

# TOBACCO: CASE FOR CESSATION

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**Penny Harmonson, LCDC, CPS**

Tobacco Prevention & Control Program Manager  
Texas Department of State Health Services

**Barry Sharp, MSHP, MCHES**

Tobacco Prevention & Control Program Coordinator  
Texas Department of State Health Services

# Today's Agenda

- Tobacco use prevalence
- Health Impacts
- New tobacco products
- Cessation Resources
- Question & Answers

***“Four million unnecessary deaths per year, 11,000 every day. It is rare – if not impossible – to find examples in history that match tobacco’s programmed trail of death and destruction. I use the word programmed carefully. A cigarette is the only consumer product which when used as directed kills its consumer.”***

**Dr. Gro Harlem Brundtland**  
Former Director-General  
World Health Organization



*“The way tobacco is grown, mixed and processed today has made cigarettes more addictive than ever. It is imperative that we use this information to prevent initiation, make tobacco products less addictive, and provide access to treatments and services to help smokers quit successfully.”*

Regina Benjamin, MD, MBA  
Surgeon General

*How Tobacco Smoke Causes Disease, The Biology and Behavioral Basis for Smoking-Attributable Disease, A Report of the Surgeon General, 2010*



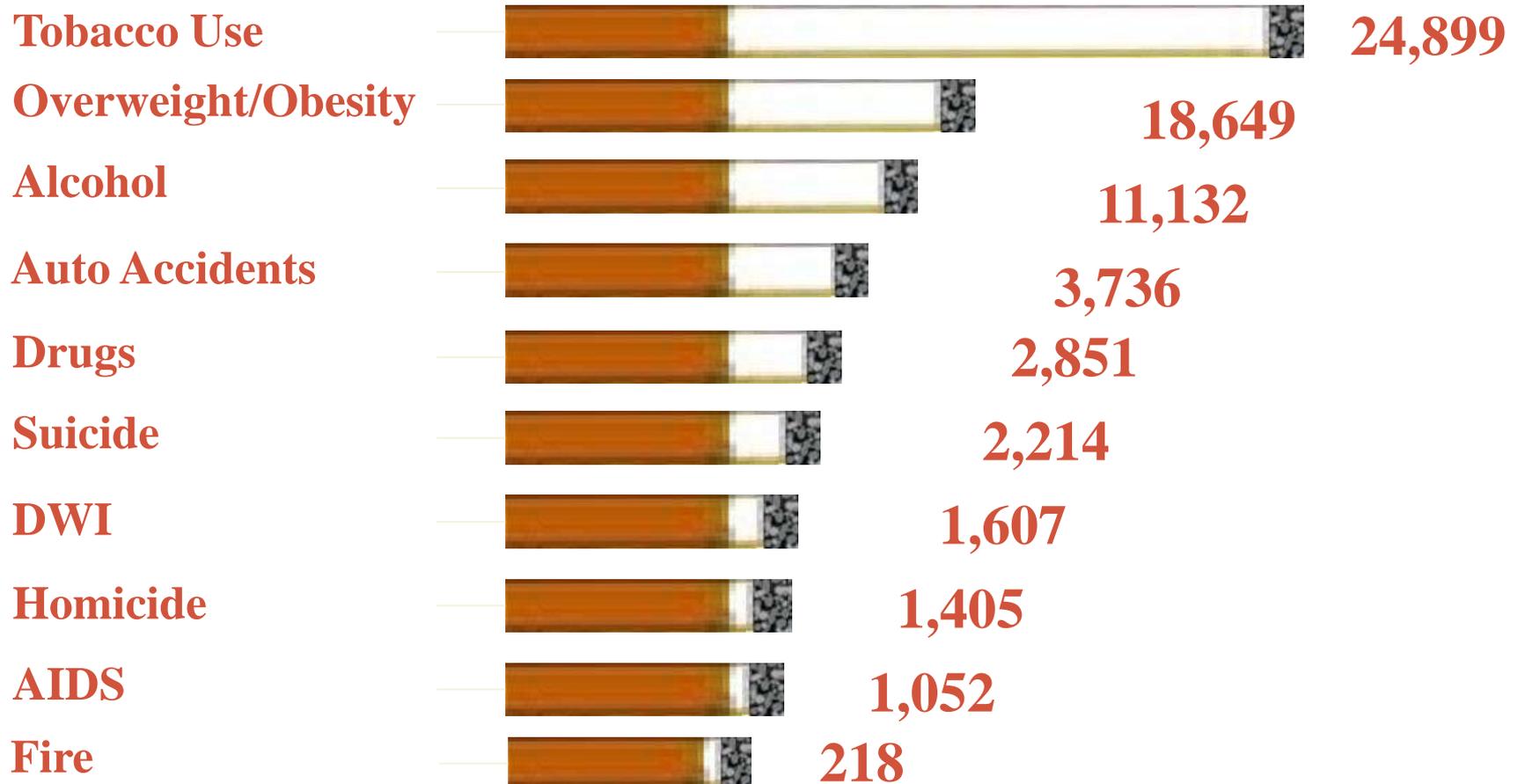
*“We don’t smoke that s--t. We just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid.”*

