

QUIT BRIEF



SEPTEMBER 2017

CAMPAIGN FEATURE

Great American Smokeout

Posters, article and social media graphics for this year's Great American Smokeout will be available at UCanQuit2.org/Events on September 15.

**ONE DAY IS JUST
THE BEGINNING**
Great American Smokeout - November 16, 2017

New Classroom Materials

New handouts are available for download in the Campaign Materials section of UCanQuit2.org. The handouts include a Quit Smoking Timeline and Cigarette, Smokeless Tobacco, and E-Cigarette Infographics.

FINE PRINT:
How Smokeless Affects You

THE SHORT TERM

- STAINED TEETH
- BAD BREATH
- CAVITIES
- INFLAMED GUMS (GINGIVITIS)
- TOOTH LOSS
- WHITE PATCHES (LEUKOPLAKIA)
- RECEDING GUM

SMOKELESS TOBACCO USERS ARE 4X MORE LIKELY TO HAVE DENTAL ROOT DECAY

THE COSTS OF SMOKING CIGARETTES:

YOUR WALLET
THE AVERAGE SMOKER SPENDS **\$1,900/YEAR**

THE DOD SPENDS MORE THAN **\$1/YEAR** ON MEDICAL CARE

E-cigarette use is actually associated with LOWER ODDS OF SUCCESSFULLY QUITTING CIGARETTES

- 58.8% OF E-CIG USERS STILL SMOKE TRADITIONAL CIGARETTES (2015)
- STUDIES FOUND THAT E-CIGS ARE NO BETTER THAN THE NICOTINE PATCH
- SMOKING JUST 1-4 CIGARETTES/DAY DOUBLES THE RISK OF DYING FROM HEART DISEASE

UNPROVEN AND UNAPPROVED
E-cigarettes have not been proven or approved as cessation devices.



New Ads Accuse Big Tobacco of Targeting Soldiers and People with Mental Illness

The Truth Initiative, the tobacco-control nonprofit behind the well-known “Finish It” campaign, has launched two new ads that accuse tobacco companies of deliberately targeting people with mental health issues and U.S. soldiers. While only 15% of American adults smoke, 33% of mentally ill people, including those who suffer from depression, anxiety, or substance-abuse problems, smoke, and 38% of military smokers pick up the habit after enlisting. These new ads cite internal tobacco industry documents that discuss ways to make inroads into the mentally ill population by distributing free cigarettes to psychiatric facilities and trying to sell the idea that cigarettes can help steady nerves. These internal documents also referenced targeting service members because of the particularly young and vulnerable age when most members enlist.

Read the article from [The Washington Post](#).
Watch the ad on [YouTube](#).

FEATURED PARTNER

Our featured partner for the month of September is Nicole Quinn, the Health Promotion & Wellness Coordinator at Naval Health Clinic Patuxent River. In addition to offering group and individual counseling sessions, Ms. Quinn promotes the tobacco cessation message by regularly setting up health promotion tables at the commissary and other base events, making sure Quit Tobacco – UCanQuit2 posters are displayed in all smoke pits, and presenting monthly on tobacco use rules and cessation information. Each clinic has a doctor who serves as the tobacco cessation champion, who not only ensures any service member looking to quit receives a prescription for NRTs, but also refers the service member to Ms. Quinn for cessation counseling. To further assist service members in their quit attempts, Ms. Quinn established a strong working relationship with the clinic internal behavioral health consultant, who helps patients implement tobacco cessation in their day-to-day life. Over the past three months, Ms. Quinn has helped 57 service members complete tobacco cessation counseling.



TOBACCO TRENDS

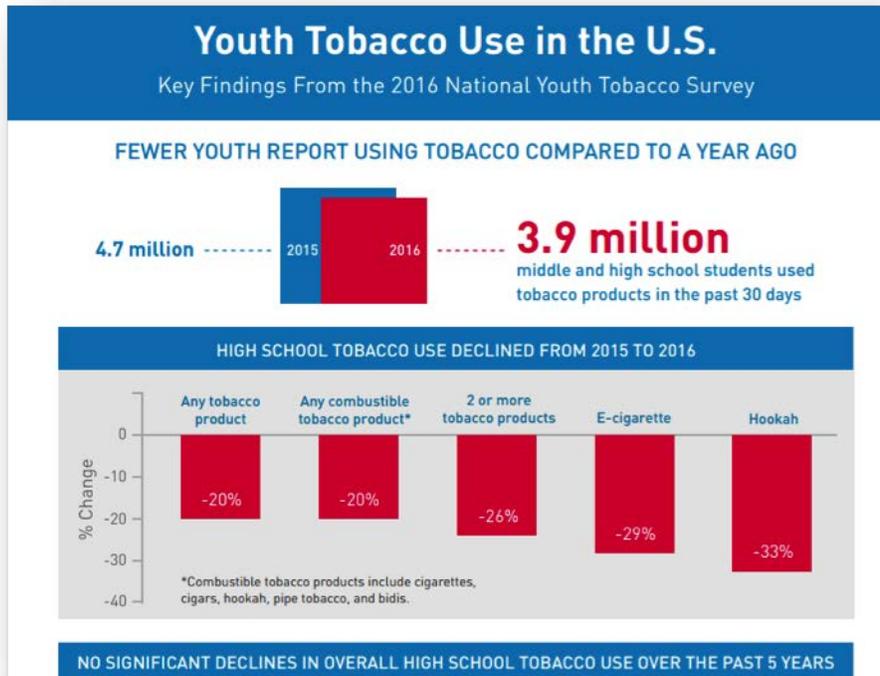
FDA Aims to Lower Nicotine in Cigarettes to get Smokers to Quit

