

Quitting Works

Presenter: Dennis Lee, Tobacco Dependence
Treatment Specialist



Disclosures:

I am a salaried employee of Saint Barnabas Health Care System.

Any and all program fees are used to build the capacity of the program.

I receive no fee from partners I work with from Pfizer, Glaxo-Smith-Kline or Novartis.

I have never accepted, and will never accept, any money from the tobacco industry for any reason.

I am *not* anti-smoking...

(Annoying, judgmental, busybody, out to tell adults what to do with their own lives)

I *am* anti-tobacco...

(Paranoid conspiracy theorist with an axe to grind and mistrust of most large organizations)

The Mounting Evidence of the Toll of Tobacco on Life and Health

- Abdominal aortic aneurysm
- Acute myeloid leukemia
- Cataracts
- Cervical cancer
- Kidney cancer
- Pancreatic cancer
- Pneumonia
- Periodontitis
- Stomach cancer

						• Bladder cancer	• Bladder cancer
					• Stroke	• Stroke	• Stroke
				• Esophageal cancer • Oral cancer	• Esophageal cancer • Oral cancer	• Esophageal cancer • Oral cancer	• Esophageal cancer • Oral cancer
			• Laryngeal cancer	• Laryngeal cancer	• Laryngeal cancer	• Laryngeal cancer	• Laryngeal cancer
		• Coronary heart disease	• Coronary heart disease	• Coronary heart disease	• Coronary heart disease	• Coronary heart disease	• Coronary heart disease
	• Peptic ulcer disease • Lung cancer in women	• Peptic ulcer disease • Lung cancer in women	• Peptic ulcer disease • Lung cancer in women	• Peptic ulcer disease • Lung cancer in women	• Peptic ulcer disease • Lung cancer in women	• Peptic ulcer disease • Lung cancer in women	• Peptic ulcer disease • Lung cancer in women
• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease	• Lung cancer in men • Chronic obstructive pulmonary disease
1964	1967	1979	1980	1982	1989	1990	2004

Long term effects like lung cancer may begin years before symptoms are noticed. For example...

The Life of a Smoker-Part 1

Age 14: Carl smokes his first cigarette. It leaves behind a sticky residue of tar with dozens of cancer causing chemicals.

Age 18: Carl is up to a pack a day. Many of the cilia in his lungs are destroyed. Each cigarette damages more and more lung cells.

Age 25: Carl gets out of breath more easily. He switches to a “light” brand, but soon is smoking two packs a day.

Age 29: Carl gets married. A single lung cell is mutated by cigarette smoke. It is a cancerous cell and begins to divide quickly.



The Life of a Smoker-Part 2



Age 32: The cancer cells are forming a small clump in Carl's left lung. They begin to squeeze out normal lung cells. Carl has no symptoms...

Age 37: Carl now has two children. The cancer is confined to a small part of his lung and he doesn't realize it is there. His only symptom a lingering cough.

Age 45: Carl begins to feel tired and breathless. He gets bronchitis a few times a year. *He* thinks he is working too hard. Cancer cells are spreading to his lymph nodes.

Age 47: An X-ray finds that the cancer has spread to Carl's neck and chest wall. His doctor informs Carl that he has a 15% chance of surviving five years. By now, Carl's sixteen year old daughter is a smoker too.

Results from the Youth Risk Behavior Survey

"A Centers for Disease Control and Prevention (CDC) study about cigarette smoking, based on data of...the...Youth Risk Behavior (NHIS-YRBS), found proven interconnections between smoking and sexual involvement, violent behavior and other substance...it consistently found current smokers had the highest rate of involvement in risk behaviors and 'never smokers' had the lowest rate."²

Results from the Youth Risk Behavior Survey

Between 2001 and 2005 in New Jersey the Centers for Disease Control recorded statistically significant declines in youth tobacco use including ever trying a cigarette, smoking regularly, and smoking more than ten cigarettes per day.