[R.J. Reynolds executive’s reply when asked why he didn’t smoke according to Dave Goerlitz, lead Winston model for seven years for R.J. Reynolds.]  
Giovanni, J, “Come to Cancer Country; USA; Focus,” The Times of London,  
August 2, 1992.

# Tobacco = Problem

- Globally – One person dies every five seconds from a tobacco related cause.
- Nationally – One person dies every 72 seconds from a tobacco related cause.
- Texas – One person dies every 22 minutes from a tobacco related cause.
- 1,140 youth take up smoking every day; one third of them will die from their habit.

# Texas Preventable Deaths, 2001



# Prevalence

## Adolescents:

- 9.8% of Texas youth are regular smokers
- 39% of Texas youth in substance abuse treatment services are regular smokers
- 1.85% of youth smokers in substance abuse treatment have co-occurring mental health and substance dependence diagnosis

## Adults:

- 15.8% of Texas adults are regular smokers
- 70% of Texas adults in substance abuse treatment services are regular smokers
- 13% of adult smokers in substance abuse treatment services have co-occurring mental health and substance dependence diagnosis

# Adult Prevalence

## Above Texas Average

- Gender: **Males**
- Race & Ethnicity: **Blacks, Whites**
- Age: **18-29** (30-64 close to state average)
- Education Level: **High School**
- Annual Income: **\$25,000 or less**

## Below Texas Average

- Gender: **Females**
- Race & Ethnicity: **Hispanics**
- Age: **65+**
- Education Level: **College Graduate**
- Annual Income: **\$50,000 or higher**

# Texas School Survey of Substance Use Among Students: Grades 7-12

- Use of cigarettes and use of alcohol, marijuana and other drugs are highly correlated.
- Past-month cigarettes smokers in Grades 7-12 were:
  - 4 times more likely than non-smokers to report past month alcohol use (83.1% vs 22.2%)
  - More than 8 times as likely to report past month marijuana use compared with non-smokers (51.1% vs 6.3%)
  - More than 7 times as likely to report past month any illicit drug use compared with non-smokers (56.6% vs 7.7%)
  - Almost 5 times as likely to report binge drinking in the past month compared to non-smokers (65.8% vs 14.6%)
  - More than 8 times as likely to report heavy marijuana use (daily or weekly use) compared with non-smokers (27.1% vs 3.2%)

# Cigarette Health Effects

- Smoking causes 443,000 deaths (one in five) each year in the United States.
- Smoking causes an estimated 90 percent of all lung cancer deaths in men and 80 percent of all lung cancer deaths in women.
- An estimated 90 percent of all deaths from chronic obstructive lung disease caused by smoking.
- For every person who dies from a tobacco related cause, 20 more are suffering from the impact of tobacco related diseases.

# Cigarette Health Effects

- Compared to nonsmokers, smoking is estimated to increase the risk of:
  - Coronary heart disease by 2 to 4 times
  - Stroke by 2 to 4 times
  - Lung Cancer in men by 23 times
  - Lung Cancer in women by 13 times
  - Death by chronic obstructed lung diseases (such as chronic bronchitis and emphysema) by 12 to 13 times

# Cigarette Health Effects

- Cardiovascular Impacts
  - Smoking causes coronary heart disease
  - Smoking reduces circulation by narrowing blood vessels and increases risk of developing peripheral vascular diseases
  - Smoking causes abdominal aortic aneurysm
- Respiratory Impacts
  - Smoking causes lung cancer
  - Smoking causes lung diseases by damaging the airways and alveoli of the lungs

