



Smoking

The American Cancer Society and
Congregational Health Ministry Team

November Module

To access this module via the Web,
Visit www.cancer.org and
type in congregational health ministry in the search box.

TOPIC: Smoking

NOVEMBER CONTENT



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TOPIC: Smoking

OVERVIEW

TALKING POINTS

Smoking is the most preventable cause of death in our society. Thirty percent of all cancer deaths, including 87% of lung cancer deaths, can be attributed to tobacco.

- Lung cancer estimates for 2004:
 - New cases – 173,770
 - Males: 93,110
 - Females: 80,660
 - Deaths – 160,440
 - Males: 91,930
 - Females: 68,510
- Each year, about 3,000 nonsmoking adults die of lung cancer as a result of breathing secondhand smoke.
- More than 80 percent of smokers surveyed in 1991 began to smoke before age 18, and 35 percent had become daily smokers by age 18.
- Smoking-related medical costs totaled \$75.5 billion in 1998 and accounted for eight percent of personal health care medical expenditures. This translates to \$1,623 in excess medical expenditures per adult smoker in 1999.

BULLETIN BOX

- If you don't smoke, don't start.
- If you do smoke, pick a date to quit and stick with it.
- Avoid secondhand smoke, for the health of both you and your children.
- Smokeless tobacco is not a safe alternative to smoking cigarettes.
- Talk to your kids about the dangers of tobacco use.

RESOURCES

American Cancer Society Web site: www.cancer.org
American Cancer Society phone number: 1-800-ACS-2345
National Cancer Institute Web site: www.cancer.gov
National Cancer Institute phone number: 1-800-4CANCER

Join us for an informative discussion on smoking.

Location:

Date:

Time:

For more information, contact:



Join Us for an Informative Discussion on Smoking

**Learn about:
Cigarettes and lung cancer
Secondhand smoke
Smokeless tobacco**

Location:

Date:

Time:

For more information, contact:

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SAMPLE NEWSLETTER:

IF YOU QUIT NOW, YOU'LL FEEL RESULTS IMMEDIATELY



Within 20 minutes of smoking that last cigarette, your body begins a series of improvements that continue for years.

20 minutes after quitting:

- Blood pressure drops to a level close to that before the last cigarette.
- Temperature of hands and feet increase to normal.

8 hours after quitting:

- Carbon monoxide level in blood drops to normal.

24 hours after quitting:

- Chance of heart attack decreases.

2 weeks to 3 months after quitting

- Circulation improves and lung function increases up to 30 percent.

1 to 9 months after quitting:

- Coughing, sinus congestion, fatigue, and shortness of breath decrease.

1 year after quitting:

- Excess risk of coronary heart disease is half that of a smoker.

5 years after quitting:

- Stroke risk is reduced to that of a nonsmoker's five to 15 years after quitting.

10 years after quitting

- Lung cancer death rate drops to about half that of a continuing smoker.

15 years after quitting

- Risk of coronary heart disease is that of a nonsmoker.

For more information about how quitting smoking can improve your health, call the American Cancer Society at 1-800-ACS-2345 or visit their Web site at www.cancer.org.

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SAMPLE NEWSLETTER:

WHAT'S NEW IN LUNG CANCER RESEARCH?

Lung cancer is the leading cause of cancer death in both men and women, and cigarette smoking is by far the most important risk factor for developing the disease. Right now, many researchers believe that prevention is the best way to fight lung cancer.

Although nearly four decades have passed since studies revealed the link between smoking and lung cancers, scientists estimate that smoking is still responsible for about 85-90 percent of cases. Today's research is continuing to look at:

- Ways to help people quit smoking through counseling, nicotine replacement, and other medications;
- Ways to prevent young people from ever taking up smoking;
- Genetic factors that may make some people more likely to get lung cancer if they smoke or are exposed to secondhand smoke;
- Screening for lung cancer, specifically through the National Cancer Institute's National Lung Cancer Screening Trial, which is determining whether screening for lung cancer can reduce deaths;
- Reducing side effects from chemotherapy for lung cancer patients; and
- Using targeted therapies to prevent lung cancer from growing.

