

Bulk Up: A Lunchtime Discussion About Free Nicotine Gum Bulk Ordering



***Tuesday, November 24, 2020
12:00 PM-12:30 PM***

Housekeeping

- This presentation is being recorded
- All participants are muted
- Please direct your questions to the moderator (Tony Astran) in the chat box



Agenda

1. Placing bulk orders of nicotine gum
2. Basic dosing practices of the nicotine gum
3. Patient Referral Program and Quitline services
4. Social media posts, videos, and tools



Moderators and Speaker

Marketing and Outreach Team, Roswell Park Cessation Services:

- *Tony Astran, MPA, APR, TTS, Public Information Specialist*
- *Paula Celestino, MPH, Client Relations and Outreach Director*
- *Samantha Killion, Web Editor, Print and Digital Media Design*
- *Patricia Bax, RN, MS, NCTTP, Marketing and Outreach Coordinator*



Goal

Provide participants with information about the availability and ordering of the Quitline's free nicotine gum bulk supply offer, the patient referral program, and additional resources.



About Us

- The NYS Smokers' Quitline (NYSSQL) is based at Roswell Park Comprehensive Cancer Center in Buffalo, NY and funded by the NYS DOH Bureau of Tobacco Control
- Celebrating 20 years of providing free cessation services and resources



1-866-NY-QUITS
(1-866-697-8487)
nysmokefree.com

Free NRT Gum Giveaway

Due to a donation of nicotine gum, the Quitline is offering :

- Tobacco and vape-product users up to a three-month supply
- Healthcare professionals and organizations an opportunity to order a supply

Our goal is to distribute all the nicotine gum to tobacco users prior to a cut-off date of February 2021.



Tools and resources are available for healthcare professionals and organizations to help us reach more people!

Free NRT Gum Giveaway

Tobacco and vape-product users:

Can directly access the free gum offer by calling the Quitline (1-866-NY-QUITS; 1-866-697-8487) or by going to our website at *nysmokefree.com* to apply.

Organizations that serve tobacco users can:

1. Request a supply of the nicotine gum
2. Tell those you serve about the Quitline offer and how to access
3. Refer tobacco users directly to the Quitline through our *Patient Referral Program*




Ordering Free NRT Gum Giveaway

An agreement to distribution cut-off dates prior to the product expiration dates will be required.

Once we receive your requested order, we will:

- Verify the amount we will be able to provide
- Obtain the signed agreement
- Process and ship your order

 <p>ROSWELL PARK. COMPREHENSIVE CANCER CENTER <i>Unleashing the Healing Power of Hope™</i></p>	<p>Elm & Carlton Streets Buffalo, NY 14263 1-800-ROSWELL (1-800-767-9355) RoswellPark.org AskRoswell@RoswellPark.org</p>
<p>Health Research, Inc., Roswell Park Division, the operating vendor for the New York State Smokers' Quitline requires an agreement of terms for the distribution of the donated nicotine gum supply. Please send this signed agreement to paula.celestino@roswellpark.org and patricia.bax@roswellpark.org.</p>	
<p>The Donee agrees, that (i), no donated nicotine replacement gum are sold, and (ii), no donated nicotine replacement gum are distributed to any person or entity within one (1) month of the stated expiration of the donated nicotine replacement gum and (iii), there will not be distribution of donated nicotine replacement gum to any particular end user than such end user could reasonably use themselves before the stated expiration date. By way of example, if distribution of donated nicotine replacement gum to an end user is one (1) month and one (1) day before the stated expiration date, it is prohibited to give such person more than one (1) months' worth of supply.</p>	
Company/organization name _____	
Designee signature _____	
Designee Name _____	
Date _____	

Ordering Free NRT Gum Giveaway

To request a supply of the nicotine gum, please email the following information to paula.celestino@roswellpark.org:

1. Your projection for providing up to a 3-month supply for each tobacco user:

- a. Number of 2mg gum units or cases (24 units/case) – **distribution deadline 1/29/21**
- b. Number of 4mg gum units or cases (24 units/case) – **distribution deadline 2/28/21**

