



American Cancer Society
High Plains Division
Austin Corporate Office
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Place
Stamp
Here

Burning Up Your Money

Not only does smoking reduce your life expectancy by approximately 14 years, but it can also reduce the money in your wallet. Smoking is expensive. The economic costs of smoking are estimated to be about \$3,391 per smoker per year. The only thing you're paying for is possible health problems in the future. And cheaper cigarettes, like hand-rolled ones, are not healthier.

Calculating the Cost

If you're a smoker, it isn't hard to figure out how much you spend: multiply how much money you spend on tobacco every day by 365 (days per year). The amount may surprise you. Now multiply that by the number of years you have been using tobacco; next multiply the cost per year by 10 (for the upcoming 10 years) and ask yourself what you would rather do with that much money.



**Call 1.800.ACS.2345 or visit
www.greatamericansmokeout.org to find
out more about tobacco use prevention.**

Great American Smokeout® News



Great American Smokeout®

Couple Succeeds In Quitting



Kathy and Greg McCain

Mark Twain once said, "To cease smoking is the easiest thing I ever did. I ought to know because I've done it a thousand times." Though humorous, there is sad truth behind that saying. More than 70 percent of smokers want to quit and attempt to each year, but without help, most fail. It can take up to seven attempts or more to quit successfully.

Through the corporate Quitline, the McCains were able to receive support and stay focused on their personal reasons for quitting. Silgan Plastics' contract with the Society Quitline included such customized services as counseling sessions tailored to the participant, self-help booklets designed to keep participants motivated and prepared for life without tobacco, and Nicotine Replacement Therapy.

"With specialized medication and counseling, I was able to quit in just a few weeks," said Kathy. "Greg also quit soon after."

Using this program, the McCains were shocked with how fast their desire to smoke ceased. "We quit much sooner than we thought," Greg said. "We both liked smoking so much, and now we never want to go back to it."

After one year of being tobacco-free, Greg and Kathy are seeing many benefits. "We are saving hundreds of dollars, we aren't hacking in the morning or coughing throughout the day, we don't exhaust as much, and our house doesn't smell like an ashtray anymore."

From an ex-smoker to current smokers, Kathy offers this advice: "I think the key to quitting smoking is that you have to be ready to really quit. Ready to have a lifestyle change. When that happens, the Quitline program can most certainly help you. And it's nice to have someone available 24 hours a day, seven days a week to provide the support."

For Kathy and Greg McCain, it only took two. The couple, who have a combined total of 50 years of smoking, kicked the habit a year ago in September using the American Cancer Society Quitline®.

Quitline is a telephone-based counseling program offered by the Society that helps smokers end the harmful addiction. Quitline counseling more than doubles a person's chance of successfully quitting.

The McCains knew tobacco was bad for them, but struggled giving it up. They both tried to quit on their own using various patches, but that failed. When they heard that their employer, Silgan Plastics, which is headquartered in Chesterfield, Mo., had a contract with the Society Quitline to help employees stop smoking, they once again decided to try to give up smoking.

"Smoking had been a problem for us for a long time," said Kathy. "We began coughing daily and our lungs felt strained. We knew it was hurting our health and our wallet. And since we are both around the age of 50, we wanted to be around in the future for our grandchildren."

How to Be a Quitter

Tobacco use remains the number one source of preventable death in the United States. Nearly one of every five deaths in the U.S. is related to smoking.

Kathy and Greg McCain used the Society Quitline offered through their employer. If your workplace doesn't offer it, don't worry. Every state in the High Plains Division offers some type of free telephone-based program that links callers with trained counselors. These specialists help smokers plan a customized quit method. Studies have shown that people who use telephone counseling stop smoking at twice the rate of those who don't get this type of help. With guidance from a counselor, quitters can avoid common mistakes that may self-destruct a quit attempt.

Telephone counseling is also more convenient for many people. Depending on each state's smoking cessation program, counselors may suggest a combination of quit methods.

To find a Quitline program in your area, call the American Cancer Society at 1-800-ACS-2345, or by visiting www.cancer.org.

**To Quit, Call
1.800.ACS.2345**

How is cigarette smoke harmful?

Cigarette smoke contains tar, which is made up of more than 4,000 chemicals, including more than 60 known to cause cancer. Some of these chemicals can cause heart and lung diseases, and all of them can be deadly.

There are no safe alternatives to smoking cigarettes, except quitting tobacco.