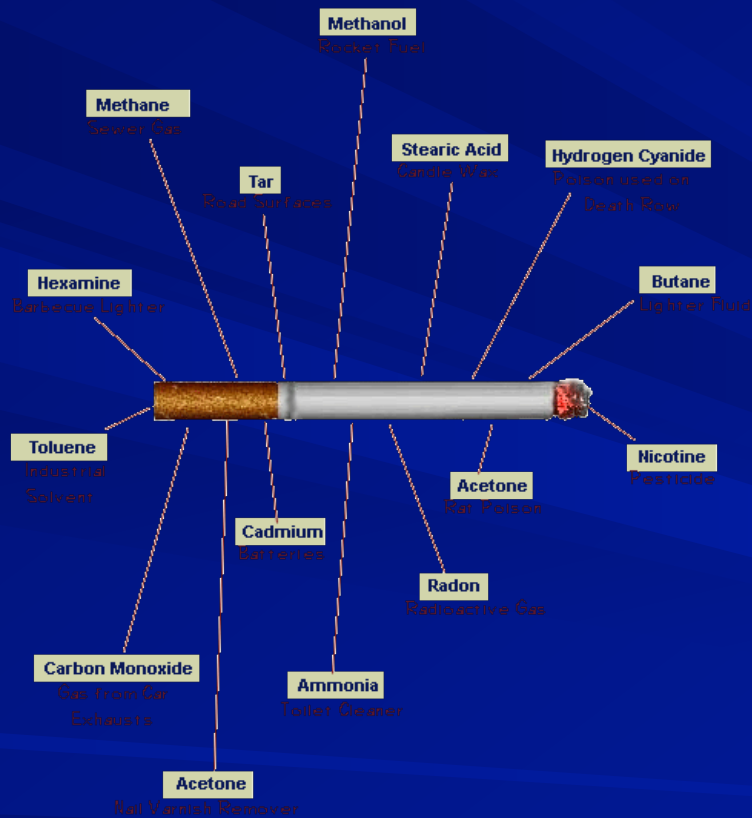
Between 2005 and 2009 in New Jersey the Centers for Disease Control recorded NO statistically significant declines in youth tobacco use in any category.¹

Why The Need for Policy Change?

Take Away Messages

- Our knowledge of the health risks of smoking demonstrate that they begin long before symptoms appear
- Early initiation of smoking is a sign that other risk behaviors are taking place
- Current practices are not reducing youth smoking anymore

What's in a cigarette?



Acetone – found in nail polish remover

Acetic Acid – an ingredient in hair dye

Ammonia – a common household cleaner

Arsenic – used in rat poison

Benzene – found in rubber cement

Butane – used in lighter fluid

Cadmium – active component in battery acid

Carbon Monoxide – released in car exhaust fumes

Formaldehyde – embalming fluid

Hexamine – found in barbecue lighter fluid

Lead – used in batteries

Napthalene – an ingredient in moth balls

Methanol – a main component in rocket fuel

Nicotine – used as insecticide

Tar – material for paving roads

Toluene - used to manufacture paint

And about 4,000 other chemicals...