2. Shipping Information:

Organization

C/O

Address/City/NY/Zip

3. Contact information to include:

Contact Name

Phone

Email

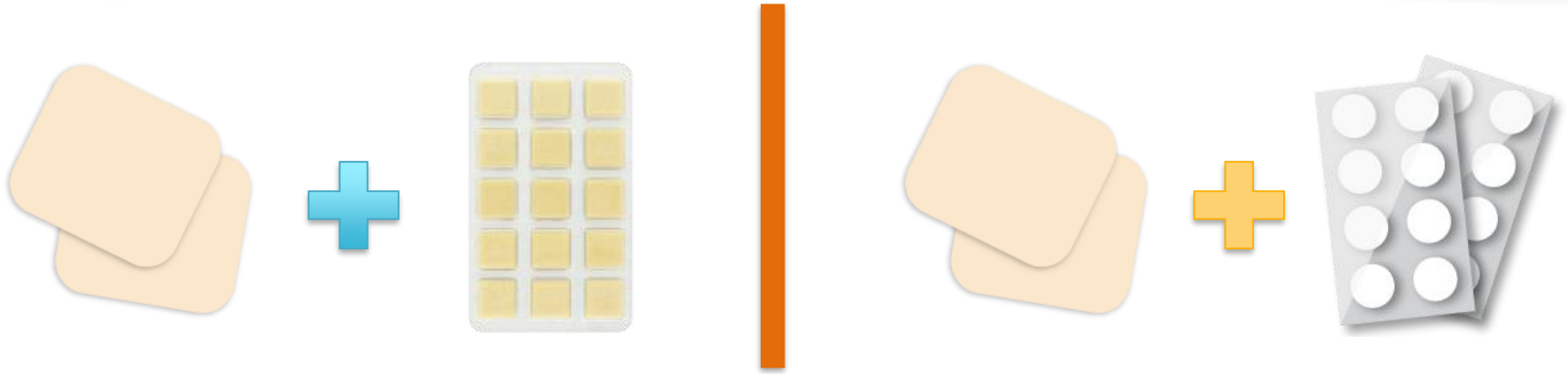
FDA-APPROVED NRT-Nicotine Gum

■ NICOTINE GUM

- Use as needed; should last about 20 to 30 minutes
- Fast-acting product
- Typically in 4 mg or 2 mg;
much thicker than typical chewing gum
- Typically used for 8 to 12 weeks;
but should be weaned after 4 to 6 weeks
- Chew a few times, then park it along the cheek;
nicotine will be released and slowly absorbed
- Use 1 piece per hour at the 4 mg level



COMBINATION THERAPY



Most research studies show combination therapy can double the odds* for helping a tobacco user quit, compared to using just one NRT product!

* Rigotti, Nancy A MD. "Pharmacotherapy for smoking cessation in adults."
[*UpToDate*](#). 22 December 2017. Web. 21 February 2019.

RESOURCES: DOSING CHART

Smoking Cessation Medication Prescribing Chart

These highlights do not include all information needed for safe and effective use. See full prescribing information for each medication.