Menthol Cigarettes

Menthol cigarettes are not safer than any other brand. In fact, they may even be more dangerous. About one-fourth of all cigarettes sold in the U.S. are flavored with menthol. These cigarettes are especially popular among African Americans. A recent study found that those who smoke these cigarettes have a tougher time quitting and are less likely to quit.

Flavored Cigarettes

Several forms of flavored tobacco have become popular in recent years, especially among younger people. Clove cigarettes (kreteks), bidis, and more recently, hookahs, carry many of the same risks of cigarettes and other tobacco products. Each has its own additional problems associated with it, including cancers, lung disease, heart attacks, and chronic bronchitis.

Cigars

Many people view cigar smoking as more “civilized” as well as less dangerous than cigarettes. But a single large cigar can contain as much tobacco as an entire pack of cigarettes. Smoking cigars causes cancers of the lung, oral cavity (lip, tongue, mouth, throat), larynx (voicebox), esophagus, and may cause cancers of the bladder and pancreas. Cigar smokers have a greater risk of dying from heart disease, lung disease, or from cancer of the oral cavity, larynx, or esophagus compared with nonsmokers.

Pipe smokers are also at increased risk of dying from cancers. Users also have a

greater chance of dying from heart disease, stroke, and chronic lung disease.

Spit Tobacco

In 1986, the U.S. Surgeon General concluded that chewing tobacco and snuff are not safe alternatives for smoking cigarettes or cigars, as the amount of nicotine absorbed is usually more than the amount delivered by a cigarette. Overall, people who dip or chew receive about the same amount of nicotine as regular smokers. The most harmful cancer-causing substances in spit tobacco are tobacco-specific nitrosamines (TSNAs), which have been found at levels 100 times higher than those that are allowed in bacon, beer, and other foods. These carcinogens are known to cause lung cancer in animals.

The juice from the smokeless tobacco is absorbed directly through the lining of the mouth. These create sores and white patches that often lead to cancer of the mouth. The risk of cancer of the cheek and gums may increase nearly 50-fold among long-term snuff users.

The bottom line is there’s no such thing as a safe smoke. Even smoking one to four cigarettes a day can lead to an increased risk of heart disease and a higher risk of dying at an earlier age.

From the Kitchen of Big Tobacco
Recipe for Disaster: The Secret Formula for Cigarettes

Ingredients	Directions
ARSENIC-used in rat poison	Mix tobacco with toxic ingredients at left.
ACETIC ACID-found in Vinegar/hair dye	Throw in extra nicotine
ACETONE-paint thinner/nail polish remover	every so often and
AMMONIA-household cleaning fluid	they'll be asking for
CARBON MONOXIDE-poisonous gas	more.
DDT/DIELDRIN-Insecticides	And don't forget-
FORMALDEHYDE-used to embalm dead bodies	kids love it.
HEXAMINE-barbeque lighter fluid	
HYDRAZINE-used in jet and rocket fuels	
HYDROGEN CYANIDE-poison for gas chambers	
LEAD-highly poisonous metal	
NAPHTHALENES-used in explosives	
NITROBENZENE-a gasoline additive	
POLONIUM-210-a highly radioactive element	

Tips to Quit Smoking

Quitting smoking is not easy, and some people try several times before succeeding. The American Cancer Society believes there is no single best way, and smokers should try several methods to quit. These can include: step-by-step manuals, self-help classes or counseling, toll-free telephone based counseling programs, and/or using medicine. Smokers may also need to make changes in their daily routine to help them break their smoking habits.

Below are some tips to help smokers quit:

