serious ... something has to change" and may actually set a date to quit using tobacco.</p>	<p>Encourage your patient to quit: use The Five A's (Ask, Advise, Assess, Assist, Arrange) or AAR (Ask, Advise, Refer) (See Appendix on page 21.)</p>
<p>Stage 4: Action — <i>Quitting</i></p> <p>In this stage, people are actively trying to stop using tobacco products, perhaps using short-term rewards to keep themselves motivated and often turning to family, friends, and others for support. They mentally review their commitment to themselves and firm up action plans to deal with both personal and external pressures that could lead to slips. This stage, generally lasting up to six months, is the period during which tobacco users need the most help and support.</p>	<p>Support their abstinence of tobacco use and emphasize the benefits they will gain</p>
<p>Stage 5: Maintenance — <i>Remaining a non-tobacco user</i></p> <p>Former tobacco users in the maintenance stage have learned to anticipate and handle temptations to smoke, vape, or chew and are able to use new ways of coping with stress, boredom, and social pressures that had been part of their identity as a tobacco user. Although they may slip and have a cigarette, they try to learn from the slip so it doesn't happen again. This helps to give them a stronger sense of control and the ability to stay tobacco-free.</p>	<p>If there is a lapse or relapse, motivate them to try again, re-educate on the benefits, and refer</p>

Keep in mind that tobacco dependence is a chronic, relapsing disorder that, like other chronic diseases, often requires repeated intervention and long-term support.²⁸ Making multiple quit attempts before quitting for good is normal.²⁸ Quitting tobacco use is a process, not an event.²⁸

FDA-Approved Medications for Quitting²⁹

It's important to understand there are a variety of resources and medications to help assist an individual in quitting tobacco and other nicotine products. Those medications approved by the FDA include:

FDA-Approved Cessation Medications					
Dosing/Duration	Medication	OTC	Rx	Contains Nicotine	Non-Nicotine
Long-Acting Medications	Nicotine Patch	●		●	
	Varenicline		●		●
	Bupropion		●		●
Short-Acting Medications	Nicotine gum	●		●	
	Nicotine lozenge	●		●	
	Nicotine nasal spray		●	●	
	Nicotine inhaler		●	●	

[Download and print](#) the American Lung Association's Advising on Cessation Medication Quick Reference Guide.

Understanding the Different Types of Medications

Long-acting medications work to keep a steady level of nicotine in the bloodstream, while short-acting medications provide a quick fix and are useful for responding to cravings. For these reasons, a combination approach to quitting tobacco is often recommended for the best results ([aap.org](#)).³⁰ Dosing guidelines for these medications should be based on a patient's level of nicotine dependence, which can be measured using the following screening tools:

- Hooked on Nicotine Checklist for [Cigarettes](#) or [Vaping](#)
- [E-Cigarette Dependence Scale](#)
- [Modified Fagerstrom Tolerance Questionnaire](#)³⁰

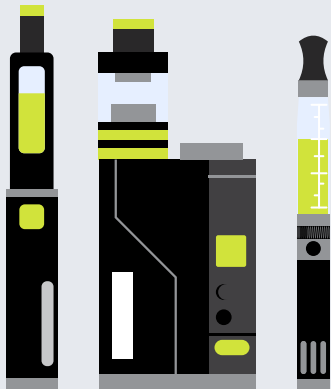
Additional Partner Resources:

- [Learn About Quit Smoking Medicines | Quit Smoking | Tips From Former Smokers \(CDC\)](#)³¹
- [Clinical Guidance for Youth | American Academy of Pediatrics](#)

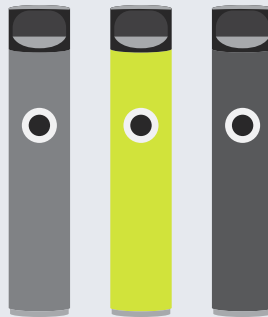
More Than Just Cigarettes

If someone uses tobacco, it is likely that they use more than one type of tobacco product. They may start with one, and then change or use multiple products to sustain their nicotine dependence. It's not uncommon to encounter people who are using, or thinking about using, other tobacco products, such as electronic cigarettes (e-cigarettes), nicotine pouches, compressed dissolvable tobacco, cigars, tobacco pipes, vape pens, and water pipes (i.e., hookahs). Although many view these products as less dangerous than conventional cigarettes, they are not harmless and they contain nicotine.³²

