

# Highlights in Tobacco Control

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## Practical Ideas Online



What needs to be done to get ready for the **Yes You Can!** TV & radio spots scheduled to run December 29<sup>th</sup> – January 26<sup>th</sup> in the Beaumont, Port Arthur & Houston areas?

- ◆ **COPY & DISTRIBUTE THE FLYER** on the next page to worksites, to college campus locations – anywhere where you find smokers in the community.
- ◆ **COLLECT RESOLUTIONS** from people who want to quit.
- ◆ **SCHEDULE** community educational events around the media spots.

### Basic messages for the community:

If you are a smoker and have been thinking about quitting, there is never a better time than now to start. Make a resolution to **QUIT!**

For information on how to start call the

Quitline: **1-877-YES-QUIT**

*Quit and you'll never have to stand outside for a cigarette in the cold again.*

### PRACTICAL IDEAS TO PROMOTE THE QUITLINE IN THE COMMUNITY

**GET MORE PEOPLE TO CALL THE QUITLINE.** Distribute the **Yes You Can! Clinical Toolkit for Treating Tobacco**



stage based **brochures** for **teens, pregnant women** and **adult** populations.

**Dependence** to clinics, dentists and physician groups **in your community.** The kit contains **quick reference guides** for clinicians as well as

**MAKE SURE THE QUITLINE REPRESENTS THE NEEDS OF YOUR COMMUNITY**—Invite a representative from the **American Cancer Society** or the **Texas Department of Health** to talk with your group. Offer them **feedback** about the service. Develop a **relationship** with the **Quitline.**

## Ask Dr. Phil

*Dear Dr. Phil (Huang),*

*How should I respond when talking with someone about quitting tobacco and they tell me "mind your own business - I have a right to smoke?"*

It is tempting to either shake your head and walk away in disgust...or tell them abruptly that their "right to smoke" stops at the right of others to breathe clean air. The first reply closes the conversation and encourages the smoker to repeat this statement to others. The second either generates a heated argument or makes the smoker think twice before repeating the claim.

Go ahead and **acknowledge their right to smoke** but also state **your concern for their health** – and those around them. You might say something like "yes, you do have a right to smoke but I'm **concerned about you.** When you smoke you **expose yourself and those around you** to nearly **600 chemicals, including 43 known cancer causing agents."**



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## Medications to Help Kick the Habit

Are you or is someone you know, **thinking about quitting?** Call the Quitline – then contact your doctor or pharmacist to see which medication is right for you. Research studies have shown that **telephone counseling**, a form of behavior change, **can double your chance of quitting.**<sup>1</sup>

Most smokers can benefit from using a combination of **behavior change, will power and medications to reduce irritability** and the **craving for nicotine**. The Food and Drug Administration (FDA) has **approved several medications** for people who are trying to **stop smoking**:

### **Nicotine Patches, Gum, Lozenges, Nasal Sprays, Inhalers and Zyban®**

The first five are classified as **nicotine replacement therapy (NRT)**. Like cigarettes, they deliver steady amounts of nicotine into the blood to help you step down gradually until you are **free of the nicotine**. Unlike cigarettes, they **do not contain harmful tars and carbon monoxide**. More than 100 clinical trials have shown that when used as directed, **NRT by itself doubles the chance** of successful quitting.<sup>2</sup>

**Zyban®** (bupropion) is different – it is a pill that contains **no nicotine**. Zyban®, a form of the antidepressant Wellbutrin, **eases the symptoms** of nicotine dependence by targeting chemicals in the brain. Studies suggest that Zyban® **may be even more effective** than NRT.

#### Nicotine Patch

The “patch” looks like a bandage and delivers a small dose of nicotine through the skin. **Each day a new patch** needs to be applied to a different area of the body that is clean, dry and hairless. The treatment takes anywhere from 6 to 12 weeks. The patch is sold under the names of **Habitrol®, ProSTEP®** (by prescription), and as an over-the-counter product under the brand names of **NicoDerm®** and **Nicotrol®**.

#### Nicotine Gum

Sold under the brand names of **Nicorette®, Nicotrol® and Nicotinell®**, the gum comes in two different doses. The 4 mg dose is for heavy smokers, those who smoke 25 or more cigarettes a day. Each piece needs to be chewed for about 30 minutes. It takes about a month of daily use, **chewing no more than 20 – 30 pieces a day**, to be effective. Another couple of months of gum chewing to avoid withdrawal symptoms completes the process.

Nicotine Nasal Sprays, absorbed through the nasal linings, are one of the **quickest ways to stop the urge to smoke**. About 1 mg of nicotine is released with each spray. It requires about 12 weeks to **kick the habit**. **People with allergies, nasal or sinus conditions** typically **do not use nasal sprays** since sinus infections can be a side effect.

#### Nicotine Lozenges

The **Commit® lozenge**, a candy style pill, dissolves inside the mouth. It comes in **two different strengths** and requires one lozenge every one to two hours. Plan on about 12 weeks of use.

Nicotine Inhalers, such as ENDIT®, introduce **small amounts of nicotine into the system** through the mucous membranes in the mouth. It generally requires about **three months of use**. People with **asthma or other pulmonary problems generally do not use inhalers**.

#### Help Is All Around You

There are several different medications that can improve your chance of **successful quitting**. Work with your **doctor or pharmacist** to choose the one that is right for you. And remember, if you are **expecting a baby** – you really need to **stop smoking**. Women who are pregnant or breastfeeding **should not use nicotine replacement therapy**.

#### References

1. Zhu S, Anderson CM, Tedeschi GJ, Rosbrook B, Johnson CE, Byrd M and Gutierrez-Terrell, E, (2002) Evidence of real-world effectiveness of a telephone quitline for smokers, NEJMed, Vol 347, No 14 p. 1087-1093.
2. Silagy C, Lancaster T, Stead L, Mant D, Fowler G (2003) NRT for smoking cessation. In: The Cochrane Library Issue 4. Chichester UK: John Wiley & Sons Ltd.
3. CDC, (1999) State Prenatal Smoking Data Book

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