

I am writing to apply for the 2026 Community Service Award to support a community-based tobacco cessation initiative in Galveston County, Texas. The initiative will consist of a tobacco cessation outreach booth at Groundswell Galveston, a local farmer's market in Galveston, TX.

At the booth we will provide the following:

- Brief, evidence-based counseling grounded in the 5 A's framework for tobacco cessation (Ask, Advise, Assess, Assist, Arrange)
- Educational materials emphasizing the importance of cessation (to include flyers/handouts that illustrate the link between tobacco use and head and neck cancers)
  - Many of these resources are available for download at <https://www.dshs.texas.gov/tobacco/about-tobacco-use-control/tobacco-materials>
  - We would also include educational resources that focused on the link with tobacco and head and neck cancer, including the fact that approximately 85% of head and neck cancers are linked to tobacco use.
- QR codes with information about free cessation resources, including phone numbers for the Texas Tobacco Quitline (1-877-YES-QUIT) and 1-800-QUIT-NOW (1-800-784-8669)
  - These resources offer telephone-based coaching and support at no cost. We would also provide information and referrals to the UTMB Tobacco cessation clinic for interested patrons.
- Interested participants will be offered the opportunity for Head and Neck cancer screening

Funding from the AHNS Community service award would go towards free nicotine replacement therapy starter kits. These kits would be assembled to include 14 day supply of patches, gum, and lozenges. Additional paper printouts and supplies including flyers, QR codes, table/booth, would be supplied by our home institution, the University of Texas Medical Branch. Volunteers to include residents, faculty, and medical students would provide staffing for the booth. In the rare event that there are leftover nicotine replacement therapy kits, these would be donated to our smoking cessation referral clinic.

<b>Item</b>	<b>Estimated Unit Cost (Bulk)</b>	<b>Estimated Quantity</b>	<b>Total Cost</b>
Nicotine Patches (14 count box)	~\$27 per box	23 boxes	\$621
Nicotine Gum (boxes)	~\$58 per bulk box	4 boxes	\$232
Nicotine Lozenges (boxes)	~\$30 per bulk box	3 boxes	\$90
<b>Total Funding</b>			<b>\$943</b>

In 2025, the market saw over 21,000 visitors, averaging around 300-400 visitors per market. Our goal is to attend at least 2 Sunday markets from 9a-12p during the month of April. We would ideally be able to interact with at least 100 -150 people within the community, and supply around 20-30 people with a 14-day Nicotine replacement starter kit. We would also increase awareness of cessation resources. A long-term goal would be to continue annual tobacco cessation events to provide education in tobacco use behaviors and contribute to lower risk of tobacco-associated diseases including head and neck cancers in Galveston.

Tobacco use continues to be a leading social determinant of health, especially with its link to malignancies of the oral cavity, pharynx, and larynx. Education and awareness of available resources combined with no cost starter kits, may provide reductions in tobacco use at the community level. Beyond individual behavior change, this outreach fosters greater public understanding of cancer prevention strategies.