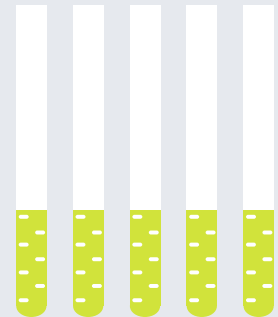
Types of Tobacco Products



Tanks & Mods



Rechargeable



Disposable

Chewing Tobacco Comes in the Form of Loose Leaf, Plug, or Twist



Loose Chewing Tobacco



Plug Chewing Tobacco



Moist Snuff



Dry Snuff



Snus



Nicotine Pouches



Water Pipe

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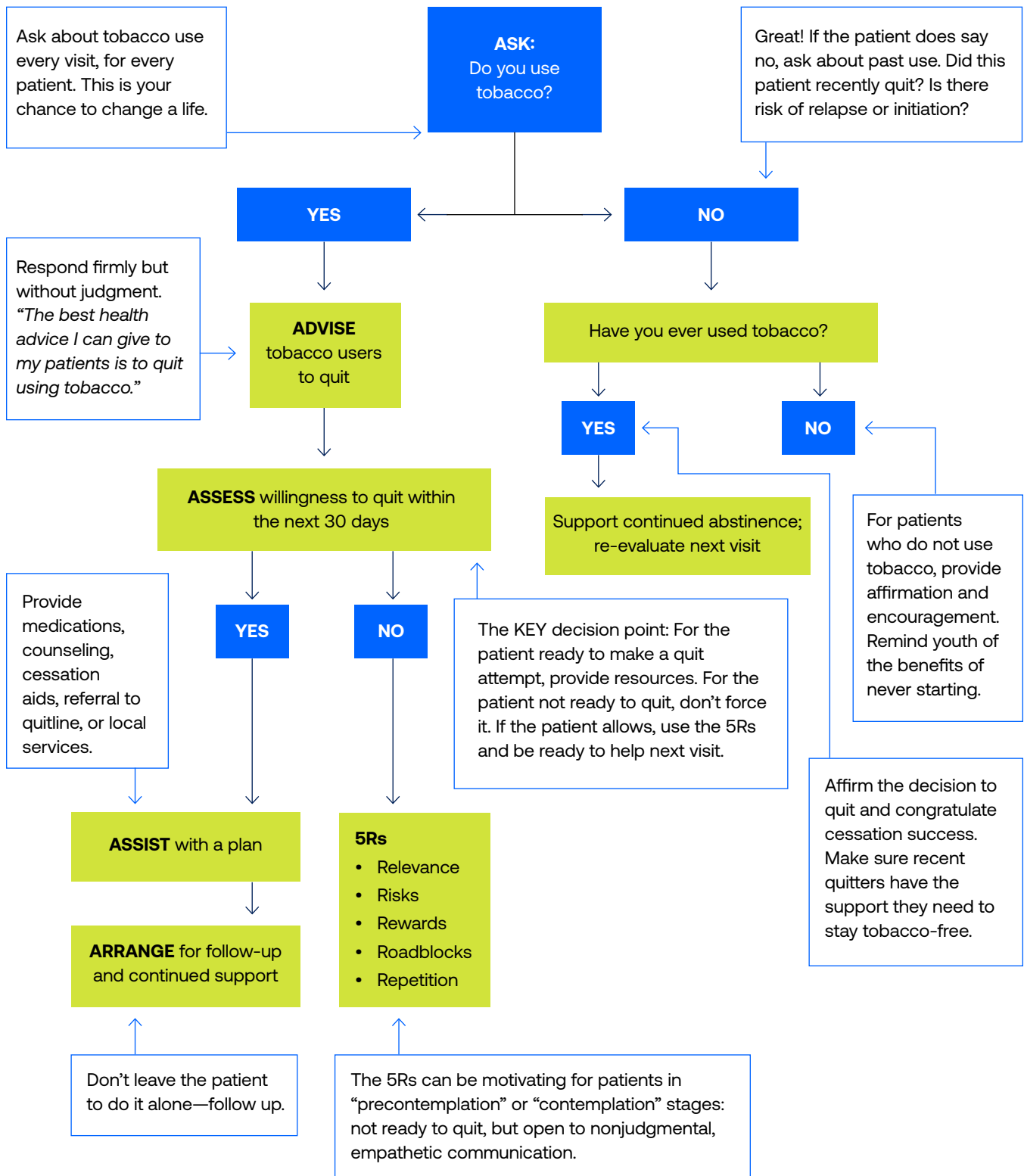
Provider Interventions

The Five A's (Ask-Advise-Assess-Assist-Arrange)

The Five A's approach is the evidence-based framework and gold standard used by health professionals for tobacco use intervention.