At the end of July, the U.S. Food and Drug Administration (FDA) proposed reducing nicotine in cigarettes to “non-addictive” levels, as well as delaying a key cigar and e-cigarette regulation that would require these products to be approved by the FDA. FDA Commissioner Scott Gottlieb said these are part of a combined effort to wean smokers off of traditional cigarettes. While health proponents have applauded the nicotine-reduction proposal, some have expressed concerns surrounding the execution of such a proposal, as well as the implications of delaying the regulation of e-cigarettes, cigars, cigarillos and hookah, especially the flavored products that appeal to teenagers. FDA officials acknowledged that lowering the nicotine content of cigarettes could have unintended consequences, depending on how the plan is implemented, such as creating a black market for higher nicotine cigarettes or causing smokers to smoke more cigarettes to compensate for the reduced nicotine levels. Gottlieb hopes that by lowering nicotine levels in traditional cigarettes and regulating e-cigarettes, he will be able to unite all sides that are opposed to combustible cigarettes while allaying their fears about vaping.

Read the article from [The Washington Post](#).

Read the article from the [New England Journal of Medicine](#).

Youth Tobacco Use: Results from the 2016 National Youth Tobacco Survey



See the full graphic of key findings on FDA.gov.

Study: Raising the Price of Cigarettes by \$1 Could Help Smokers Quit

Scientists out of Drexel University recently examined smokers age 44-84 from six different places to determine how the cost of cigarettes affected their likelihood of quitting. After factoring in 10 years of neighborhood-level price data, the researchers found that current smokers were 20% more likely to quit smoking when the price of a pack of cigarettes increased by one dollar. Heavy smokers (more than a half a pack a day smokers), showed a 35% decrease in the average number of cigarettes they smoked each day, with a 7% increase in their likelihood of quitting. The older the smoker, the less likely they were to reduce smoking, despite a price increase, indicating that such deeply entrenched behavior is hard to change.

Read the article from The Atlanta Journal-Constitution.
Access the full article from Epidemiology.

Maine Becomes 4th State to Raise Tobacco Smoking Age to 21

Maine has followed the example of California, Hawaii, Oregon, and New Jersey by passing a law to raise the smoking age to 21. Despite the governor initially vetoing the bill, arguing that if 18 year olds are old enough to join the military they should be allowed to smoke, lawmakers voted to override the veto with a 29-5 vote. The new law will go into effect in July 2018, while Oregon's newly-passed law will go into effect January 1, 2018.

Read the article from [UPI](#).

Why Some States Are Raising the Age to Buy Tobacco

The tobacco 21 movement has been supported by studies that estimate that if the national tobacco sales age is raised to 21, there would be a 12% decrease in adult smoking. The National Survey on Drug Use and Health found that 90% of adult smokers began smoking before the age of 20, which further supports the mission of Tobacco 21, the major organization advocating for raising the smoking age.

Read the article from [Time](#).

CESSATION RESEARCH

Smokers Hospitalized for Heart Attacks Often Don't Get Cessation Drugs

A new study found that less than 1/4 of smokers hospitalized for heart attacks or other serious complications of cardiac disease receive medication to help them quit smoking. Researchers examined data on nearly 37,000 smokers who were hospitalized for heart disease and found that only 23%, or 8,300, received a prescription for nicotine replacement therapy (NRT) while at the hospital. Previous research has shown that smoking-cessation therapy in the hospital, followed by additional cessation support afterwards, can significantly improve the odds of a successful quit attempt. One hospital examined in the study prescribed smoking cessation aids in 64% of their cases, but at more than 40% of hospitals looked at, fewer than 20% of eligible patients received NRTs.

Read the article from [Reuters](#).

Why Smoking Will Worsen Your Chronic Pain

While only 15% of Americans smoke, more than 50% of patients who seek pain treatment are smokers. Many smokers choose to smoke for relief from back pain, aching joints, or abdominal pain, yet over time smoking may increase pain sensitivity. While nicotine can initially trick the body into feeling good by releasing dopamine, tobacco decreases the amount of oxygen-rich blood sent to bones and tissues which can result in back pain and sometimes osteoporosis. Additionally, smoking has been linked with fatigue and slower healing, two factors that can exacerbate painful conditions.

Read the article from [The Cleveland Clinic](#)

ELECTRONIC NICOTINE DELIVERY SYSTEMS

U.S. FDA to Launch Campaign against E-Cigarette Use among Youth

Following the FDA's proposal to reduce the level of nicotine in traditional cigarettes, as well as extending the date by which e-cigarette manufacturers must apply for authorization to sell their products by four years, the agency has announced that it will begin an education campaign aimed at discouraging youth from using electronic cigarettes. The education campaign will be part of the agency's "The Real Cost" campaign, and will begin in fall of 2017, with a full-scale campaign being launched in 2018. Currently more than 2 million middle and high school students use e-cigarettes.

Read the article from [Reuters](#).

The Real Cost campaign resources on [FDA.gov](#).

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.

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.