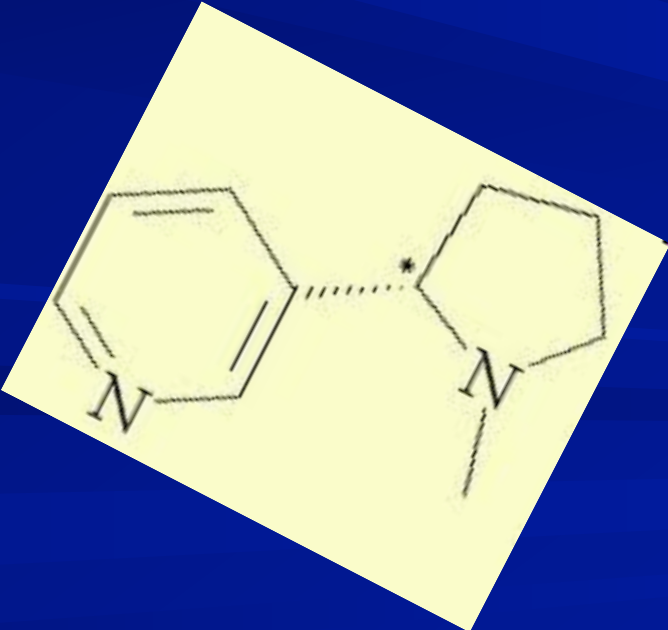
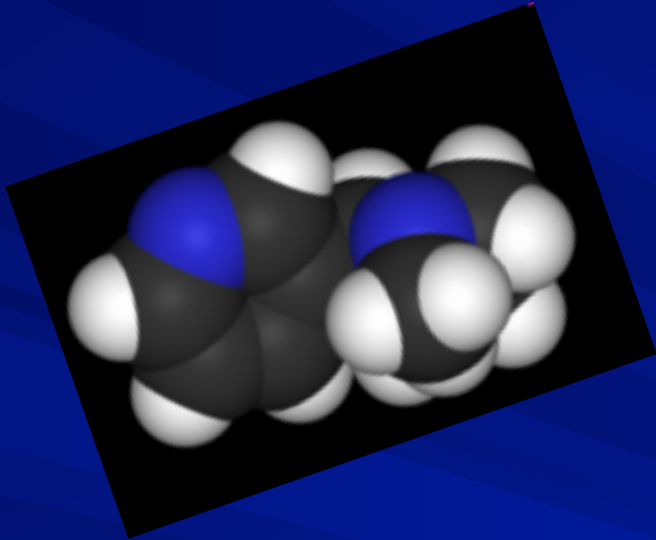
What is Nicotine?

Nicotine is an alkaloid found in the nightshade family of plants...It functions as an antiherbivore chemical...therefore nicotine was widely used as an insecticide in the past

In low concentrations the substance acts as a stimulant and is the main factor responsible for the dependence-forming properties of tobacco smoking.

According to the American Heart Association, nicotine addiction has historically been one of the hardest addictions to break

Nicotine content in cigarettes has slowly increased over the years...one study found an average increase of 1.6% per year between the years of 1998 and 2005. This was found for all major market categories of cigarettes



Why is smoking so addictive?

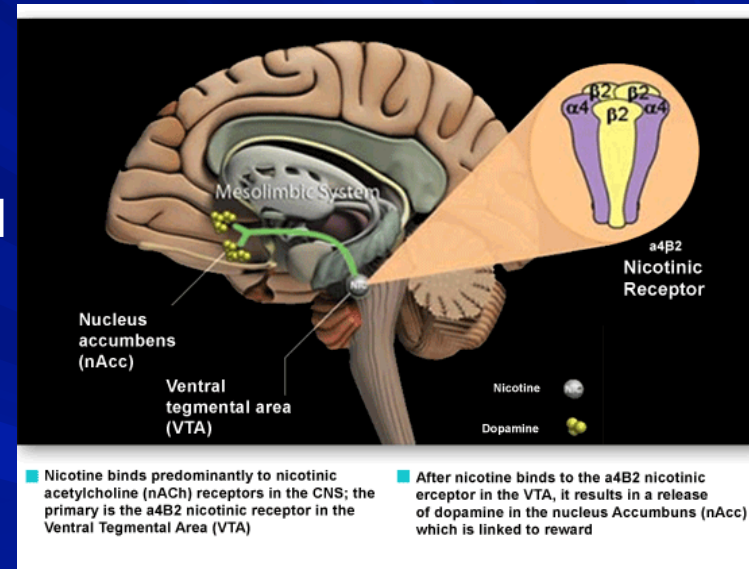
In 1998 the Surgeon General stated that nicotine is more addictive than heroin or cocaine.

Nicotine reaches the brain seven seconds after being inhaled.