The Five A's Approach to Tobacco Cessation	
Approach	Suggested Actions and/or Language
<p>ASK: Ask about tobacco use at every visit</p> <p>Tobacco use status (current, former, never)</p> <p>Amount used (daily/weekly)</p> <p>Document patient response</p>	<p>“Do you ever smoke or use any type of tobacco product?”</p> <p>“How often do you use [tobacco product]?”</p> <p>“I take time to ask all of our clients about tobacco use because it is important.”</p>
<p>ADVISE: Advise users to quit</p> <p>Give clear, nonjudgmental, strong, personalized advice to quit.</p>	<p>“The best thing that I can do for you today to protect your current and future health is to advise you to stop using [tobacco product].”</p>
<p>ASSESS: Assess their willingness to quit</p> <p>Is the tobacco user willing to make a quit attempt at this time?</p>	<p>“Would you like to try to quit tobacco in the next month/year?”</p> <p>“On a scale of 0-10 (0 being not at all important and 10 being very important), how important is it for you to quit using [tobacco product]?”</p> <p>“What would it take for you to give quitting a try?”</p>
<p>ASSIST: Assist with a quit plan</p> <p>Work with the patient on a quit plan</p> <ul style="list-style-type: none"> - Set a quit date within two weeks - Review past quit attempts - Avoid other tobacco users & alcohol - Tell family and friends - Remove tobacco from home, work, & car - Recommend or prescribe pharmacotherapy 	<p><i>For patients who are ready to quit:</i></p> <p>“Would you like to create a quit plan with me today?”</p> <p><i>For patients who are not ready to quit:</i></p> <p>Provide a brief intervention or motivational interview using strategies to enhance patient readiness, confidence, and conviction to make a quit attempt.</p>
<p>ARRANGE: Arrange follow-up contact</p> <p>Give clear, nonjudgmental, strong, personalized advice to quit.</p>	<p><i>For patients who are not ready to quit:</i></p> <p>“If it's okay with you, I'd like to check in with you at your next appointment to see where you are in your decision-making.</p> <p><i>For patients who are ready to quit:</i></p> <p>“If it's okay with you, I'd like to schedule a follow-up appointment or phone call to discuss your progress.</p> <p>You can call PA Free Quitline, 1-800-QUIT-NOW for free telephone support.”</p>

Five A's Flow Chart: A Systematic Approach to a Brief Patient Conversation



Ask-Advise-Refer

Ask-Advise-Refer is a simplified version that allows clinicians to Ask, Advise, and Refer patients to quitline cessation services that will Assess, Assist, and Arrange a follow-up. This shortened approach takes less than 3 minutes!

Ask-Advise-Refer Approach to Tobacco Cessation	
Approach	Suggested Actions and/or Language
<p>ASK: Ask about tobacco use</p> <p>Tobacco use status should be updated for all patients on a regular basis</p> <p>Understand tobacco habits (type of product, dose, frequency, duration of use)</p>	<p>“Do you ever smoke or use any type of tobacco or nicotine, such as e-cigarettes?”</p> <p>“I take time to ask all my patients about tobacco use—because it’s important.”</p> <p>“Condition X often is caused or worsened by smoking. Do you, or does someone in your household smoke?”</p>
<p>ADVISE: Advise tobacco users to quit</p> <p>Give clear, nonjudgmental, strong, personalized advice to quit. Connect advice with oral findings</p>	<p>“It’s important that you quit as soon as possible, and I can help you.”</p> <p>“Occasional or light smoking is still harmful.”</p> <p>“Quitting is the most important thing you can do to protect your health now and in the future.”</p>
<p>REFER: Refer tobacco users to cessation services</p> <p>Refer to PA Free Quitline, 1-800-QUIT-NOW, peer-to-peer counselor, and/or other program</p>	<p>“Let me put you in contact with a local cessation program that can offer you assistance as you get ready to quit.”</p> <p>“You can call 1-800-QUIT-NOW any time for free telephone support while you are quitting. Can I sign you up with the helpline today?”</p>

Motivational Interview Strategies

Motivational Interview (MI) is a collaborative, goal-oriented communication style designed to strengthen a person’s own motivation and commitment to change. The spirit of MI incorporates four key elements: **partnership** (not confrontation), **acceptance** (not judgment), **compassion** (not indifference), and **evocation** (not advice). The following MI strategies can be used to assist providers in helping patients explore and enhance their motivation to quit using tobacco.