Researchers are making progress every day in prevention, early detection, and treatment with the potential to save thousands of lives each year. To find out how you can be a part of this groundbreaking work, contact the American Cancer Society at 1-800-ACS-2345 or visit their Web site at www.cancer.org. You can also find out how the American Cancer Society can double your chances of quitting smoking successfully.

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SAMPLE NEWSLETTER:

SMOKELESS TOBACCO

From 1976 to 1994, American adults smoking cigarettes declined from 36 percent to 26 percent. However, during this same decade, there was resurgence in the use of all forms of *smokeless* tobacco – plug, leaf, and snuff. The greatest cause for concern is the sharply increased use of “dipping” snuff.

Smokeless tobacco use is promoted as a safe alternative to cigarette smoking and is advertised as a masculine, attractive, and socially acceptable practice. In reality, smokeless tobacco increases the risk of oral cancer and other health problems. There are reports that smokeless tobacco is being used regularly by children as early as the 4th grade. The medical and dental professions must recognize – and educate the public about – the serious health risks of smokeless tobacco use. Here are some facts about smokeless tobacco:

Tobacco use is a known cause of cancer. Smokeless tobacco is *not* a safe substitute for cigarettes.

Estimates made from a 1992-1993 national survey indicate that approximately 3.7 million adults are current users of smokeless tobacco. Use is increasing, especially among young males.

The Centers for Disease Control and Prevention report that approximately 20 percent of male high school students used smokeless tobacco in 1995.

The Third National Cancer Survey found that men who used smokeless tobacco incurred a 3.9-fold increased risk of oral cancer. Another study showed that use of smokeless tobacco by southern women resulted in roughly a four-fold increase in oral cancer.

For more information on smokeless tobacco, call the American Cancer Society at 1-800-ACS-2345 or visit their Web site at www.cancer.org.

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FACT SHEET

- Lung cancer is the leading cause of cancer death in the U.S. for both men and women. (Source: *Cancer Facts & Figures 2004*)
- Tobacco use is the single largest preventable cause of disease and premature death in the United States. It accounted for an estimated 440,000 premature deaths and \$157.7 billion in health-related economic losses each year from 1995 – 1999. (Source: *Cancer Prevention & Early Detection 2004*)
- Eighty-seven percent of lung cancer deaths can be attributed to tobacco. (Source: *Cancer Prevention and Early Detection 2004*)
- Lung cancer estimates for 2004:
 - New cases – 173,770
 - Males: 93,110
 - Females: 80,660
 - Deaths – 160,440
 - Males: 91,930
 - Females: 68,510
- Besides lung cancer, tobacco use also causes increased risk for cancer of the mouth, nasal cavities, larynx, pharynx, esophagus, stomach, liver, pancreas, kidney, bladder, uterine cervix, and myeloid leukemia. (Source: *Cancer Prevention and Early Detection 2004*)
- In 2004, more than 180,000 cancer deaths will be caused by tobacco use. (Source: *Cancer Prevention and Early Detection 2004*)
- Among adults in 2001, national data showed an estimated 46.2 million US adults (22.8% of the population) were current smokers. (Source: *Cancer Facts and Figures 2004*)
- More than 80 percent of smokers surveyed in 1991 began to smoke before age 18 and 35 percent had become daily smokers by age 18. (Source: *Cancer Facts and Figures 2004*)
- Each year, about 3,000 nonsmoking adults die of lung cancer as a result of breathing secondhand smoke. (Source: *Cancer Facts and Figures 2004*)
- Cigars smoking has health consequences and hazards similar to those of cigarettes and smokeless tobacco. (Source: *Cancer Facts and Figures 2004*)
- Among adults age 18 and older, national data showed six percent of men and one percent of women were current users of chewing tobacco or snuff. (Source: *Cancer Facts and Figures 2004*)
- Oral cancer occurs several times more frequently among snuff dippers compared with non-tobacco users. (Source: *Cancer Facts and Figures 2004*)
- Smoking-related medical costs totaled \$75.5 billion in 1998 and accounted for eight percent of personal health care medical expenditures. This translates to \$1,623 in excess medical expenditures per adult smoker in 1999. (Source: *Cancer Facts & Figures 2004*)

For more information about tobacco, call the American Cancer Society at 1-800-ACS-2345 or visit their Web site at www.cancer.org.