Nicotine levels accumulate in the body and fuel addiction 24/7.

Most smokers quickly develop tolerance and need greater amounts for the same effect.

Smokers come to rely on the habits of smoking-they often associate cigarettes with people, places, situations, and their lifestyle.



Addiction and Withdrawal

Tingling in the hands and feet

Sweating

Intestinal disorders (cramps, nausea)

Headache

Cold symptoms (sore throats, coughing, and other signs of colds and respiratory problem)

Feelings of being an infant: temper tantrums, intense needs, feelings of dependency, a state of near paralysis

Insomnia

Mental confusion

Vagueness

Irritability

Anxiety

Depression is common in the short and long term



The Benefits of Quitting

Your body will begin to repair itself as soon as you stop smoking – and you'll go on feeling the health benefits for the rest of your life.

20 minutes after stopping your blood pressure and pulse rate will return to normal. Circulation improves in hands and feet, making them warmer.

8 hrs after stopping nicotine and carbon monoxide levels in the blood will be cut by half and oxygen levels will return to normal. Chances of heart attack start to fall.

24hrs after stopping the level of carbon monoxide in your body will be that of a non-smoker and your lungs will start to clear out mucus and other smoking debris.

48hrs after stopping your body is becoming free of nicotine and your sense of taste and smell is improving

72 hours after stopping you should be breathing more easily. Airway passages in the lungs begin to relax. Energy levels increase.

More Benefits of Quitting

At 5 years smoke-free:

from 5 to 15 years after quitting tobacco, stroke risk is reduced to that of people who have never smoked.

At 10 years smoke-free:

risk of lung cancer drops to as little as one-half that of continuing smokers

risk of cancer of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases

risk of ulcers decreases

At 15 years smoke-free:

risk of coronary heart disease is now similar to that of people who have never smoked

risk of death returns to nearly the level of people who have never smoked

Benefits of Quitting after a Diagnosis of Cancer

Overall, continuing to smoke after a diagnosis of lung cancer increased the risk of death by nearly two to three times. It also substantially increased the risk of recurrence of the initial cancer.- BMJ

For those having surgery, chemotherapy, or other treatments, quitting smoking helps improve the body's ability to heal and respond to therapy. It also lowers the risk of pneumonia and respiratory failure. Moreover, quitting smoking may lower the risk of the cancer returning or a second cancer developing. -NCI

Persistent tobacco-use post-diagnosis also is associated with poorer outcomes, including increased complications of treatment, progressive disease, second primaries and increased comorbidity. Thus, while smoking cessation plays a substantial role in prevention and primary care, it is perhaps even more critical for cancer survivors to quit smoking. -ACS, et.al.

Science of Quitting



2 Use cessation aids

Combinations: Medication and Counseling

Effectiveness of and estimated cost of the combination of counseling and medication versus medication alone (n = 18)

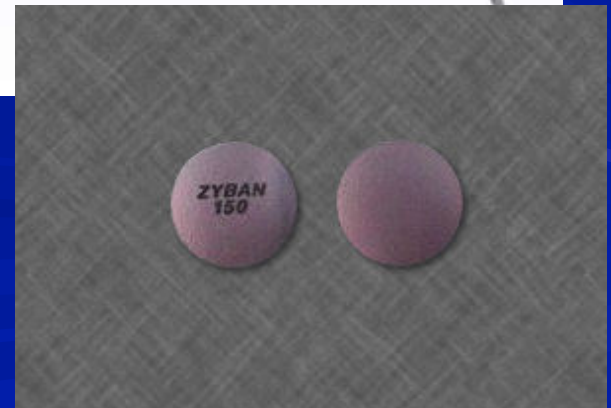
Treatment	Number of arms	Estimated cost (\$)
Medication alone	8	
Medication and counseling	39	

Public Health Service Guidelines are clear- getting help improves your chances of a successful quit now!