Patient-Centered Communication Methods (O-A-R-S)	
Approach	Suggested Actions and/or Language
<p>Open-ended questions</p> <p><i>Patient benefits</i></p> <ul style="list-style-type: none"> Allows patient to express him or herself The patient verbalizes what is important to them <p><i>Provider benefits</i></p> <ul style="list-style-type: none"> Learn more about the patient Sets a positive tone for the session 	<p>“How would you do that?”</p> <p>“What do you see being your biggest challenge?”</p> <p>“Can you tell me more about that?”</p> <p>“What are your thoughts about quitting smoking?”</p> <p>“What do you know about the health consequences of smokeless tobacco use?”</p> <p>“What worries you about you cigarette use?”</p>
<p>Affirmations</p> <p>Statements of appreciation to nurture strengths Strategically designed to anchor clients in their strengths, values, and resources despite difficulties/challenges</p> <p>Authentic observations about the person Focused on non-problem areas Focused on behaviors vs. attitudes/goals</p>	<p><i>Patient:</i> “I tried sixteen times to stop smoking.”</p> <p><i>Provider:</i> “Wow, you’ve already showed your commitment to trying to stop smoking several times. That’s great! More importantly, you’re willing to try again.”</p>
<p>Reflections</p> <p><i>Reflections from provider convey:</i></p> <ul style="list-style-type: none"> That they are interested That it’s important to understand the patient That they want to hear more What the patient says is important 	<p><i>Patient:</i> “I’m afraid that my daughter is going to smoke because she sees me smoke.”</p> <p><i>Provider reflection:</i> “You’re worried about how the things you do, like smoking, might impact your daughter.”</p>
<p>Summaries</p> <ul style="list-style-type: none"> Reflecting elements that will aid the patient in moving forward Selective judgment on what to include and exclude Can be used to gather more information Can be used to move in a new direction Can be used to link both sides of the ambivalence 	<p>“So, it sounds like on one hand you love smoking and it helps relax you, but on the other hand it is starting to affect your health and you would like to quit.”</p> <p>“What I heard you saying is that it is very important for you to quit, but you are worried that you may not have the tools to be successful. What worries you the most about quitting?”</p>

Helping Teens Quit Smoking and Vaping

Professional Development Training

Advanced: Ask-Counsel-Treat (ACT) for Youth Cessation

This no cost Ask-Counsel-Treat (ACT) for Youth Cessation training is a one-hour course that provides an overview for healthcare professionals, school personnel, and community members in youth-supportive roles to conduct a brief intervention for teens who use tobacco. Based on the [American Academy of Pediatrics' Youth Tobacco Cessation: Considerations for Clinicians](#), the course outlines the steps of Ask-Counsel-Treat and provides guidance, support, and best practices for effectively delivering ACT as a brief intervention for adolescents who identify as tobacco users, including e-cigarettes.



[Not On Tobacco® \(N-O-T\)](#) is the American Lung Association's voluntary quit smoking and vaping program for teens ages 14–19. Over the 10-week program, participants learn to identify their reasons for smoking or vaping, healthy alternatives to tobacco use, and people who will support them in their efforts to quit. [Learn more about N-O-T](#) and how you can become a facilitator today.



The American Lung Association's Intervention for Nicotine Dependence: Education, Prevention, Tobacco, and Health ([INDEPTH®](#)) is an alternative for students who face suspension for violation of school tobacco, vaping, or nicotine use policies. Students participate in a series of interactive educational sessions administered by an adult facilitator in either a one-on-one or group format in a school or community-based setting. [Learn more about INDEPTH®](#) and how you can start a program.

Teen Cessation Program Referral



[NOT for Me](#) is a self-guided, online program that leverages the American Lung Association's evidence-based Not On Tobacco® (N-O-T) program to help teens break nicotine dependency, no matter what tobacco products they use. To register, please visit our website: [NotForMe.org](#).

Additional NOT for Me promotional information can be found in the [resource section on page 29](#).

