

Park County Tobacco Use Prevention Program November 2009

Upcoming Events!

November 19th, noon – 1pm **Local Tobacco Prevention Meeting**

This information-sharing and planning meeting will be held at noon at the Washington School, 315 North 8th St., Livingston. The special topic of this meeting is nicotine addiction. Everyone is welcome! Please call 222-8282 if you plan to attend or would like more information.

November 19th **Great American Smokeout**

This national event, sponsored by the American Cancer Society, encourages people who smoke to quit for the day with the hope that they will remain tobacco free forever. Smoking is responsible for nearly 1 in 3 cancer deaths, and 1 in 5 deaths from all causes. The Cougar Service Organization youth group is planning a dynamic activity at the Sleeping Giant Middle School to illustrate the toll of tobacco in our country.



Join the **GREAT AMERICAN SMOKEOUT!**

**On Thursday, November 19th,
the American Cancer Society urges all Americans
who use tobacco to stop for the day and work towards
staying tobacco-free forever.**

Now is a great time to call the Montana Tobacco Quit Line to get help quitting smoking or chewing tobacco. A Quit Coach can explain the various cessation methods and medications, and can help develop a personalized quit plan. Callers can learn how to obtain the prescription drug, Chantix, at a greatly reduced cost, or request a free initial supply of nicotine replacement therapy, such as the patch, gum, or lozenges. The Quit Line is open seven days a week, so call 800-QUIT-NOW (784-8669) today!

Speaker Educates about Hazards of Secondhand Smoke

On October 1st, Richard Shepard, M.D., spoke to an audience of fifty community members in Livingston about the health effects caused by exposure to tobacco smoke. He explained how the heart and blood vessels are harmed (see panel on right) and discussed the findings of the Helena Heart Study published in 2004, which was the first to establish a link between secondhand smoke exposure and heart attacks.



In the past several years, other studies conducted in the U.S. and abroad have had similar findings. The Institute of Medicine recently released a review of eleven key studies and reported that all showed a marked decrease in the rate of heart attacks after the implementation of smoking bans. In addition, the results consistently indicated that exposure to secondhand smoke increased the risk of coronary heart disease by 25 to 30 percent. The Centers for Disease Control warns that people at increased risk of coronary artery disease or with known heart disease should avoid even brief exposure to secondhand smoke.

Cardiovascular Effects of Secondhand Smoke Can Lead to a Heart Attack

- The lining of blood vessels can become inflamed and damaged.
- Platelets become activated, thus increasing the risk of blood clots that can cause a heart attack
- Blood flow to the arteries of the heart decreases.
- There is a reduced ability for the blood vessels and heart rate to respond to changing conditions.
- It becomes easier for the heart to go into ventricular fibrillation, a deadly condition.
- Increases the buildup of plaque along the walls of the arteries.
- Most of these effects can occur after as little as 30 minutes of exposure to secondhand smoke.

Youth In Action

CSO

Cougar Service Organization

CSO meetings have been a flurry of activity preparing for national Red Ribbon Week. Schools throughout the country join together this week with projects and activities that spread the message to stay drug, alcohol, and tobacco free. At Sleeping Giant Middle School, CSO stuffs envelopes for distribution to each classroom with stickers, pencils, and wrist bands to be worn by students throughout the week. CSO also sponsors the Halloween Dance and Carnival. The money raised by their efforts is used for future projects.



CSO organizes a week of activities that culminates with a school wide Halloween Dance and Carnival.



Students throughout the school sign a banner with an important message about how to stay happy and healthy.



Messages about tobacco are part of the scary decorations at the Carnival.

Youth Exposure to Secondhand Smoke

Exposure to secondhand smoke causes disease and death among nonsmoking adults and children. This is because it contains numerous toxins; and more than 50 of them are known to be carcinogens. There has been a decrease of exposure to tobacco smoke in the United States. However, this decrease is not uniform throughout our population. Children are still exposed to secondhand smoke in private homes and vehicles.

Health Effects of Secondhand Smoke on Children

Children are particularly vulnerable to tobacco smoke because their lungs continue to develop throughout childhood. According to the 2006 Surgeon General's report on exposure to tobacco smoke, children exposed are at an increased risk for Sudden Infant Death Syndrome, acute respiratory infections, ear problems, and more severe asthma. In addition, smoke-filled environments cause respiratory symptoms such as coughing, phlegm, wheezing, breathlessness, and also slow lung growth. Finally, exposure to smoking and secondhand smoke may increase the likelihood of a child later becoming a smoker.



Recommendations

To protect children from an increased risk of multiple health problems, parents are strongly encouraged to adopt no-smoking rules at home and in their vehicles. There is a positive trend in Montana to adopt no-smoking rules at home. The percentage of Montana households that do not allow smoking inside the home has increased to 86% in 2008. However, the trend has not yet occurred in vehicles. Studies show that the air quality in smoke filled vehicles ranges from unhealthy to hazardous, even when windows are open.

