



# Health Promotion and Wellness Tobacco Cessation Newsletter



Welcome to the inaugural edition of the Navy Tobacco Newsletter! As the front line person, you have a critical and vital role helping Sailors, Marines, civilians, and beneficiaries quit and prevent the initiation of tobacco use. We appreciate all that you do on a daily basis to address tobacco cessation and promote tobacco free living. Thank you for your time and effort in this important cause. -- Mark Long, Ed.D., NMCPHC, Tobacco Program Manager.

## LATEST NEWS ON TOBACCO

### FDA ISSUES PROPOSED RULING ON E-CIGARETTES AND OTHER ALTERNATIVE PRODUCTS

Recently, the U.S. Food and Drug Administration (FDA) released its proposed ruling to extend its regulation of tobacco products to include electronic cigarettes (e-cigarettes), cigars, pipe tobacco, nicotine gels, waterpipe (or hookah) tobacco, and dissolvables. These products would be in addition to those already regulated: cigarettes, cigarette tobacco, roll-your-own tobacco and smokeless tobacco.



If passed, the ruling would require all newly deemed tobacco product makers to:

- Register with the FDA and report product and ingredient listings
- Only market new tobacco products after FDA review
- Only make direct and implied claims of reduced risk if the FDA confirms that scientific evidence supports the claim and that marketing the product will benefit public health as a whole
- Not distribute free samples
- Adhere to minimum age and identification restrictions to prevent sales to underage youth
- Include health warnings on the products
- Prohibit vending machine sales, unless in a facility that never admits youth

For more information, visit: <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm394667.htm>

### COMMUNITY GUIDE ADDS NEW RECOMMENDATIONS ON TOBACCO

The Community Preventive Services Task Force recently found strong scientific evidence that both smoke-free policies and increased tobacco product prices can cut tobacco use, among other benefits.

Smoke-free policies:

- Increase the number of tobacco users who quit
- Reduce secondhand smoke exposure, tobacco use prevalence, initiation of tobacco use among young people, and tobacco-related illness and death
- Economic evidence for these policies also demonstrates reduced health care costs and shows no economic impact on businesses, such as bars and restaurants.

**JULY 2014**

#### In this Issue

- FDA Issues Proposed Ruling on E-Cigarettes and Other Alternative Products
- Community Guide Adds New Recommendations on Tobacco
- Tobacco Free Living Webpage Receives Overhaul
- Interesting Articles and News of Note
- Mobile Applications Can Help In Quitting Tobacco
- Resources to Check Out
- Tips from Ms. Maggie Malson
- Tips for Facilitators



**NAVY AND MARINE CORPS  
PUBLIC HEALTH CENTER**  
PREVENTION AND PROTECTION START HERE

Increasing the unit price of tobacco products:

- Increases the number of tobacco users who quit
- Reduces the total amount of tobacco consumed, prevalence of tobacco use, initiation of tobacco use among young people, and tobacco-related illness and death
- Economic evidence also demonstrates that health care costs are reduced and productivity losses are decreased.

For more information, visit: <http://www.thecommunityguide.org/news/2014/tobacco.html>

## **TOBACCO FREE LIVING WEBPAGE RECEIVES OVERHAUL**

The NMCPHC HPW Tobacco Free Living Webpages have recently been overhauled and reorganized. Key changes include organizing the content by tobacco cessation target audience (i.e. health promoters and fleet, clinicians, etc.) and centralizing resources. These new pages can be viewed at: <http://www.med.navy.mil/sites/nmcphc/health-promotion/tobacco-free-living/Pages/tobacco-free-living.aspx>



**NO DIPS. NO BUTTS. MORE GLORY.**

 Tobacco fights dirty. It's a dangerous addiction that's expensive, deadly and has a serious impact on readiness. Sailors and Marine who smoke get sick more often, which translates into more lost workdays and hospitalizations than nonsmokers. Equally as bad are the effects of secondhand smoke on your shipmates. To help you win the battle, the HPW department offers you effective resource to end tobacco use and learn about the harmful effects of tobacco and secondhand smoke.

