



# The Tobacco-Free Times

A Publication of the Tobacco-Free Collaborative

January 2008

## Meetings

### TFC Steering Committee Meeting

Franklin County  
Board of Health  
280 East Broad Street,  
Columbus  
January 24, 2008  
9 a.m. to 10 a.m.

### Ohio Tobacco Control Resource Group

American Cancer Society  
5555 Franz Road, Dublin  
January 8, 2008  
10 a.m. to noon

*The full TFC meeting and the cessation workgroup will be scheduled after the steering committee meeting.*



## Second-hand smoke riskier for black children: study

Black children may be far more susceptible to the ill effects of second-hand tobacco smoke than their white counterparts, U.S. researchers said.

In a study of 220 children with asthma, black children who were exposed to at least five cigarettes a day had significantly higher toxin levels in their hair and blood than white children who were exposed to the same amount of smoke.

The study, published in the March issue of the journal *Chest*, may shed light on why black children are more susceptible to tobacco-related disorders, like asthma, sudden-infant death syndrome and low birth weight, said Dr. Stephen Wilson of the University of Cincinnati, who led the research.

“For some reason, African-American children may metabolize or break down nicotine ... more slowly than white children,” Wilson said in a telephone interview.

Wilson and colleagues at the Cincinnati Children’s Hospital Medical Center tested children aged 5 to 12 for levels of cotinine, a byproduct of nicotine that has been processed by the body.

Slightly more than half of the children, 55 percent, were black. The rest were white.

Researchers collected blood and hair samples for a year. To avoid any underreporting of tobacco exposure by parents, researchers measured levels of tobacco smoke in the home at six months and 12 months using an instrument called a nicotine dosimeter.

While nicotine exposure levels in the home were similar, researchers found that black children showed significantly higher levels of cotinine compared to white children.

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## Second-hand smoke

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On average, cotinine levels in blood samples collected from black children were 32 percent higher than the white participants.

The difference was even more striking in hair samples, with cotinine levels in black children measuring four times higher than those of white participants.

Wilson said the study raises questions about whether ethnic differences play a role in other tobacco toxins.

“It probably generates a lot more questions than it answers about why we see such striking rates of tobacco-associated morbidity (sickness) in African-Americans,” he said.

Wilson and others said the study provides one more reason for limiting children’s exposure to second-hand smoke.

**article from:** <http://www.reuters.com/article/domesticNews/idUSN1236662020070312?pageNumber=1&virtualBrandChannel=0>



Tobacco-Free Times

## Brochures

An electronic copy of the smoking cessation and worksite cessation brochures can be emailed to you by contacting Amber Breedlove, TFC Coordinator, at 614-462-3718 or [adbreedl@franklincountyohio.gov](mailto:adbreedl@franklincountyohio.gov).

Unfortunately, hard copies of the brochures are no longer available.



## Smokers remain unaware of the health effects of smoking, new survey finds.

Despite major efforts to educate the public on the dangers of smoking over the past 40 years, a new national survey conducted by the American Legacy Foundation and GlaxoSmithKline Consumer Healthcare, an industry leader in smoking cessation, indicates major knowledge gaps exist in what smokers believe to be true about the risks associated with smoking compared the actual realities of tobacco-related disease and death. Experts believe these misperceptions may prevent smokers from trying to quit and successfully utilizing proven smoking cessation treatments.

According to the survey, while many smokers are aware that smoking can lead to serious health problems including lung cancer, many underestimate the risk of getting the disease from smoking. For example, two in three smokers underestimate the chance of developing lung cancer compared to a non-smoker and four in 10 incorrectly believe that

developing lung cancer depends more on genes than anything else. Furthermore, the survey found that up to a third of smokers think that certain activities such as exercise and taking vitamins could “undo” most of the effects of smoking.

“What is alarming about these survey findings is that so many smokers are still so misinformed,” said Dr. Cheryl Heaton, president and CEO of the American Legacy Foundation. “Proven cessation treatments like nicotine replacement therapy continue to be underutilized and we believe these misperceptions are partly to blame. These findings point to the fact that more needs to be done to educate and inform smokers.”