# Cigarette Health Effects

- Cancers caused by smoking:
  - Acute myeloid leukemia
  - Bladder cancer
  - Cancer of the cervix
  - Cancer of the esophagus
  - Kidney cancer
  - Cancer of the larynx (voice box)
  - Lung cancer
  - Cancer of the oral cavity (mouth)
  - Cancer of the pharynx (throat)
  - Stomach cancer
  - Cancer of the uterus

# Cigarette Health Effects

- Adverse Reproductive and Early Childhood effects:
  - Infertility
  - Preterm delivery
  - Stillbirth
  - Low birth weight
  - Sudden Infant Death Syndrome (SIDS)
  - Postmenopausal women who smoke have lower bone density than women who never smoked
  - Women who smoke have an increased risk for hip fracture than women who never smoked

# Smokeless Health Effects

- Cancer
  - Smokeless tobacco contains 28 cancer-causing agents
  - Smokeless tobacco is a known cause of human cancers and increases the risk of developing cancer of the oral cavity
- Oral Health
  - Smokeless tobacco strongly associated with leukoplakia – a precancerous lesion of the soft tissue in the mouth consisting of a white patch or plaque that can not be scraped off
  - Associated with recession of the gums, gum disease and tooth decay

# Smokeless Health Effects

- Reproductive Health
  - Smokeless tobacco use during pregnancy increases the risk for preeclampsia, premature birth and low birth weight
  - Smokeless tobacco use by men causes reduced sperm count and abnormal sperm cells
- Nicotine Addiction
  - Smokeless tobacco use can lead to nicotine addiction and dependence
  - Adolescents who use smokeless tobacco are more likely to become cigarette smokers

# Secondhand Smoke Health Effects

- According to the Surgeon General:
  - Secondhand smoke is the combination of smoke from the burning end of a cigarette and the smoke breathed out by smokers. Secondhand smoke contains more than 7,000 chemicals. Hundreds are toxic and about 70 can cause cancer.
- There is no risk-free level of exposure to secondhand smoke.

# Secondhand Smoke Health Effects

- Cardiovascular impacts
  - Causes an estimated 46,000 premature deaths from heart disease each year in nonsmokers
  - Exposure increases nonsmokers risk of developing heart disease by 25 to 30 percent
  - Interferes with normal functioning of heart, blood and vascular systems in ways that increase risk of a heart attack
  - Brief exposure can damage the lining of blood vessels and cause blood platelets to become stickier – increasing risk of heart attack.

# Secondhand Smoke Health Effects

- Lung Cancer
  - Increases nonsmokers risk for developing lung cancer by 20 to 30 percent
  - Causes an estimated 3,400 lung cancer deaths annually among nonsmokers
  - Even brief exposure can damage cells in ways that set the cancer process in motion
  - The longer the duration and higher the exposure to secondhand smoke, the greater the risk of developing lung cancer

# Secondhand Smoke Health Effects

- Sudden Infant Death Syndrome (SIDS)
  - Smoking during pregnancy increases the risk for SIDS
  - Infants exposed to secondhand smoke after birth are also at a greater risk for SIDS
  - Chemicals in secondhand smoke appear to effect the brain in ways that interfere with breathing regulation
  - Infants who die from SIDS have higher concentrations of nicotine in their lungs and higher levels of cotinine (A biological marker for secondhand smoke exposure) than infants who die from other causes

# Secondhand Smoke Health Effects

- Children's health impacts
  - Older children whose parents smoke get sick more often, their lungs grow less and get more bronchitis and pneumonia
  - Wheezing and coughing are more common in children who breath secondhand smoke
  - Secondhand smoke can trigger an asthma attack in children. Children exposed to secondhand smoke have more severe and frequent asthma attacks, putting a child's life in danger.
  - Children whose parents smoke get more ear infections. They also have fluid in their ears more often and have more operations to put in ear tubes for drainage.

