

# QUIT BRIEF



MARCH 2017

### WHAT'S NEW

The screenshot shows the UCanQuit2.org homepage. At the top, there is a navigation bar with 'Partners', a user profile icon, a search bar, and social media icons for Facebook, Twitter, YouTube, and Instagram. The main content area is divided into several sections:

- Thinking About Quitting?**: A section with the text 'Learn the next steps to quitting and the tools available to get you started.' and a 'Start Here' button.
- Quit Tools**: A central section with four tool cards:
  - Ready2Quit**: 'Create your personalized plan to quit and stay quit.'
  - Support Locator**: 'Find a local class to help you quit smoking or dipping.'
  - SmokefreeMIL**: 'Text message inspiration and advice to get you through your quit.'
  - Live Chat**: 'Chat with a coach and get answers to your questions about quitting.'
- News**: A list of recent news items:
  - Drop the Dip & Drop Your Risk
  - February Quit Brief Newsletter
  - Make it Your Mission to Quit in 2017
  - Quit on Monday and Start Your Week Fresh
- Quit Tip**: A tip that says 'Toss it! Throw out all tobacco items you have in your home, car or office.'
- Quit Tobacco Partners**: A red button with a group of people icon.

<https://www.ucanquit2.org>

**Homepage Updates:** We recently made some updates to the UCanQuit2.org home page to make it easier for users to access our cessation resources: Ready2Quit, SmokefreeMIL text message support, Live Chat and the Support Locator.

**New Classroom Materials:** New handouts are now available for download in the [Campaign Materials](#) section of UCanQuit2.org. The handouts include a cigarette tracker, quit plan, stress management one-pager, and a tobacco cravings journal.

Take a look and let us know what you think. Email Quit Tobacco-UCanQuit2.org at [info@ucanquit2.org](mailto:info@ucanquit2.org). We appreciate your feedback!

## FEATURED PARTNER

Our featured partner for the month of March is Mr. Levi Scheeter, health promotion tech, at Fort Campbell. When Levi started in February of 2016, there wasn't a tobacco cessation program at Fort Campbell. Levi has since developed a robust tobacco cessation program on base, ranging from weekly Ready2Quit classes, a four-week tobacco cessation class, briefing every lower enlisted soldier during in processing about the dangers of tobacco, and presenting at the weekly Newcomers Orientation, targeting senior enlisted and officers on post. In addition to a plethora of classes, every Tuesday Levi has an information table at one of the three clinics on base and features two topics, with tobacco always being one of the two. Levi has also been able to integrate tobacco cessation slides into the bi-monthly health brief for soldiers returning from deployment. Since beginning these tobacco cessation efforts, Ft. Campbell has seen 135 soldiers succeed in living tobacco free. Levi has set a goal of making sure that every soldier on base has attended at least one tobacco cessation class during their assignment to Fort Campbell.

## QUARTERLY PARTNERS CALL

On February 7, we hosted our first Quarterly Partners Call, focusing on the Great American Spit Out. Thank you to Ms. Nikki Conley from Joint Base Charleston and Ms. Karen Goepfrich from Fort Bragg for presenting on the call. Thank you to all of you who joined us. The next call will be in May 2017. If there is a particular topic you would like to hear discussed on an upcoming call, please email [info@ucanquit2.org](mailto:info@ucanquit2.org) with your suggestions.

## MILITARY + TOBACCO

### **Navy Providing Further Guidance on Electronic Nicotine Delivery Systems**

The U.S. Fleet Forces Command and Pacific Fleet recently announced fleet guidance stating that electronic nicotine delivery systems (ENDS), which include e-cigarettes and vape pens, are considered tobacco products and will follow the same regulations as if they were traditional tobacco products. The growth in popularity of ENDS has led to commands experiencing an increase in injuries and fires caused by the lithium-ion batteries in e-cigarettes and vape pens exploding. The announcement directs each type commander to address the use, stowage, charging, and carrying practices related to ENDS on ships, aircraft, and submarines.

Read the article from [Navy.mil](http://Navy.mil).

## CESSATION RESEARCH

### Nostalgic Emotions Evokes Stronger Urge to Quit Smoking

Michigan State University researchers have found that nostalgia-evoking messages are more effective in persuading someone to quit smoking than fear-evoking messages. Study participants, smokers ages 18 to 39, were split into two groups with half viewing a nostalgic public service announcement (PSA) and the other half viewing a control message. The participants who viewed the PSA displayed stronger negative attitudes toward smoking. Currently, many smoking cessation messages are centered on fear, disgust, and guilt, but these messages tend to produce less buy-in from smokers. Conversely, nostalgia-themed messages play off consumers' most cherished and personal memories and can better influence attitudes and behaviors.

Read the article from [Business Standard](#).

Access the article from [Communication Research Reports](#).

### Smoking during Pregnancy Associated with Increased Risk of Schizophrenia

A new study out of Columbia University's Mailman School of Public Health has found a link between smoking during pregnancy and an increased risk of schizophrenia in children. Researchers analyzed data from a large national birth cohort of pregnant women in Finland and found that the offspring who had heavy maternal nicotine exposure had a 38% higher risk of developing schizophrenia. In addition to the increased risk of schizophrenia, smoking during pregnancy can lead to low birth weight, childhood attention deficits, an increased risk of bipolar disorder, and other neurodevelopmental abnormalities.

Read the article from [Columbia University](#).

Access the article from [The American Journal of Psychiatry](#) (subscription required for full text).