Medication*	Suggested Regimen	Precautions	Contraindications	Potential Adverse Effects
Nicotine Replacement Therapy (NRT)	Patch[†] Long-acting NRT	<ul style="list-style-type: none"> ≤10 cig/d, start with 14 mg/qd x 6 weeks, followed by 7 mg/qd x 2 weeks >10 cig/d, start with 21 mg/qd x 6 weeks, followed by 14 mg/qd x 2 weeks, followed by 7 mg/qd x 2 weeks 	<ul style="list-style-type: none"> Heart attack within 2 weeks Serious cardiac arrhythmia Unstable angina 	<ul style="list-style-type: none"> Symptoms of too much nicotine, e.g., nausea, headache, dizziness, fast heartbeat Skin irritation, insomnia (patch) Jaw pain, dry mouth (gum) Hiccups, heartburn (gum, lozenge) Bronchospasm (nasal spray, inhaler) Nasal irritation, tearing, sneezing (nasal spray) Mouth and throat irritation (inhaler)
	Gum[†] Short-acting NRT	<ul style="list-style-type: none"> 1st cig >30 mins after awakening, 2 mg/hr 1st cig ≤30 mins after awakening, 4 mg/hr (both up to 24 pcs/day) 		
	Lozenge[†] Short-acting NRT	<ul style="list-style-type: none"> 1st cig >30 mins after awakening, 2 mg/hr 1st cig ≤30 mins after awakening, 4 mg/hr (both up to 20 pcs/day) 		
	Nasal spray Short-acting NRT	1–2 sprays/hr, as needed (max 40/d up to 3 mos)		
	Inhaler Short-acting NRT	Frequent continuous puffing for up to 20 mins at a time every hour, as needed (6–16 cartridges/d up to 6 months)		
Long-acting NRT (patch) can be used in combination with short-acting NRT (gum, lozenge, nasal spray or oral inhaler) or with bupropion SR.				
Bupropion SR (Zyban[®], Wellbutrin[®])	<ul style="list-style-type: none"> Days 1–3: 150 mg po qd Day 4 to 7–12 weeks (or end of treatment): 150 mg po bid Can be maintained up to 6 months (24 weeks) Can be combined with the NRT patch 	<ul style="list-style-type: none"> Pregnancy Class C[‡] Uncontrolled hypertension Severe cirrhosis – dose adjustment required Mild-mod hepatic & mod-severe renal impairment – consider dose adjustment 	<ul style="list-style-type: none"> MAO inhibitor in past 14 days Seizure disorder, bulimia/anorexia Abrupt discontinuation of ethanol or sedatives 	<ul style="list-style-type: none"> Insomnia, dry mouth, headaches, pruritis, pharyngitis, tachycardia, seizures, neuropsychiatric effects and suicide risk <p><small>As of December 16, 2016, the FDA removed the Black Box Warning for this medication. https://www.fda.gov/Drugs/DrugSafety/ucm32221.htm</small></p>
Varenicline (Chantix[®])	<ul style="list-style-type: none"> Starting month pack: (start 1 week before quit date[§]) 0.5 mg po qd x 3 days; THEN 0.5 mg po bid x 4 days; THEN 1 mg po bid x 3 weeks Continuing month pack: Week 5 to 12 (or end of treatment): 1 mg po bid Can be maintained up to 6 months (24 weeks) CANNOT be combined with NRT 	<ul style="list-style-type: none"> Pregnancy Class C[‡] Seizure disorder CrCl <30 or dialysis – dose adjustment required May increase risk of CV events in patients with CVD Operate heavy machinery May lower alcohol tolerance 	<ul style="list-style-type: none"> Known history of serious hypersensitivity or skin reactions to varenicline 	<ul style="list-style-type: none"> Nausea, insomnia, abnormal dreams, constipation, neuropsychiatric effects, seizures, suicide risk and cardiovascular events <p><small>As of December 16, 2016, the FDA removed the Black Box Warning for this medication. https://www.fda.gov/Drugs/DrugSafety/ucm32221.htm</small></p>

* New York State Medicaid Fee for Service and Medicaid Managed Care Plans cover all seven FDA-approved medications (OTC NRT are covered with a prescription). New York City's official prescription discount card, <http://nyc.gov/html/nyccare/html/medicaid-services-savings.html>, provides savings on medications, including OTC NRT medications with a prescription, for people living, working or visiting New York City. For other health insurance, consult plan administrator or formulary for coverage.
[†] In 2013, the FDA did not identify any safety risks associated with longer-term use of OTC NRT products. Talk to your doctor about the benefits and risks of longer-term use of OTC NRT products.
[‡] May consider counseling stressor as ineffective, the patient is highly motivated to quit and the risk/benefit has been carefully assessed with patient.
[§] Alternative regimen for varenicline to prevent patient from taking long but then select long quit date between Day 1 and 3 of treatment.
 Note: Zyban[®] and Wellbutrin[®] are registered trademarks of GlaxoSmithKline. Chantix[®] is a registered trademark of Pfizer, Inc. The use of brand names does not imply endorsement of any product by the New York City Department of Health and Mental Hygiene or the New York State Department of Health.

Smoking Cessation Medication Brief Instructions and FAQs

Product	Nicotine Patch	Nicotine Gum	Nicotine Lozenge	Nicotine Nasal Spray	Nicotine Inhaler	Bupropion SR (Zyban [®] , Wellbutrin [®])	Varenicline (Chantix [®])
Brief Instructions	Apply 1 patch to clean, dry, hairless skin like upper arm, upper back, shoulder, lower back or hip. Avoid moisturizers under patch and wash hands after use. Replace daily after waking and rotate site daily.	Chew until a peppery taste and slight tingle occurs, then park between cheek and gum. When taste fades, chew again, then park in another area of mouth. Avoid eating and drinking for 15 mins before and after use.	Allow lozenge to dissolve slowly without chewing or swallowing. Avoid eating and drinking for 15 mins before and after use.	Blow nose if not clear and tilt head back. Insert bottle tip as far in nostril as comfortable, angling toward wall of nostril. Do not sniff while spraying. Wait 2–3 mins before blowing nose.	Inhale using short breaths or puffs to get vapor in mouth and throat but not lungs. Store cartridges at temperature range 60F–77F for maximum effectiveness.	Take with food. Take 1 pill x 3 days, then 2 pills starting day 4. Take second pill at least 8 hours after the first, but as early as possible to avoid insomnia. Can be used in combination with nicotine patch.	Take with food as directed. Do not make up a missed dose by doubling up the next dose. Avoid using NRT with varenicline.
Long-acting NRT (patch) can be used in combination with a short-acting NRT or bupropion SR.							