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YOUR QUIT DAY CHECKLIST

The American Cancer Society's Great American Smokeout is held the third Thursday of every November. Whether you quit then or at another time that's right for you, the day you put down tobacco is a true milestone. Use this checklist to help you make it:

Getting ready for quit day:

- ✓ Pick the date and mark it on your calendar.
- ✓ Tell friends and family the date you have chosen.
- ✓ Stock up on sugarless gum, carrot sticks, and hard candy.
- ✓ Decide on a plan in advance. Will you use nicotine replacement therapy? Will you attend a smoking cessation class? If so, sign up now.
- ✓ Practice saying, "No, thank you, I don't smoke."
- ✓ Set up a support system. This could be a group or a friend who has successfully quit.

Getting through quit day:

- ✓ First and foremost: don't smoke.
- ✓ Get rid of all cigarettes, lighters, ashtrays, and any other items related to smoking.
- ✓ Keep active – try walking, exercising, or doing other activities or hobbies.
- ✓ Drink lots of liquids. Water (6-8 glasses daily), herbal teas, fruit juices, and caffeine-free soft drinks all fit the bill.
- ✓ Begin using the method for quitting that fits your personal needs. Attend a stop smoking class, use nicotine replacement, or follow a self-help plan.
- ✓ Eat three meals. This maintains constant blood sugar levels, thus lowering urges to smoke. Avoid sugar-laden foods or spicy foods that often trigger a desire for cigarettes.
- ✓ At meals, eat slowly and pause between bites. Leave the dinner table immediately after finishing eating to avoid the urge to light up.
- ✓ Reduce or avoid alcohol. Stick to club soda, nonalcoholic punch, or spicy drinks. This will curb the urge to light up while you're drinking, and will keep extra pounds off.

To cope with cravings, practice the 4 "Ds":

1. Deep breaths. Slowly inhale and exhale.
2. Drink lots of water during the day (especially during a craving).
3. Do something else to get your mind off the craving.
4. Delay reaching for a cigarette; the urge will pass.

Use the 4 "As" to deal with tough situations:

1. Avoid people and places that tempt you to smoke.
2. Alter some of your other daily habits, like meal times, your route to work, etc.
3. Alternatives for your mouth – like gum and healthy snacks.
4. Activities for your hands – like needlework, woodcarving, or other hobbies.

Congratulations! The day you quit tobacco is one of the most important days of your life, and your first step toward better health. If you'd like additional tips or resources that could double your chances of quitting successfully, call the American Cancer Society at 1-800-ACS-2345 or visit their Web site at www.cancer.org.

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TOBACCO WORD SEARCH

I	T	J	H	R	I	D	E	N	S	D
N	S	D	Y	O	W	C	A	E	J	R
S	M	O	K	I	N	G	J	T	O	A
T	E	W	D	A	N	C	U	S	G	W
E	L	N	D	I	K	S	M	I	H	O
A	L	R	H	M	O	W	P	L	A	Y
D	U	T	J	T	H	I	N	G	S	R
W	O	M	G	O	F	M	S	I	N	G
N	S	Y	T	A	L	K	R	E	D	S

Find and circle these words:

Things to do instead of smoking

- dance
- draw
- jog
- jump
- listen
- nothing
- play
- ride
- sing
- smell
- swim

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TOBACCO COMES IN MANY FORMS QUIZ

When people think of tobacco, they usually think of cigarettes. But tobacco comes in a number of other forms that are just as dangerous: cigars, smokeless tobacco, pipe tobacco, and bidis. Answer the following questions – either true or false – and find out more about other tobacco sources.

1. In 1986, the U.S. Surgeon General concluded that the use of smokeless tobacco is not a safe substitute for smoking cigarettes or cigars.
 - a. True
 - b. False
2. The risk of cancer of the cheek and gums may increase nearly 50-fold among long-term snuff users.
 - a. True
 - b. False
3. Nationwide, 15 percent of U.S. male high school students used chewing tobacco, snuff, or dip in 2001.
 - a. True
 - b. False
4. In 1998, the median percentage of adults, age 18 and older, who ever smoked cigars was 39 percent.
 - a. True
 - b. False
5. Cigar smokers have four to 10 times the risk of dying from laryngeal, oral, or esophageal cancers compared to nonsmokers.
 - a. True
 - b. False

Answers

All of the above statements are true.