## ELECTRONIC NICOTINE DELIVERY SYSTEMS

### Teens Use E-Cigarettes for 'Dripping,' Study Says

Teenagers are now using e-cigarettes for an alternative technique known as "dripping." A study out of Yale University School of Medicine surveyed teens from eight Connecticut high schools and of the 1,874 students who reported using e-cigarettes, one in four reported dripping. The technique of dripping is when the user manually applies a few drops of liquid directly to the exposed heating coil of the e-cigarette, which results in a thicker cloud of vapor, a stronger sensation in the throat, and "better" tasting flavors. There are major safety concerns associated with dripping, including the increased emissions of volatile aldehydes, which are toxic chemicals, and a greater risk of incidental skin contact.

Read the article from [CNN](#).

Read the article from [American Academy of Pediatrics](#).

## **Kids Who Live with E-Cigarette Users May Think Smoking is Okay**

Authors of a recent study suggest that kids who don't smoke, but are around adults who use e-cigarettes may begin to view regular smoking as okay. Researchers analyzed data from the 2014 Florida Youth Tobacco Survey which surveyed almost 70,000 middle and high school students. Of the almost 13% of high school students and 12% of middle school students who had never smoked but were exposed to e-cigarette use, whether at home, through friends, or in advertisements, most had a positive view of adult smoking. Previous research has shown that exposure to regular cigarette smoking increases the chances that youth will try smoking, and this research indicates exposure to e-cigarette usage may have a similar effect on openness towards trying smoking.

Read the article from [Reuters](#).

## **Toxic Metals Found in E-Cigarette Liquids**

Researchers from the Johns Hopkins Bloomberg School of Public Health found high levels of cadmium, chromium, lead, manganese, and nickel in the liquid of five different brands of first generation e-cigarettes. These five heavy metals can be toxic or carcinogenic when inhaled. The researchers believe that the source of these metals is the coil, which heats the liquid and produces the aerosol in e-cigarettes. While the researchers could not conclude that the levels were dangerous to users, the presence of these toxic metals could mean that they end up in the aerosol, which is inhaled by users.

Read the article from [Science Daily](#).

Access the article from [Environmental Research](#) (subscription required for full text).

## **E-Cigarettes Linked to Potential Heart Trouble**

A small study of e-cigarette users indicates an association between e-cigarette use and increased risk of heart disease. Researchers looked at 23 daily e-cigarette users and 19 non e-cigarette users between the ages of 21 to 45 and found that the people who used e-cigarettes were more likely to have a higher risk for oxidative stress and cardiac sympathetic activity, two early indicators of heart risk. These types of abnormalities are also reported in traditional tobacco cigarette smokers.

Read the article from [WebMD](#).

## **SMOKELESS TOBACCO NEWS**

### **The Maker of Skoal and Copenhagen is Recalling Smokeless Tobacco Over Sharp Metal Objects**

U.S. Smokeless Tobacco Company issued a recall at the beginning of February after eight consumers discovered sharp metal objects in their cans of smokeless tobacco. The recall affected the following products – Cope, Copenhagen, Husky Brands, and Skoal – all of which were made in the company's Franklin Park, Illinois facility. While no users were injured due to the sharp metal objects in the cans, the company states it had notified the U.S. Food and Drug Administration about the recall and was working with federal authorities.

Read the article from [Fortune](#).

## Dip Dumped: St. Louis Bans Smokeless Tobacco at Sports Venues

The city of St. Louis recently banned the use of smokeless tobacco products at all sports venues, including Cardinals games at Busch Stadium. This ban makes Busch Stadium the 14th Major League Baseball (MLB) venue to ban smokeless tobacco. While the new MLB collective bargaining agreement prohibits smokeless tobacco use for any player without current major league service, this ban will include all players, as well as anyone else on the field or in the dugouts. In addition to affecting the Cardinals organization, the law also applies to all facilities hosting professional, collegiate, high school, or organized amateur sporting events and includes everyone from the teams to the fans and employees.

Read the article from [Fox Sports](#).

## Smokeless Tobacco May Increase Risk of Type 2 Diabetes

Swedish researchers have determined that the consumption of Swedish smokeless tobacco, or snus, is associated with an increased risk of type 2 diabetes. Researchers from the Karolinska Institutet in Stockholm looked at data from over 54,000 never smoking men, pooled from 5 cohorts and found that the hazard ratio for type 2 diabetes was 1.15 in current snus users compared with never users. The hazard ratios increased significantly in individuals who consumed 5 to 6 and 7 or more boxes per week. The higher risk of type 2 diabetes in snus users is similar to that in smokers, supporting the notion that nicotine usage is correlated with an increased risk of type 2 diabetes.

Read the article from [Renal & Urology News](#).

Access the article from [Journal of Internal Medicine](#) (subscription required for full text).

### Quit Brief:

Quit Tobacco - UCanQuit2.org's monthly e-newsletter for the newest Quit Tobacco product features, latest news in the tobacco industry and information on e-cigarettes.

### Be in the POC Spotlight

Share your cessation activities! We would like to hear about how you are promoting tobacco cessation and using our materials on your installation. Email us at [info@UCanQuit2.org](mailto:info@UCanQuit2.org).

### Join Us on Social Media

Find us on [Facebook](#), [Instagram](#) and [Twitter](#) to check out our daily posts. Your participation helps to create an online community to support and encourage those you are helping to quit tobacco.



For more information, please contact [info@UCanQuit2.org](mailto:info@UCanQuit2.org).