Questions You May Receive from Your Patients and Examples of Responses

What should I do if the patch does not stick?

Place the patch on non-hairy skin with the heel of your hand and press for 10 seconds. Do not use moisturizing soap or lotion before applying the patch. You can use medical tape to help the patch stick better.

Can I become addicted to the patch?

Nicotine from the patch is delivered in a much steadier and lower quantity than nicotine from cigarettes, so the chance of becoming addicted is much lower.

If I have had major dental work done or wear dentures, should I use the gum or lozenge?

You should use the lozenge. The gum should generally be avoided if you have had major dental work and/or have dentures, braces or temporary crowns.

Can I use the patch and gum (or lozenge) at the same time?

Yes. Using the patch and gum (or lozenge) together helps many smokers quit. The patch provides a stable dose of nicotine throughout the day, while the gum or lozenge is short-acting and may help with withdrawal symptoms.

Can I use the patch, gum or lozenge after a relapse?

Yes, continued use of these medications after relapse is safe and can increase your chance of quitting.

How do I know if I'm getting too much or too little nicotine?

If you're getting too much nicotine you may have a fast heartbeat, headache, upset stomach and/or feel dizzy or nauseous. If you have these symptoms, stop using the patch right away and call your doctor.

If you're getting too little nicotine, you may feel anxious, irritable, have difficulty concentrating, feel strong cravings, experience insomnia and/or have an increased appetite.

Do you have any medication that does not have nicotine?

Yes, bupropion and varenicline are two non-nicotine prescription medications that have been shown to be very effective in helping people quit. Bupropion is more effective when used in combination with the nicotine patch.

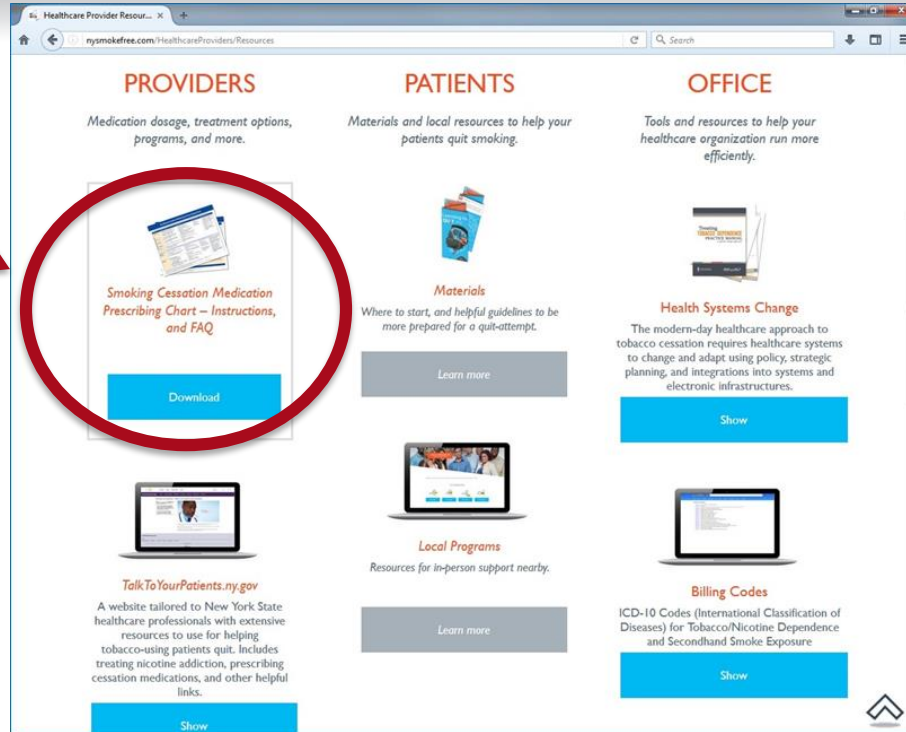
I need more help to stop. How can I get it?