Local Youth Tobacco Initiatives

Across the country, teens are gathering to keep their own communities tobacco-free. These youth leaders are working to educate their peers about the dangers of nicotine and tobacco addiction. Contact your local American Lung Association office for information on youth leadership groups and other youth tobacco initiatives near you. Call 1-800-LUNGUSA. A few notable organizations are:

- [DANTE](#) – Delawareans Against Nicotine and Tobacco Exposure on college campuses
- [FACT](#) – Wisconsin’s Youth Empowerment Movement
- [Kick Butts Generation \(KBG\)](#) – Delaware
- [RAZE](#) – West Virginia
- [Reality Check of New York State](#) – New York
- [Spark](#) – Igniting change on college campuses across Wisconsin
- [STAND](#) – Arizona Students Taking A New Direction
- [Tobacco Free Rhode Island \(tobaccofree-ri.org\)](#) – Tobacco-Free Youth Advisors in Rhode Island
- [Tobacco Resistance Unit \(TRU\)](#) – Pennsylvania

#DoTheVapeTalk

#DoTheVape Talk is a youth vaping awareness campaign from the American Lung Association and the Ad Council. To provide parents with a simple road map to addressing the dangers of vaping with their kids, it provides free educational resources including a conversation guide on our website, [TalkAboutVaping.org](#).

Additional Partner Resources

- [Youth Voice, One Vision](#)
- [Campaign for Tobacco Free Kids](#)



Resources: Professional Development Trainings

For Professionals Working with Adults

Beginner: Tobacco Basics

The American Lung Association's Tobacco Basics is a free, one-hour online course including five learning modules designed to lay the foundation in understanding the toll of commercial tobacco use in the U.S. In this course, participants will learn the difference between commercial tobacco products, including e-cigarettes and vaping devices; the effects of commercial tobacco use on the human body and brain; nicotine dependence and why quitting is so challenging; proven policies that protect public health from the toll of commercial tobacco; and the programs available to help all commercial tobacco users successfully quit for good.

Intermediate: How to Help People Quit

The American Lung Association's How To Help People Quit training is a free, one-hour online course including four interactive learning modules designed to further enhance understanding of the Lung Association's core beliefs about tobacco cessation, as well as understanding behavior changes, interventions, and treatment needed to help people quit for good. Specifically, participants of this course will enhance their skill set in recognizing types of resistance to change, conducting brief interventions, utilizing principles of Motivational Interviewing to resolve uncertainty, identifying FDA-approved medications to help individuals break tobacco dependency, and connecting quitters with American Lung Association's tobacco cessation resources for both youth and adults. Become a lung champion and complete this course to be a navigator of the cessation process, increase effective quit attempts, lead efforts toward fostering healthier tobacco-free generations, and further build tobacco-free communities.

Advanced: Freedom From Smoking Facilitator Training

Those trained and certified as Freedom From Smoking® Facilitators will have the ability to provide commercial tobacco users who are ready to quit with a strong proven-effective cessation program to end their addiction to nicotine and begin new tobacco-free lives in a supportive group setting, led by a trained, certified facilitator. Since it was first introduced over 40 years ago, the American Lung Association's Freedom From Smoking program has helped over one million Americans end their addiction to nicotine and begin new tobacco-free lives. Freedom From Smoking is based on proven addiction and behavior change models (including the Social Cognitive Theory, Transtheoretical Model and Motivational Interviewing). The program offers a structured, systematic approach to quitting and its positive messaging emphasizes the benefits of better health. The Freedom From Smoking facilitator training is an eight-hour interactive course designed to prepare individuals to lead FFS groups. The facilitator training explains nicotine addiction, reviews program content and implementation strategies, and builds facilitator skills for conducting group processes with adults. Facilitator Training registrants will learn and experience:

- How to facilitate eight interactive group sessions
- Strategies to overcome challenges that may arise
- Equipping participants in how to address potential roadblocks

Cost to participate in the facilitator training is \$400, which includes the three-year Freedom From Smoking facilitator certification and recertification opportunities at no cost. All interested individuals must not have used commercial tobacco in any form for 12 months or longer.

Advanced: Ask, Advise, Refer to Quit Don't Switch

The American Lung Association's Ask, Advise, Refer to Quit Don't Switch is a free one-hour on-demand training that is based on the CDC's Ask-Advise-Refer model and utilizes updated tools and strategies for conducting an effective brief tobacco intervention with patients identified as tobacco users, including e-cigarettes. This online course seeks to target healthcare professionals who may have direct contact and may initiate a brief tobacco intervention.