Medication

Seven first-line medications shown to be effective and recommended for use by the Guideline Panel:

- Bupropion SR
- Nicotine Gum
- Nicotine Inhaler
- Nicotine Lozenge
- Nicotine Nasal Spray
- Nicotine Patch
- Varenicline





Marlboro Country



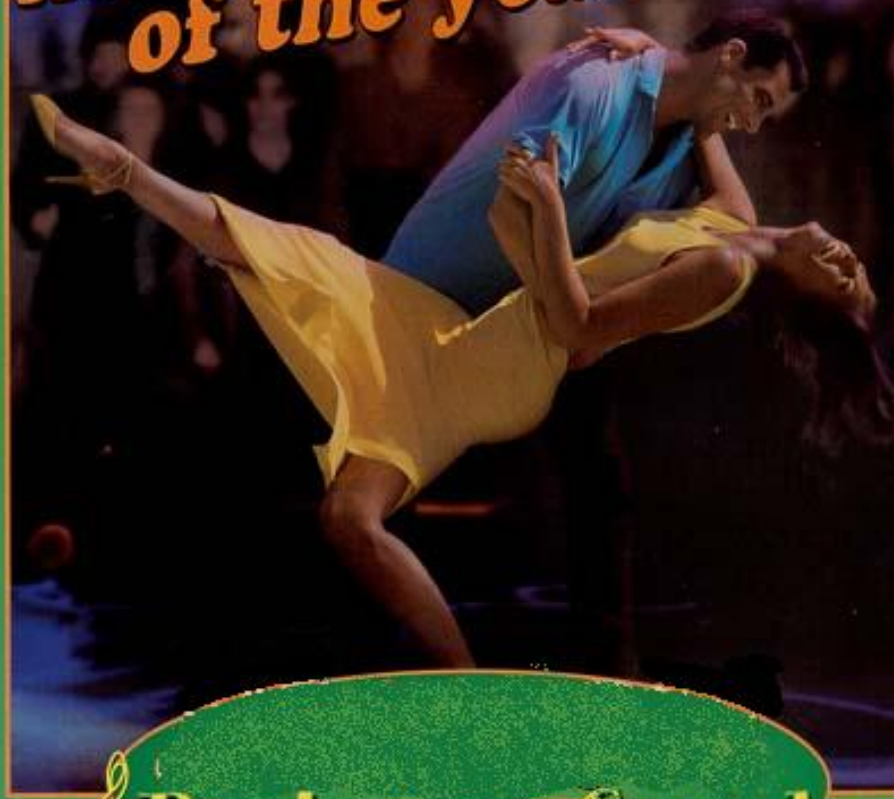


Marlboro

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

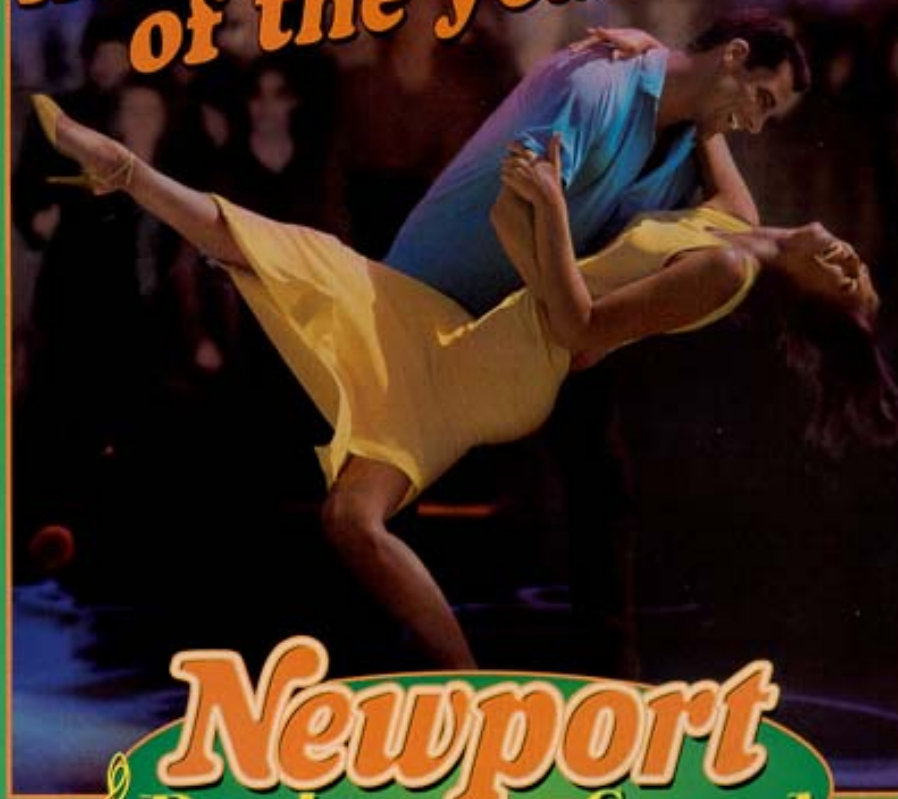
©2005 Philip Morris Inc.
18 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.
The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.
For more information about this ad and its contents, visit www.youarewhatyoueat.com or call 1-877-PMO-3443.

**Win a trip to the
hottest dance party
of the year!**



Rhythm and Sound

**Win a trip to the
hottest dance party
of the year!**



Newport
Rhythm and Sound



IT'S ALL ABOUT THE NEXT MORNING!

We don't want to know what went on last night, and chances are neither do you. But when it's gonna be a morning in, you might as well stay in, in comfort.

Cool Beans.



Melitta® Dual Thermal Mug Coffeemaker

Coffee to go? No problem. Ingenious design allows fresh brewed coffee to go right into two portable mugs. Mugs are stainless steel with rubber grips, made to fit standard car cup holders. Dishwasher-safe with removable spouts for easy cleaning.

180 UPCs

Dyed Pocket T-shirt

Look good even when it's hot! This pocket T-shirt with 100% preshrunk heavyweight cotton blends style and comfort. Generously cut, double-needle stitching throughout. Unisex sizes M/L-XXL.

30 UPCs

Tee Off.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Box: 16 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.



Current life expectancy figures estimate that every cigarette takes 11 seconds from your life...