Misperceptions about the effects of nicotine found in cigarettes remain at the forefront. Almost all survey respondents (81 to 86 percent) either were unsure whether, or incorrectly believed

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## Smokers remain unaware

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that, nicotine caused cancer, emphysema or heart attacks. While smoking has been proven to cause cancer, heart disease, and lung disease, long-term use of NRTs are not known to be associated with any serious harmful effects. These nicotine-related misperceptions can prevent consideration and appropriate use of smoking cessation aids such as nicotine replacement therapies (NRT).

The survey findings indicate smokers dramatically underestimate the safety and efficacy of NRT products such as the nicotine gum, patch and lozenge. More than 76 percent of smokers surveyed wrongly believe that, or do not know whether, NRTs are more addictive than cigarettes, highlighting the need for further education as cigarettes are vastly more addictive. In fact, about half of the smokers surveyed stated they would be more likely to consider NRT if they were shown scientific evidence that prove its safety and efficacy.

Other survey findings include:

- Sixty-five percent wrongly believe or are unsure whether nicotine in NRT products is more dangerous than the nicotine in cigarettes.
- Two-thirds wrongly believe or do not know if nicotine gum, patches or lozenges can cause cancer. Many surveys have confirmed that there is not a link between cancer and nicotine replacement therapy.

- Almost all survey respondents (92 percent) wrongly believe that, or did not know whether, smoking while wearing the nicotine patch can cause heart attacks. Studies have shown that NRT such as the patch, gum or lozenge does not increase the risk of heart disease, cancer or other major health problems.
- Of the smokers in the survey who attempted to quit in the past with NRT products, 76 percent were not using these products as directed by the product label. Using the recommended amount of NRT maximizes the efficacy of these products.

“The survey reveals that when smokers try quitting with NRT they do not use enough of it or use it for as long as directed on the products label,” said Bill Slivka, President Smoking Control, GlaxoSmithKline Consumer Healthcare. “Study after study shows that, when used correctly, these products double a smoker’s chances of quitting versus cold turkey. The reality is that most smokers need some type of support when quitting smoking.”

While research shows the majority of smokers try to quit “cold turkey,”



The Tobacco-Free Times is a newsletter produced in cooperation with the TFC. For more information on the TFC, please contact Amber Breedlove at 614-462-3718 or [abreedl@franklincountyohio.gov](mailto:abreedl@franklincountyohio.gov).



on any given quit attempt, only 3 to 5 percent of smokers who quit cold turkey are successful long-term. Tools for cessation such as NRTs, social support, and counseling have been proven to greatly increase the chances of a successful quit attempt. But the survey revealed that almost three-quarters (72 percent) of smokers surveyed believe that quitting is “just a matter of will power.” In reality, many smokers need support to address the addiction to nicotine and smoking. Smokers making a quit attempt should utilize resources such as counseling opportunities to help understand what to expect and how to handle the tough situations when quitting, and also consider safe and effective stop-smoking products.

NRT products are among the first-line treatments recommended for all smokers and when used as directed, can double a smoker’s chances of quitting versus cold turkey. NRT is extensively proven to significantly reduce cravings and other withdrawal symptoms during quitting, allowing smokers to focus on behavior change.

**article from:** <http://www.americanlegacy.org/849.htm>



# It's time to *clear the air!*

## *Within 20 minutes of quitting...*

Within 20 minutes after you smoke that last cigarette, your body begins a series of changes that continue for years.

### **20 Minutes** After Quitting

Your heart rate drops.

### **12 Hours** After Quitting

The amount of carbon monoxide in your blood drops to normal.

### **2 Weeks to 3 Months** After Quitting

Your heart attack risk begins to drop.

Your lungs begin to work better.

### **1 to 9 Months** After Quitting

Your coughing and shortness of breath decrease.

### **1 Year** After Quitting

Your risk of heart disease is half that of a smoker's.

### **5 Years** After Quitting

Your stroke risk is reduced to that of a nonsmoker's 5-15 years after quitting.

### **10 Years** After Quitting

Your lung cancer death rate is half that of a smoker's.

Your risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases.

### **15 Years** After Quitting

Your risk of heart disease is like you never smoked.



Source: Adapted from the Centers for Disease Control and Prevention



**Great American  
Smokeout®**

1-800-227-2345  
[www.cancer.org](http://www.cancer.org)

**Hope. Progress. Answers.**