

Highlights in Tobacco Control

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Practical Ideas Online

Texas Tobacco Quitline Services - Just a FAX Away...

Message to the Community

*'Know someone who smokes, and might want to quit smoking?
Help is just a FAX away.*

For a limited time only... contact your doctor, dentist or other health care provider – and ask them about a Fax Referral to the **Quitline**. You may be eligible to receive **free telephone counseling** to help you stop smoking...and a **free, 2 – month supply of the patch** - nicotine replacement therapy (NRT).



Message to Health Care Providers

Over 41% of smokers try to quit each year... increase their odds of success with a FAX....

Advise smokers to stop.

Assess readiness to quit.

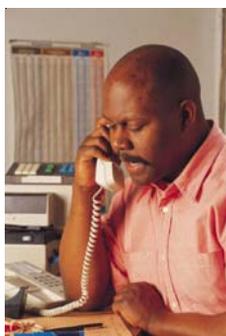
Assist smoker to quit.

- If they are ready, ask them to sign the **Texas Fax Referral Form** (forms available by calling the Texas Department of State Health Services (512) 458- 7200)
- **Fax the form** to the Texas Quitline 1-877-747-9528. A trained counselor from the **American Cancer Society will:**
 1. contact them and provide 3 telephone counseling sessions of 15 – 30 minutes each.
 2. provide them with a 2 month supply of NRT.
 3. provide up to 3 additional telephone-counseling sessions for callers who relapse.



Practical Ideas to Increase Support for Smoking Cessation in your Community

- Contact doctors, dentists, and other health care providers and student health centers – including those at trade and technical schools.
 - Remind them of the free, 2 month supply of NRT, available while supplies last.
 - Distribute a sample FAX Referral Form & flyer, **Smokers Still Need Information on Tobacco**.
 - Contact a reporter from your local newspaper and ask them to run a story based on the flyer, **Smokers Still Need Information on Tobacco**.
- Print up extra copies of the flyer, **Smokers Still Need Information on Tobacco** and post at worksites, break areas and laundry mats.
- Stage a “happening” and “start a buzz” about the free Quitline services.



**Are you - or is someone you know -
Ready to Quit? Call the Quitline at
1-877-YES-QUIT**

Dear Dr. Phil (Huang),

Ask
Dr.
Phil

Why is The Texas Quitline (1-877-YES QUIT) so popular?

- It “**works**”. Smokers who use the Quitline show an **11% quit rate**¹ after six months, higher than those who try to do it on their own.
- It is available to call **any time** – day or night.
- No transportation is needed.
- It’s **free** – in your home, at a time convenient to you

And, if you have your health care provider **contact the Quitline** through the FAX Referral Form, you also get a **free**, 2-month supply of Nicotine Replacement Therapy (NRT).

Reference

1. Rabiou, V., (2005) unpublished data, American Cancer Society, Texas Division.



Smokers Still Need Information on Tobacco

94% of smokers think they know the health risks of smoking...yet a December 2004 publication¹ in the journal, *Nicotine and Tobacco Research*, reports that **most adult smokers are misinformed about the health risks of smoking**. The information listed below is based on a national random-digit-dialed telephone survey of 1,046 current cigarette smokers over 18 years of age.

Health Risks of Smoking

Percent of **Adult Smokers who DID NOT KNOW** that:

- **46%** If you smoke, your risk of having a heart attack is higher than others your age who don't smoke.
- **42%** If you smoke, your chance of developing cancer is higher than others your age who don't smoke.
- **33%** Cigarettes have been proven to cause cancer

Contents of Cigarette Smoke

Percent of **Adult Smokers who DID NOT KNOW** that:

- **86%** Cigarette smoke contains radioactive materials
- **79%** Cigarette smoke contains lead
- **67%** Cigarette smoke contains ammonia
- **66%** Cigarette smoke contains arsenic

Safety of Low Tar and Filtered Cigarettes

Percent of **Adult Smokers who DID NOT KNOW** that:

- **91%** Smoking 1 ultra light cigarette gives you the same amount of tar as one regular cigarette
- **88%** Smoking 1 light cigarette gives you the same amount of tar as one regular cigarette
- **71%** Filtered cigarettes are just as dangerous as the same cigarette without a filter

Nicotine Replacement Therapy (NRT)

Percent of **Adult Smokers who DID NOT KNOW** that:

- **65%** NRT patches are less likely to cause someone to have a heart attack as cigarettes
- **41%** Nicotine medications, like the patch, improve your chances of quitting successfully

Reference

1. Cummings KM, Hyland A, Giovino GA, Hastrup JL, Bauer JE, Bansai MA, *Are smokers adequately informed about the health risks of smoking and medical nicotine?* Nicotine & Tobacco Research, Vol 6, Suppl. 3 (Dec 2004) S333-S340.

Medications to Help Kick the Habit

Are you or is someone you know, **thinking about quitting?** Call the Quitline (1-877-YES QUIT) – 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.**¹

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 trails have shown that when used as directed, **NRT by itself doubles the chance** of successful quitting.²

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.