Dyed Pocket T-shirt

Look good even when it's hot! This pocket T-shirt with 100% preshrunk heavyweight cotton blends style and comfort. Generously cut, double-needle stitching throughout. Unisex sizes: M/L-XXL.

30 UPCs

30 UPC=30 packs=600 cigarettes

600 x 11 seconds = 6600 seconds

6600 seconds = 110 hours

110 hours = 4 ½ days off of your life for a free t-shirt!

PLEASURE TO BURN

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

SINCE 1913

© 1999 R.J. REYNOLDS TOBACCO CO.

CAMEL

PLEASURE
— TO —
BURN



Brought to you by Camel Lights

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



SINCE 1913



NEVER


let the goody two shoes get you do...

Find Your Voice

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 2004

A woman with dark skin is shown in profile, looking upwards and to the left. Her hand is raised near her neck. The background is a solid, vibrant red.

NEVER

let the goody two shoes get you down.

VIRGINIA SLIMS

Find Your Voice

VIRGINIA SLIMS
REGULAR LIGHTS 100's

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© 1996 B&W T Co.

KOOL

THE HOUSE OF MENTHOL™

the
ULTIMATE
Mix

look at KOOL now



TIME TO STEP INTO
THE HOUSE
TIME TO STEP INTO

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

©2002 B&W T Co.

Natural Lights King Box, 7 mg. "tar", 0.7 mg. nicotine; Mild Box, 11 mg. "tar", 1.0 mg. nicotine; Filter Kings, 15 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method. Actual deliveries may vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.bw.com

WARNING
**CIGARETTES ARE A
 HEARTBREAKER**



damaged heart muscle - result of
 clogged artery

Tobacco use can result in the clogging
 of arteries in your heart. Clogged arteries
 cause heart attacks and can cause death.