For more information and to get tips on how to quit using tobacco, contact the American Cancer Society at 1-800-ACS-2345 or www.cancer.org.

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SUGGESTED MATERIAL

Title: The Decision Is Yours
Description: Helps young people make the decision not to start smoking.
Order #: 2050.00
Cost: \$0.04
Quantity: Banded in 25

Title: When Smokers Quit
Description: Highlights the immediate and long-term positive benefits of quitting smoking.
Order #: 5602.00
Cost: \$0.03
Quantity: Banded in 25

Title: The Cold Hard Facts About Dip
Description: Illustrates the effects and dangers of smokeless tobacco.
Order #: 2643.00
Cost: \$0.08
Quantity: Banded in 25

Title: The Smoke Around You
Description: Discusses the dangers of secondhand smoke.
Order #: 2060.00
Cost: \$0.05
Quantity: Banded in 25

Title: Questions About Smoking, Tobacco and Health...and the Answers
Description: Contains basic questions about tobacco, with informative and concise answers.
Order #: 2023.00
Cost: \$0.14
Quantity: Banded in 25

To order, call your American Cancer Society at 1-800-ACS-2345.

Other References:

American Cancer Society's Web site, www.cancer.org

American Cancer Society Web site on prevention for youths: www.healthforsuccess.org

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SPEAKER'S NOTES FOR PRESENTATION

- Slide 1: Welcome to this presentation on Smoking. My name is _____. I appreciate the opportunity to share this information with you and hope that you will find it useful.
- Slide 2: none
- Slide 3: Tobacco use causes cancer of the lung, mouth, larynx, pharynx, esophagus, pancreas, kidney, bladder, and uterine cervix.
Approximately one in five Americans die each year from cardiovascular disease caused by smoking.
- Slide 4: Our challenge is to keep youth from initiating smoking in the first place. Eighty percent of adult smokers began smoking before the age of 18.
- Slide 5: The 1998 tobacco settlement banned billboard advertising and prohibited tobacco companies from using cartoon images in their marketing. But several recent studies show that, rather than reducing their advertising expenditures, the tobacco companies have redirected their money and may be reaching children more effectively than ever. In 1998, these expenditures reached an all time high of 6.73 billion dollars.
- Slide 6: There are almost as many former smokers in this country as there are current smokers. Former smokers are those who report they have smoked over 100 cigarettes in their lifetime and do not now smoke.
- Slide 7: Decide on your plan prior to your selected quit day. Select the day you are going to quit, mark it on your calendar, tell friends and family the date you have chosen, and set up a support system (a group or friend who has successfully quit and is willing to help you).
- Slide 8: Secondhand smoke exposure occurs when nonsmokers inhale the tobacco smoke of others. Secondhand smoke contains the same harmful chemicals as the smoke that smokers inhale.
Several studies have also established a link between parental smoking and the occurrence of sudden infant death syndrome (SIDS). Children of parents who smoke have a two-fold increased risk of dying from SIDS.
- Slide 9: Smokeless tobacco use is promoted as a safe alternative to cigarette smoking and is advertised as a masculine, attractive, and socially acceptable practice. In reality, it is not a safe alternative to cigarettes.
- Slide 10: Studies have shown that smokeless tobacco use by men and women results in roughly a four-fold increase in oral cancer.
- Slide 11: none

Slide 12: none

Slide 13: ~ Reduce initiation by advocating to our legislators to increase excise taxes on cigarettes and promoting mass-media educational campaigns.

~ Reduce Secondhand smoke exposure by advocating to our policy makers to implement smoking bans and restrictions.

~ Increase cessation by advocating to increase excise taxes and reduce out-of-pocket costs for cessation treatments; sustaining educational campaigns; providing cessation interventions like Quitlines; and providing reminder and education systems for health care providers.

Slide 14: none