For Professionals Working with Youth

Beginner: Tobacco Basics

The American Lung Association's Tobacco Basics is a free one-hour online course including five learning modules designed to lay the foundation in understanding the toll of commercial tobacco use in the U.S. In this course, participants will learn the difference between commercial tobacco products, including e-cigarettes and vaping devices; the effects of commercial tobacco use on the human body and brain; nicotine dependence and why quitting is so challenging; proven policies that protect public health from the toll of commercial tobacco; and the programs available to help all commercial tobacco users successfully quit for good.

Intermediate: INDEPTH - Alternative to Suspension Facilitator Training

The American Lung Association's INDEPTH® (Intervention for Nicotine Dependence: Education, Prevention, Tobacco, and Health) program is a free on-demand alternative to suspension or citation program that is offered as an option to students who face suspension for violation of school tobacco use policies. This free, three-module certification training prepares adults to implement the four-module INDEPTH course for middle and high school students. Upon successful completion of the INDEPTH training, facilitators will receive three-year certification and access the INDEPTH Facilitator Guide and resources to plan and implement the program.

Advanced: Not On Tobacco Facilitator Training

The American Lung Association's Not On Tobacco (N-O-T) Facilitator Training is a five-hour course designed to prepare school and community organizations to implement the N-O-T youth tobacco cessation program delivered in a group-format cessation programming for youth ages 14-19 in a school or community-based setting. Not On Tobacco® (N-O-T) is an evidence-based approach to help middle and high school youth quit or reduce their tobacco use, including e-cigarettes. Upon successful completion, you will receive three-year certification and access to the N-O-T Facilitator Guide, Participant Workbook, and additional program resources. The cost is \$400 per person for this behavior modification facilitator certification course.

Advanced: Ask-Counsel-Treat (ACT) For Youth Cessation

The American Lung Association's ACT to Address Youth Cessation Training is a free one-hour, on-demand online course that provides an overview for healthcare professionals, school personnel and community members in youth/adolescent supportive roles in conducting a brief intervention for teens who use commercial tobacco. Based on the [American Academy of Pediatrics' Youth Tobacco Cessation: Considerations for Clinicians](#), the session outlines the steps of Ask, Counsel, Treat and provides guidance, support, and best practices for effectively delivering ACT as a brief intervention for adolescents who identify as commercial tobacco users, including e-cigarettes.

Advanced: Vape-Free Schools Initiative

If you are an educator committed to helping students navigate the youth vaping epidemic, we have programs to help you in your efforts. Participating in the American Lung Association Vape-Free Schools initiative means that your school is a leader in supporting students affected by e-cigarettes, offering clear guidance, education, and cessation. Completion of INDEPTH or N-O-T facilitator training courses along with a school policy assessment and review allows schools and organizations to be recognized by the American Lung Association as a member of the Vape-Free Schools Initiative.



General Education

The Lung Association's website is now equipped with a new translation feature, making all lung health resource pages throughout available in up to 10 different languages including Spanish. To activate this feature, simply visit [Lung.org](https://www.lung.org) and click the **blue TRANSLATE** button at the top right of the screen.

- Health Benefits of Quitting Tobacco Use ([English/Spanish](#))
- Secondhand Smoke One-Pager ([English/Spanish](#))
- Secondhand Aerosol One-Pager ([English/Spanish](#))
- E-Cigarette Health Risk Fact Sheet ([English/Spanish](#))
- Thirdhand Smoke One-Pager ([English/Spanish](#))
- Is LC Screening Right for Me? ([English/Spanish](#))
- Lung Cancer Resources ([English/Spanish - use Translate button](#))

Addressing E-Cigarettes & Vaping Devices

Culturally competent American Lung Association e-cigarette and vaping educational and marketing materials can be found [here](#).