Health Canada

Matinée
 EXTRA MILD

25 CIGARETTES

Toxic emissions / unit: "Tar" 4 - 25 mg, Nicotine 1.0 - 2.1 mg,
 Carbon monoxide 4 - 25 mg, Formaldehyde 0.018 - 0.11 mg,
 Hydrogen cyanide 0.040 - 0.21 mg, Benzene 0.025 - 0.071 mg,
 Emissions toxiques / unité : « Goudron » 4 - 25 mg, Nicotine 1.0 - 2.2
 Monoxyde de carbone 4 - 25 mg, Formaldéhyde 0.018 - 0.11 mg,

WARNING
**CIGARETTES
 LEAVE YOU
 BREATHLESS**



Tobacco use causes crippling, often
 fatal lung diseases such as emphysema.

Health Canada


Peter Jackson **Light**

Matinée
 EXTRA MILD

25 CIGARETTES

Toxic emissions / unit: "Tar" 10 - 29 mg, Nicotine 1.0 - 2.2 mg,
 Carbon monoxide 11 - 27 mg, Formaldehyde 0.041 - 0.012 mg,
 Hydrogen cyanide 0.087 - 0.25 mg, Benzene 0.039 - 0.085 mg,
 Emissions toxiques / unité : « Goudron » 10 - 29 mg, Nicotine 1.0 - 2.2
 Monoxyde de carbone 11 - 27 mg, Formaldéhyde 0.041 - 0.012 mg,
 Acide cyanhydrique 0.087 - 0.25 mg, Benzène 0.039 - 0.085 mg

WARNING
**CIGARETTES
 CAUSE MOUTH
 DISEASES**



Cigarette smoke causes oral cancer,
 gum diseases and tooth loss.

Health Canada

Peter Jackson **Light**

25 CIGARETTES

Toxic emissions / unit: "Tar" 10 - 29 mg, Nicotine 1.0 - 2.2 mg,
 Carbon monoxide 11 - 27 mg, Formaldehyde 0.041 - 0.012 mg,
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 Acide cyanhydrique 0.087 - 0.25 mg, Benzène 0.039 - 0.085 mg

WARNING
**CIGARETTES CAUSE
 LUNG CANCER**



lung cancer

85% of lung cancers are caused by
 smoking. 80% of lung cancer victims
 die within 3 years.

Health Canada

Matinée
 EXTRA MILD

25 CIGARETTES

Toxic emissions / unit: "Tar" 4 - 25 mg, Nicotine 0.4 - 2.1 mg,
 Carbon monoxide 4 - 25 mg, Formaldehyde 0.018 - 0.11 mg,
 Hydrogen cyanide 0.040 - 0.21 mg, Benzene 0.025 - 0.071 mg,
 Emissions toxiques / unité : « Goudron » 4 - 25 mg, Nicotine 0.4 - 2.1 mg,
 Monoxyde de carbone 4 - 25 mg, Formaldéhyde 0.018 - 0.11 mg,
 Acide cyanhydrique 0.040 - 0.21 mg, Benzène 0.025 - 0.071 mg

Tobacco Lethality

2004 marked the fortieth anniversary of the landmark Surgeon General's report linking smoking and lung cancer

The Surgeon General's latest findings will in all likelihood push the annual toll for cigarette smoking beyond a half a million Americans.

Cigarette smoking kills more people than murder, suicide, accidental overdoses, auto accidents, AIDs and domestic accidents- combined

STUBBEN GUN-HOLDING WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy

Using "tar" and nicotine is addictive. Smoking "tar" and nicotine can cause lung cancer, heart disease, emphysema, and may complicate pregnancy. For more information, call 1-877-4NO-TABACCO.



Questions?

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