# Secondhand Smoke Elimination Health Effects

- Clean indoor air legislation linked to reduced hospitalizations for Acute Myocardial Infarction (heart attack)
  - City of Pueblo, Colorado, 2002-2006
    - City passed ordinance making all workplaces and public places smoke free effective July 1, 2003
    - 18 months prior to ordinance, hospitals reported 257 per 100,000 person-years AMI admissions
    - 18 months after the ordinance, hospitals reported 187 per 100,000 person-years AMI admissions (27 percent decline)
    - 36 months after the ordinance, hospitals reported 152 per 100,000 person-years AMI admissions (19 percent decline from first study, 41 percent decline from before passage)

# Traditional Products



# New Products: Snus



# New Products: Orbs



# New Product: Sticks



# New Products: Strips



# Treatment Best Practices

## Current Texas Model

- Ask
- Advice
- Refer
- Pharmacology
- Electronic Medical Record/Electronic Health Record

## National Models

- 5 A's
  - Ask, Advise, Assess, Assist, Arrange
- 5 R's
  - Relevance, Risk, Rewards, Roadblocks, Repetition
- Pharmacology

# Treatment Best Practices

- Identification and assessment of tobacco use
  - Single most important step
  - Simple question: “Do you use tobacco?”
  - Follow up questions:
    - What type? How often? When did you start?
- Assess willingness to change
  - Second major question: “Are you willing to quit in the next 30 days?”
  - If not, promote motivation to quit
  - If willing, provide appropriate information and refer to Quitline

# Texas Cessation Resources

- Telephone Counseling
  - Comprehensive Coalitions areas: Austin, San Antonio, Fort Bend County, Tyler/Longview and Lubbock and surrounding counties
  - Medicaid Clients
- Telephone Counseling & Nicotine Replacement Therapy
  - Uninsured
  - Pregnant
  - Clinician Referral – fax, on-line, HER
- Web-Coach
  - All Texas Residents
- Texting
  - All Texas Residents

# Texas Cessation Resources

- Cessation counseling provided by Alere Wellbeing, Inc.
  - Alere was chosen by the American Cancer Society in 2009 to take over ACS quitline operations.
  - Alere selected by DSHS in RFP process in 2010
  - Telephone Counseling and Web-Coach provided in English and Spanish
  - Services provided 24-7 basis
  - Specific protocols for Adolescents and Pregnant Women
  - In addition to counseling, educational packets also provided to callers (both tobacco users and non-tobacco users)

# Texas Cessation Resources

- Web-Links

- [www.yesquit.org](http://www.yesquit.org)

- Resources for tobacco users and family/friends to aid in quitting
- Resources for clinicians to identify, track and refer tobacco users and a 30-minute on-line training that can provide CE credits

- [www.quitforyourchild.org](http://www.quitforyourchild.org)

- Specifically targets women who are pregnant or have small children to aid them in quitting

# DSHS On-Line Resources

- Prevention
  - DUCK Campaign: [www.DUCKTEXAS.com](http://www.DUCKTEXAS.com)
  - WorthIt? Campaign: [www.worthit.org](http://www.worthit.org)
  - Smokeless Tobacco: [www.SpittleOutTexas.org](http://www.SpittleOutTexas.org)
- Secondhand Smoke
  - ShareAir: [www.shareair.org](http://www.shareair.org)
- Youth Access
  - Tobacco Laws: [www.TexasTobaccoLaw.org](http://www.TexasTobaccoLaw.org)
- State tobacco program information, research findings, reports
  - [www.dshs.state.tx.us/tobacco](http://www.dshs.state.tx.us/tobacco)

# On-Line Resources

- [www.cancer.org](http://www.cancer.org) – American Cancer Society
- [www.americanheart.org](http://www.americanheart.org) – American Heart Association
- [www.breathehealthy.org](http://www.breathehealthy.org) – American Lung Association
- [www.tobaccofreekids.org](http://www.tobaccofreekids.org) – Campaign for Tobacco Free Kids
- [www.legacyforhealth.org](http://www.legacyforhealth.org) – American Legacy Foundation (sponsors national cessation campaign)
- [mayoresearch.mayo.edu/mayo/research/center-tobacco-free-living/index.cfm](http://mayoresearch.mayo.edu/mayo/research/center-tobacco-free-living/index.cfm) – Mayo Clinic Center for Tobacco Free Living

# On-Line Resources

- <http://www.cdc.gov/tobacco/osh/index.htm> - Centers for Disease Control and Prevention, Office on Smoking or Health
- <http://www.fda.gov/TobaccoProducts/default.htm> – Food and Drug Administration, Center for Tobacco Products
- <http://betobaccofree.hhs.gov/> - U.S. Department of Health & Human Services tobacco prevention and cessation
- <http://www.txsaywhat.com/> - Youth involvement initiatives for advocacy and education coordinated by Texas State University – San Marcos

# Any Questions?



# Thank you for playing along...

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[Penny.Harmonson@dshs.state.tx.us](mailto:Penny.Harmonson@dshs.state.tx.us)

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