Talk to your health care provider for additional counseling and medications. Call or visit the **NYS Smokers' Quitline** (nysmokefree.com) at 1-866-NY-QUIT5 (1-866-697-9487) for quit coaching support and resources. In NYC, you can also call 311 to find quit smoking programs or visit **NYC Quits**, an online resource for smokers and recent quitters.

Brief instructions adapted from the Tobacco Treatment Medication Dosing Chart with permission from the [Maine Center for Disease Control and Prevention](http://www.nyc.gov/html/nyccare/html/medicaid-services-savings.html). Note: Zyban[®] and Wellbutrin[®] are registered trademarks of GlaxoSmithKline. Chantix[®] is a registered trademark of Pfizer, Inc. The use of brand names does not imply endorsement of any product by the New York City Department of Health and Mental Hygiene or the New York State Department of Health. Please consult prescribing information for complete usage and safety information. To report SUSPECTED ADVERSE REACTIONS, contact the manufacturer or the FDA at 1-800-FDA-1088 or 1-800-332-1088 or www.fda.gov/medwatch.

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RESOURCES: HCPs WEBSITE



The screenshot shows a web browser window with the URL nysmokefree.com/HealthcareProviders/Resources. The page is organized into three columns: PROVIDERS, PATIENTS, and OFFICE. Under PROVIDERS, there is a section for 'Smoking Cessation Medication Prescribing Chart - Instructions, and FAQ' with a 'Download' button circled in red and a red arrow pointing to it. Below this is a section for 'TalkToYourPatients.ny.gov'. Under PATIENTS, there is a 'Materials' section with a 'Learn more' button and a 'Local Programs' section with a 'Learn more' button. Under OFFICE, there is a 'Health Systems Change' section with a 'Show' button and a 'Billing Codes' section with a 'Show' button.

<https://nysmokefree.com/HealthcareProviders/Resources>

Free NRT Gum Giveaway

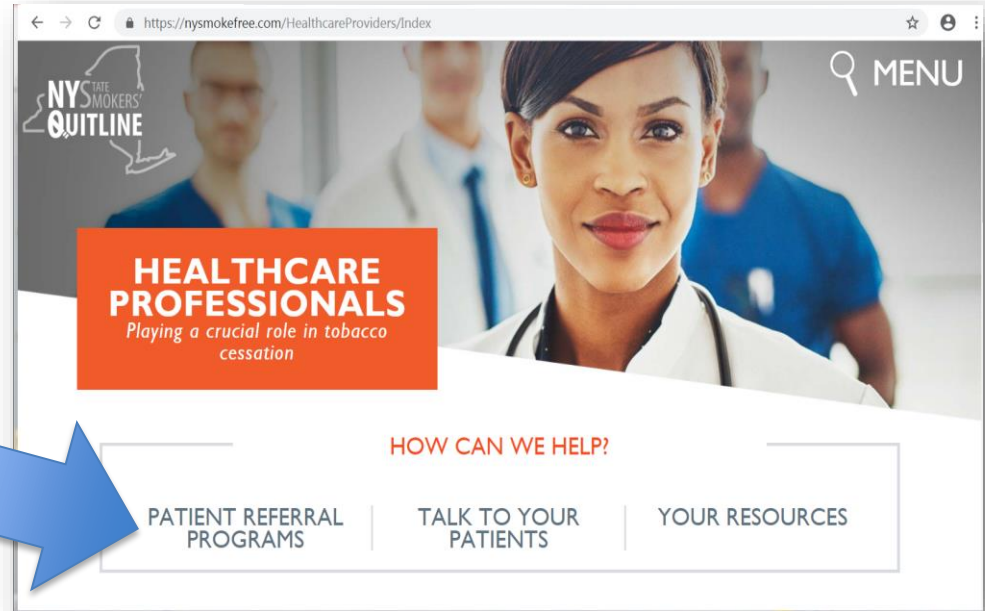
More information you should know...