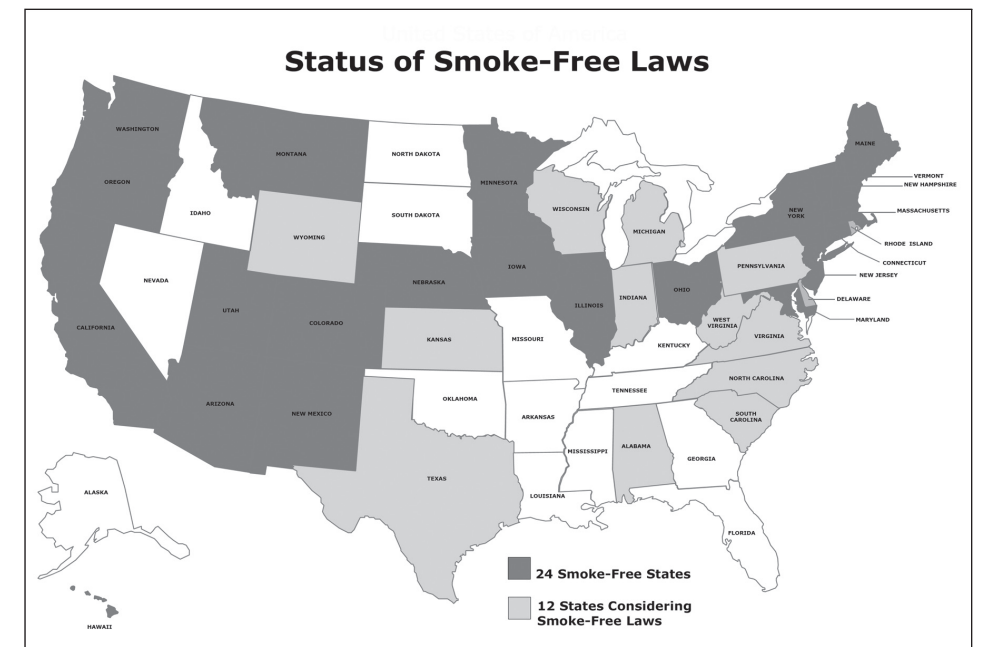
- Remove all cigarette-related materials (ashtrays, matches, etc.) from your home, car, and office – it will help avoid temptation.
- Smoking urges are worst in the first two weeks. They can last a few minutes at most, so practice the four Ds:
 1. **Deep** breaths
 2. **Do** something else to get your mind off the craving (call a friend, go for a walk, chew gum)
 3. **Drink** lots of water throughout the day and
 4. **Delay** reaching for a cigarette; the urge will pass

Other suggestions include:

- Avoiding situations that encourage smoking.
- Changing your routines. If you always light-up when you have a coffee, drink tea or juice instead.



Double your chances to quit for good. Call 1.800.ACS.2345



Call 1-800-ACS-2345 or visit www.cancer.org for additional tips on quitting tobacco for good.

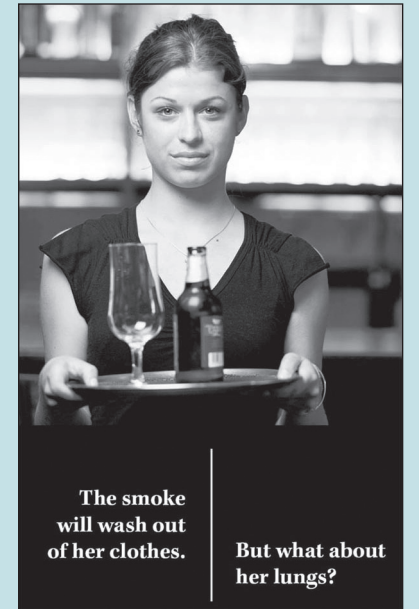
Advocacy

The American Cancer Society is committed to protecting the public from the illness and death caused by secondhand smoke. Given what we know about toxins in secondhand smoke, everyone deserves the right to breathe smoke-free air.

Smoke-free laws have been blazing a trail across America and the world. There are now 24 smoke-free states, including restaurants and bars. In 2008, Nebraska and Iowa have gone smoke-free. Several countries have gone smoke-free, including England, Ireland, Scotland, Wales, and New Zealand. There are more than 2,300 city ordinances in the U.S. that restrict public smoking. New York City, Washington, D.C., and Houston are among the larger cities to recently go smoke-free.

Polls across the nation have consistently shown that about 70% of the public support smoke-free laws, including more than one-third of smokers. Smoke-free laws are passing with increasing frequency because people are becoming more aware of the harm caused by secondhand smoke.

You can help make a difference by being an advocate for everyone’s right to breathe smoke-free air. Contact your local staff and find out how you can help us all to breathe a little easier.



A 2007 study published in the American Journal of Public Health found that nonsmoking restaurant and bar employees absorb a potent carcinogen while working in places that allow smoking. A carcinogen is a known cancer-causing chemical, and one called NNK is found in the body only as a result of using tobacco or breathing secondhand smoke. Levels of NNK, which is known to cause lung cancer, increased by 6 percent for each hour of work in an establishment that allowed smoking.