- E-Cig Health Risk Fact Sheet ([English/Spanish](#))
- The Dangers of E-Cigarettes Trifold ([English/Spanish](#))
- E-Cig Teen Fact Sheet ([English/Spanish](#))
- E-Cig Parent Fact Sheet ([English/Spanish](#))
- E-Cig School Fact Sheet ([English/Spanish](#))
- American Lung Association Vape-Free One Pager ([English/Spanish](#))
- [American Lung Association's Truth About E-Cigarettes Brochure](#)

Teen Intervention and Cessation

- INDEPTH® Materials
 - INDEPTH Video ([English](#))
 - INDEPTH One-Pager ([English/Spanish](#))
 - INDEPTH 728x90 Ad ([English/Spanish 1/Spanish 2](#))
 - INDEPTH 300x250 Ad ([English](#))
 - INDEPTH Postcard ([English/Spanish](#))
 - INDEPTH Rack Card ([English/Spanish](#))
- NOT® Materials
 - NOT One-Pager ([English/Spanish](#))
 - NOT Trifold ([English/Spanish](#))
- NOT for Me Materials
 - NOT for Me Postcard ([English/Spanish](#))
 - NOT for Me Rack Card ([English/Spanish](#))
- General
 - Teen Education One-Pager ([English/Spanish](#))
 - Teen Cessation One-Pager ([English/Spanish](#))

Program Referral for Youth and Adults

- Tobacco Programs Postcard (adults) ([English/Spanish](#))
- Teen Cessation Program one-pager (youth) ([English/Spanish](#))
- NOT for Me QR Code Referral Postcard ([English/Spanish](#))

Tobacco Treatment Quick Reference Guides for Public Health Professionals

- Advising on Cessation Medication ([English/Spanish](#))
- Getting Ready for Your Next Office Visit—Quitting Tobacco Use ([English/Spanish](#))
- Ask-Advise-Refer (AAR) ([English/Spanish](#))
- Why It's Hard to Quit ([English/Spanish](#))
- Stages of Change ([English/Spanish](#))
- Using Scaling to Assess Readiness to Quit ([English/Spanish](#))
- Motivational Interviewing ([English/Spanish](#))
- Quit Attempts ([English/Spanish](#))
- Tips to Quit ([English/Spanish](#))
- Building a Tobacco Treatment Plan ([English/Spanish](#))
- Youth Cessation: Ask-Counsel-Treat (ACT) ([English/Spanish](#))
- Should My Patient Be Screened for Lung Cancer? ([English/Spanish](#))
- Setting goals using the SMART technique (<https://www.atlassian.com/blog/productivity/how-to-write-smart-goals>)

Empower Your Community Toolkits

The American Lung Association has created a [series of guides](#) to help educators, social service providers, healthcare providers, researchers, and community-based organizations understand common barriers to quitting tobacco and to strengthen collective approaches to addressing tobacco use in our diverse communities.

- Addressing Tobacco Use in Black Communities ([English](#))
- Addressing Tobacco Use in Hispanic or Latino Communities ([English/Spanish](#))
- Addressing Commercial Tobacco Use in Indigenous Communities ([English](#))

Technical Assistance for Furthering Health Systems Change

The [American Lung Association Tobacco Cessation Technical Assistance \(TA\) Team](#) is here to provide expert support to public health professionals and their partners who are working to improve tobacco cessation efforts in their communities. If you have questions about tobacco cessation coverage and/or health systems change—please visit Lung.org/cessationTA

Partner Organizations

- Adult Cessation
 - CDC Tips From Former Smokers
- E-Cigarettes
 - 2016 Surgeon General Report on Youth Use of E-Cigarette
 - U.S. Surgeon General's Know the Risks: E-Cigarettes and Young People
 - Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion's Facts about Electronic Cigarettes
 - U.S. Food & Drug Administration's Vaporizers, E-Cigarettes and other Electronic Nicotine Delivery Systems (ENDS)
 - "The Real Cost" Youth E-Cigarette Prevention Campaign
 - The National Academies of Sciences Engineering Medicine Health and Medicine Division's Public Health Consequences of E-Cigarettes
 - American Nonsmokers' Rights Foundation Electronic Cigarettes
 - Public Health Law Center/Tobacco Control Legal Consortium E-Cigarettes
 - Public Health Law Center's Model for a Tobacco-Free Environment in Minnesota's K-12 Schools
 - Campaign for Tobacco-Free Kids Taking Down Tobacco
 - Stanford's Tobacco Prevention Toolkit
 - CATCH My Breath E-Cigarette Prevention Program for Schools
 - Parents Against Vaping E-Cigarettes (PAVe)
 - American Academy of Pediatrics E-Cigarettes



Terminology

The tobacco industry refers to the tobacco product manufacturers, distributors, wholesalers, and retailers that have historically used their significant financial resources to promote tobacco use and influence policy and public opinion around tobacco products.