 Healthy Eating	 Active Living	 Tobacco Free Living	 Reproductive & Sexual Health	 Psychological & Emotional Well-Being	 Injury & Violence Free Living	 Preventing Drug Abuse & Excessive Alcohol Use	 Wounded, Ill & Injured	 Navy Reserve
--	---	---	--	--	--	---	--	--

**Key Products and Services**

- Tobacco Cessation
  - For You (Self-Help)
  - For Clinicians, Physicians and Providers
  - For Health Promoters and Fleet
- Resources
  - Brochures/Booklets, Handouts/Fact Sheets and Guides/Manuals
  - Articles and Reports
  - Media/Marketing
  - Briefs and Presentations
  - HP Toolbox
- Policy, Guidance, and Metrics
  - Policy/Guidance

**For More Information**

- Tobacco Free Living Brochure
- Tobacco Free Living Fact Sheet
- Tobacco Free Living Poster

**Contact Information**

(757) 953-0959  
(757) 953-1015  
[tobacco\\_cessation@nmcphc.med.navy.mil](mailto:tobacco_cessation@nmcphc.med.navy.mil)

## **INTERESTING ARTICLES AND NEWS OF NOTE**

Partnership for Prevention/Action to Quit Position Statement on E-Cigarettes:

<http://www.prevent.org/data/files/actiontoquit/e-cigarette%20position%20statement%20may%202014.pdf>

The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014:

<http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>

FDA 's Recognize Tobacco in its Many Forms:

<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm392735.htm>

Increase in Calls to Poison Centers Related to E-Cigarettes:

<http://www.cdc.gov/media/releases/2014/p0403-e-cigarette-poison.html>



# RESOURCES AND EDUCATIONAL MATERIALS

## MOBILE APPLICATIONS CAN HELP IN QUITTING TOBACCO

The Community Preventive Services Task Force recommends mobile phone-based interventions for tobacco cessation. These types of interventions can be used alone, with an online program, or in conjunction with individual or group counseling. The following mobile apps are evidence-based and available on various platforms:

### Mobile Apps

- NCI QuitPal Mobile App- <http://smokefree.gov/apps-quitpal>
- QuitGuide Mobile App- <http://smokefree.gov/apps-quitguide>
- QuitSTART Mobile App- <http://smokefree.gov/apps-quitstart>



### Texting Programs

- Free text program to quit- SmokefreeMIL. <http://ucanquit2.org/en/HowToQuit/SmokefreeMIL.aspx>
- Free text program to quit- SmokefreeTXT. <http://smokefree.gov/smokefreetxt/>

## CHECK OUT THE FOLLOWING RESOURCES AND EDUCATIONAL MATERIALS FOR USE AT YOUR LOCATION OR IN YOUR PROGRAM

- Quit Tobacco – Make Everyone Proud’s summer campaign, “Celebrate My Independence One Breath at a Time”: <http://ucanquit2.org/Events/2014/SummerCampaign.aspx>
- CDC’s Tips From Former Smokers: <http://www.cdc.gov/tobacco/campaign/tips/>
- Fight the Enemy Videos: <http://www.health.mil/fighttheenemy>
- Smoking and Tobacco E-cards: E-cards are available from a variety of sources to include the Centers for Disease Control and Prevention (CDC) and Quit Tobacco - Make Everyone Proud.
  - Tobacco e-cards from the CDC: <http://www.cdc.gov/tobacco/ecards/>
  - Tobacco e-cards from Quit Tobacco - Make Everyone Proud: <http://ucanquit2.uat.keymind.com/ecards/Default.aspx>
- Infographics are available in a wide variety of places. You can find a hookah infographic on the NMCPHC website as well as other options available via the CDC, Betobaccofree, and Surgeon General’s Report.
  - Hookah Infographic: <http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/hp-toolbox-november.aspx>
  - BeTobaccoFree.gov: <http://betobaccofree.hhs.gov/gallery/quit.html>
- New “Tough Enough to Quit Tobacco” Campaign at ucanquit2: <http://www.ucanquit2.org/News/PressRelease/May/ToughEnough.aspx>

**YOU LIGHT UP MY DAY, SO YOU DON'T NEED TO LIGHT UP TOBACCO**

**IF YOU'RE TOUGH ENOUGH TO PASS BASIC TRAINING, YOU'RE TOUGH ENOUGH TO QUIT TOBACCO.**

**HOOKED ON HOOKAH**  
See The Facts

**Health Risks**  
The high heat source for hookah tobacco causes the release of agents that contribute to lung and heart disease.

• Heart Disease  
• Increased Risk of CVD, Flu and Influenza (See: One Breath From Heaven)  
• Asthma, Emphysema, Non-Hodgkin Cancer  
• Eye Disease, Reduced Lung Function, Lung Disease  
• Increased Fatigue  
• Bad Smell, Disrupted Sleep  
• Carbon Monoxide Poisoning

8.8 million people live with a serious illness caused by smoking.