The NRT gum giveaway is provided with our standard of care which includes:

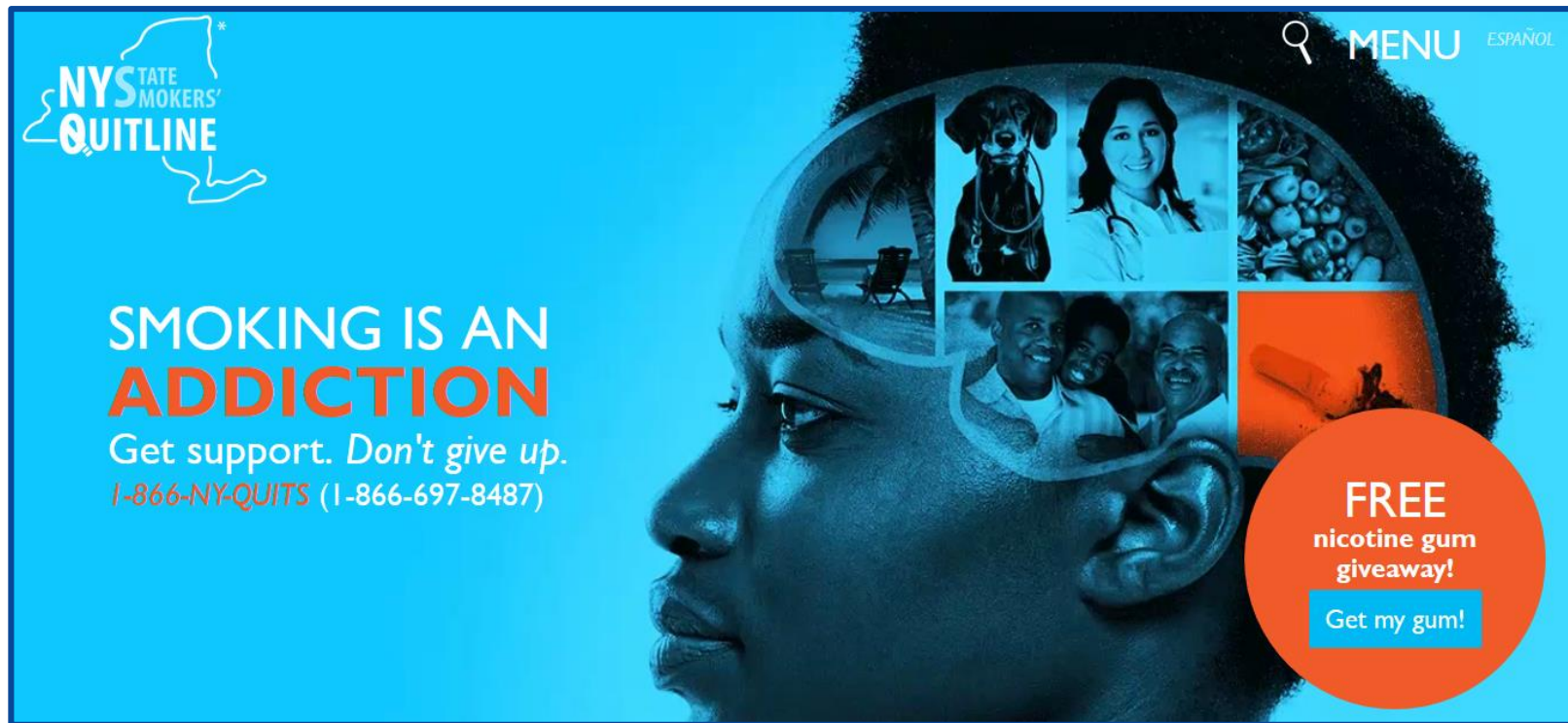
- Coach assisted quit help
- Combination NRT for moderate and heavy smokers
- Text support
- Web-based information and support

Enhance Your Onsite Cessation Interventions

Tobacco users can contact the Quitline directly or be referred by utilizing our free, secure, easy-to-use **Patient Referral Program.**



Giveaway Resources



NYS STATE MOKERS' QUITLINE

SMOKING IS AN ADDICTION

Get support. Don't give up.
1-866-NY-QUITS (1-866-697-8487)

SEARCH MENU ESPAÑOL

FREE
nicotine gum
giveaway!

Get my gum!

Giveaway Resources

Follow “nysmokefree” on all major social channels:



Or visit nysmokefree.com/NewsRoom/GumGiveawayToolkit



Contact Us Anytime...

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A wide-angle photograph of the Roswell Park Comprehensive Cancer Center. The main building is a large, multi-story structure with a prominent curved section, finished in a reddish-brown brick with horizontal bands of windows. The name "ROSWELL PARK" is visible on the upper part of the building. In the foreground, there is a well-maintained green lawn with several wooden benches and a paved walkway. The sky is blue with scattered white clouds. A teal and green graphic overlay is in the top right corner, and a green bar is at the bottom.

Thank
you!

ROSWELL PARK COMPREHENSIVE CANCER CENTER