What needs to be done to get ready for the Yes You Can! TV & radio spots scheduled to run December 29th – January 26th 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.

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.”

Philip Huang, MD, MPH
Bureau Chief, TDH Chronic Disease & Tobacco Prevention

For more information contact:
Texas Department of Health, Bureau of Chronic Disease & Tobacco Prevention
Marcus Cooper, Information Specialist, <http://www.tdh.state.tx.us/otpc/>
512.458.7111 x3305, 1.800.345.8647
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Make a Resolution to QUIT!
Call the Quitline:
1-877-YES-QUIT

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.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 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

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