**Hookah Tobacco Smoking (HTS)**

THE NEXT 50 YEARS  
IF WE COULD HELP EVERY SMOKER TO QUIT SMOKING AND KEEP YOUNG PEOPLE FROM STARTING IN THE FIRST PLACE, THE RESULTS WOULD BE STAGGERING.

- 1/2 MILLION PREMATURE DEATHS could be prevented every year.
- \$130 BILLION in direct medical care for adults would be avoided every year.
- 88 MILLION AMERICANS would live in the United States in good health.
- 5.6 MILLION CHILDREN would be born without the risk of smoking-related illness.
- MORE THAN 16 MILLION PEOPLE would live in the United States without the risk of smoking-related illness.
- 1 IN 3 CANCER DEATHS would be prevented.

**CELEBRATE MY INDEPENDENCE ONE BREATH AT A TIME**  
Today I quit to...

Find support for quitting at [UCanQuit2.org](http://UCanQuit2.org).

**QUIT TOBACCO. make everyone proud.**



# SPOTLIGHT/INFO FROM THE FIELD

## MS. MAGGIE MALSON, THE TOBACCO PROGRAM MANAGER AT NAVAL MEDICAL CENTER PORTSMOUTH OFFERED THE FOLLOWING TIPS FROM THE FIELD

**ON QUITLINES:** Ask participants if they have tried their state quitline (1-800-QUIT-NOW) or another quitline, and if they found it to be helpful. Let them know that in addition to quitlines, UCanQuit2 also has online coaches available 24/7, if they are still struggling with quitting or need additional support. If they are still using tobacco products, encourage them to try one of these options.

**ON ENCOURAGEMENT:** Congratulate anyone who has quit and ask if there is anything we can do to help them stay quit. Encourage participants to call or email you when they have an interesting story to share about their quitting.

## TIPS FOR FACILITATORS

### HOW CAN I HELP MY PATIENTS IN BETWEEN INDIVIDUAL OR GROUP COUNSELING SESSIONS?

You can help your patients in between sessions by using a variety of methods such as e-mail, e-cards, or a phone call. You just want to check in and see how they're quit attempt is going, if there are any issues with medications, or if any resources or materials are needed. Be creative and encouraging. Let them know you are there if they need any support or assistance.

### SHARING AND SUGGESTIONS DURING THE QUIT PROCESS

Everyone in the group or in individual counseling should be encouraged to share their own experiences with others by using "I" statements. Telling others what to do is usually not effective - such as "you should do...", "you must..." or "you ought to do it this way." Instead use "I tried to reduce by...", "I wonder if you have considered...", or "This helped me...". It keeps the suggestion non-threatening and usually others accept this type of talk and feedback much better.



### TOBACCO PROGRAM METRICS

The next metrics collection will be taking place late summer. This information helps all of us see how many we are helping to quit and how well we are doing collectively with our intervention efforts. Visit the following HPW webpages for more info on tobacco metrics:

- For Tobacco Facilitators under a Navy Medicine MTF Health Promotion Program-Calculating Measure of Success: Tobacco Quit Rates: [http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/general-tools-and-programs/Webinars/CalculatingMeasuresofSuccess\\_QuitRates\\_NavMedMTFHP.pdf](http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/general-tools-and-programs/Webinars/CalculatingMeasuresofSuccess_QuitRates_NavMedMTFHP.pdf)
- For Tobacco Facilitators not under a Navy Medicine MTF Health Promotion Program-Calculating Measure of Success: Tobacco Quit Rates: [http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/general-tools-and-programs/Webinars/CalculatingMeasuresofSuccess\\_QuitRates\\_notunderNavMedMTFHP.pdf](http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/general-tools-and-programs/Webinars/CalculatingMeasuresofSuccess_QuitRates_notunderNavMedMTFHP.pdf)

For more information, visit the HPW Tobacco Free Living webpage: [www.med.navy.mil/sites/nmcphc/health-promotion/tobacco-free-living/Pages/tobacco-free-living.aspx](http://www.med.navy.mil/sites/nmcphc/health-promotion/tobacco-free-living/Pages/tobacco-free-living.aspx)  
Questions or content ideas? Contact: [tobacco\\_cessation@nmcphc.med.navy.mil](mailto:tobacco_cessation@nmcphc.med.navy.mil)