About Addiction

How Addiction Changes the Brain

The National Institute on Drug Abuse published a report on how drugs, alcohol, and tobacco change the brain and foster compulsive drug abuse. Recent discoveries about the brain indicate that drugs of abuse work in the brain by interfering with the way nerve cells normally send, receive, and process information. Drugs target the brain's reward system by flooding it with dopamine. Dopamine is a chemical that occurs naturally in the brain and produces feelings of pleasure and reward. Drugs, alcohol, and tobacco over-stimulate the dopamine system, producing euphoric effects sought by the people who abuse drugs.

Just as we turn down the volume on a radio that is too loud, the brain adjusts to the overwhelming surges in dopamine by reducing its ability to respond to dopamine. As a result, the ability to experience any pleasure is reduced. This is why the drug abuser eventually feels flat, lifeless, and depressed, and is unable to enjoy things that previously brought them pleasure. Now, they need to take these drugs just to bring their dopamine function back up to normal. And, they must take larger amounts of the drug than they first did to create the dopamine high.

(Source: National Institutes on Drug Abuse, February, 2008)

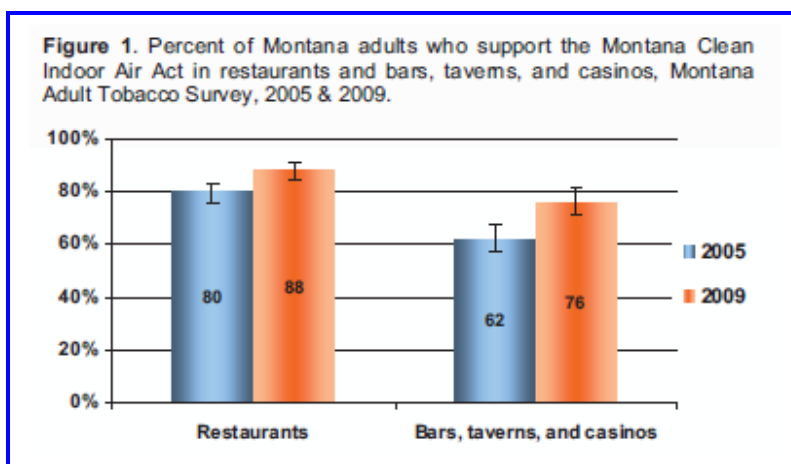
Youth & Addiction

Adolescence is a critical time for preventing addiction to drugs, alcohol, and tobacco. Although taking drugs at any age can lead to addiction, research shows that the earlier a person begins to use drugs, the more likely they are to progress to more serious abuse. Drugs, alcohol, and tobacco disrupt brain function in areas critical to motivation, memory, learning, judgment, and behavior control. So, it is not surprising that teens who abuse drugs often have family and school problems, poor academic performance, health-related problems (including mental health), and involvement with the juvenile justice system. *(Source: National Institutes on Drug Abuse, February, 2008)*

Montana Clean Indoor Air Act

On October 1st, bars and casinos in Montana joined other businesses in providing smoke free air for their employees and customers. The Montana Clean Indoor Air Act requires all enclosed public places and workplaces to be smoke free. This law also requires that a sign be posted at every entrance stating that the interior environment is smoke free. To obtain free all-weather door decals, call the Park County Tobacco Use Prevention Program at 222-8282. For more information about the law, to request signage, or report a violation, call 1-866-787-5247 or visit: tobaccofree.mt.gov.

Support is High for Smoke Free Places



A survey conducted earlier this year, found that an overwhelming majority of Montanans are in favor of the Clean Indoor Air Act and that support has grown over the last four years. 88% of Montana adults support smoke free restaurants (up from 80% in 2005) and 76% support smoke free bars, taverns and casinos (up from 62% in 2005). In addition, the survey found that the vast majority (92%) of Montanans reported they will visit bars as often or more often once they are smoke free. Among people who smoke, 70% said they will visit bars as often or more often once they are smoke free.

(Source: Montana Tobacco Use Prevention Program, <http://tobaccofree.mt.gov/publications/index.shtml>)

Services Provided by the Quit Line

The Montana Tobacco Quit Line is a free program that helps tobacco users end their addiction. The Quit Line provides the following:

- **Free** telephone assistance for all Montanans
- **Free** help developing a personalized quit plan
- **Free** cessation coaching
- **Free** initial supply of nicotine replacement therapy (patches, gum, or lozenges)
- Chantix at a great discount (prescription needed)
- **Free** educational materials for family and friends of tobacco users
- Staff is trained to offer specialized services for teens, smokeless tobacco users, pregnant woman, and people with mental illnesses

MONTANA TOBACCO



You can quit.

We can help.

Call today.

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