Cessation interventions refer to various educational, pharmacological, and behavioral strategies aimed at helping individuals addicted to tobacco and vaping products to quit their tobacco habits at a personal, interpersonal, and/or community level.

Electronic Smoking Devices are devices allowing users to inhale an aerosol containing nicotine or other substances. Electronic smoking devices are tobacco products. Vapes, vaporizers, vape pens, hookah pens, electronic cigarettes (e-cigarettes or e-cigs), and e-pipes are some of the many terms used to describe them.

Menthol is a chemical naturally found in peppermint and other mint plants, but it can also be made in a lab. When added to tobacco products, it reduces the harshness of cigarette smoke and the irritation from nicotine.

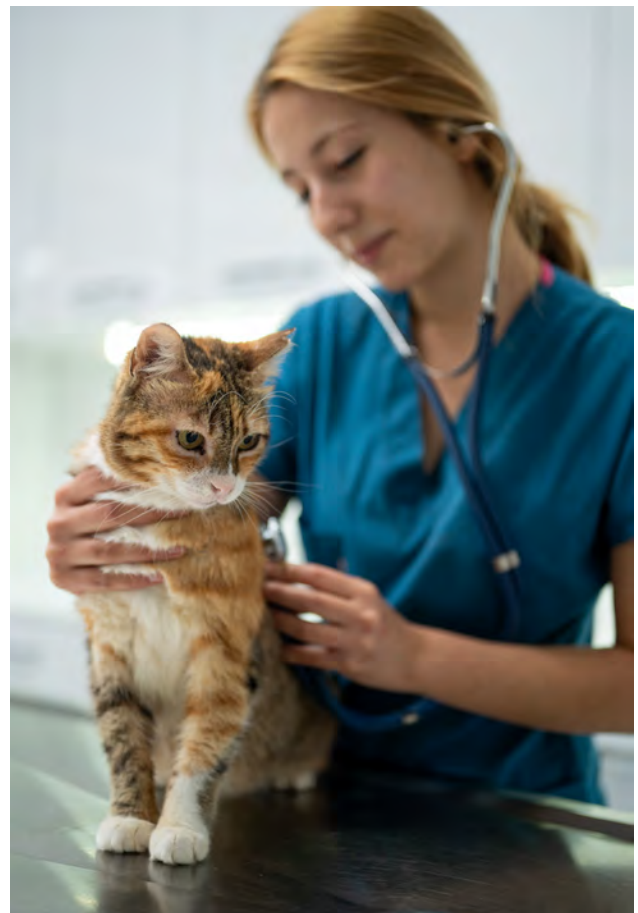
Nicotine is the highly addictive, colorless, odorless, and toxic chemical compound. It is present in the tobacco plant, and it can also be made in the laboratory. It is also used as an insecticide.

Nicotine replacement therapies (NRTs), such as gum, patches, inhalers, nasal spray, and lozenges, are FDA approved treatment that can help tobacco users quit. These products provide a lower level of nicotine that can help reduce recovery symptoms while the person transitions to a new tobacco-free life. Nicotine replacement therapies are not tobacco products.

Prevention interventions refer to educational strategies aimed to help prevent the initiation of tobacco use among youth and adults as well as prevent the propagation of these tobacco use behaviors within the home and in the community.

Tobacco products are any product containing, made of, or derived from tobacco or nicotine that are intended for human consumption and include cigarettes, cigars, pipe tobacco, chewing tobacco, snuff, snus, or electronic smoking devices. They can be smoked, heated, chewed, absorbed, dissolved, inhaled, or ingested by any other means. Tobacco products as used in this guide refers to commercial tobacco products and not the traditional practices and use of tobacco practiced in many Native communities. The Lung Association recognizes that traditional and commercial tobacco are different in the way that they are planted and grown, harvested, prepared, and used. [Learn more at KeepItSacred.ITCMI.ORG](https://www.KeepItSacred.ITCMI.ORG).

Tobacco-related disparities refers to socioeconomic and health disparities that are caused and/or exacerbated by tobacco and vaping product use and addiction, and which can be improved or eliminated by addressing the tobacco use.



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For More Information

- [American Lung Association: Tobacco Cessation & Prevention | American Lung Association](https://www.lung.org/quit-smoking)
- [American Academy of Pediatrics Tobacco Control and Prevention](https://www.aap.org/clinical-guidance/nrt-and-adolescents)