

# More Than A Picnic:<sup>TM</sup> It's A Family Affair for Lifestyle Change.

SMOKING CESSATION & REDUCING  
ALCOHOL INTAKE TO PREVENT CANCER:  
“ YOU THINK YOU KNOW, BUT YOU HAVE  
NO IDEA!”



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# Objectives for Tobacco and Alcohol

- Goals-
  - ▣ Tobacco and Alcohol hazards for society
  - ▣ Current approaches to smoking cessation
  - ▣ To learn the short and long term effects of alcohol
  - ▣ To become aware of methods to reduce and/or abstain from drinking alcohol
  - ▣ To learn the dangers of drinking alcohol during pregnancy.



# SMOKING CESSATION

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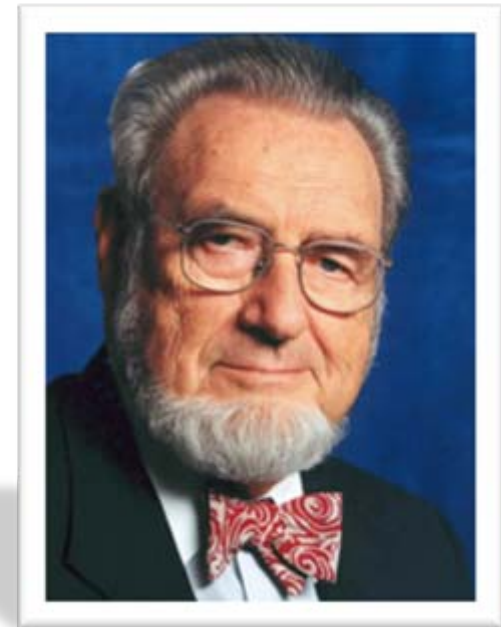
Prairie View A&M University



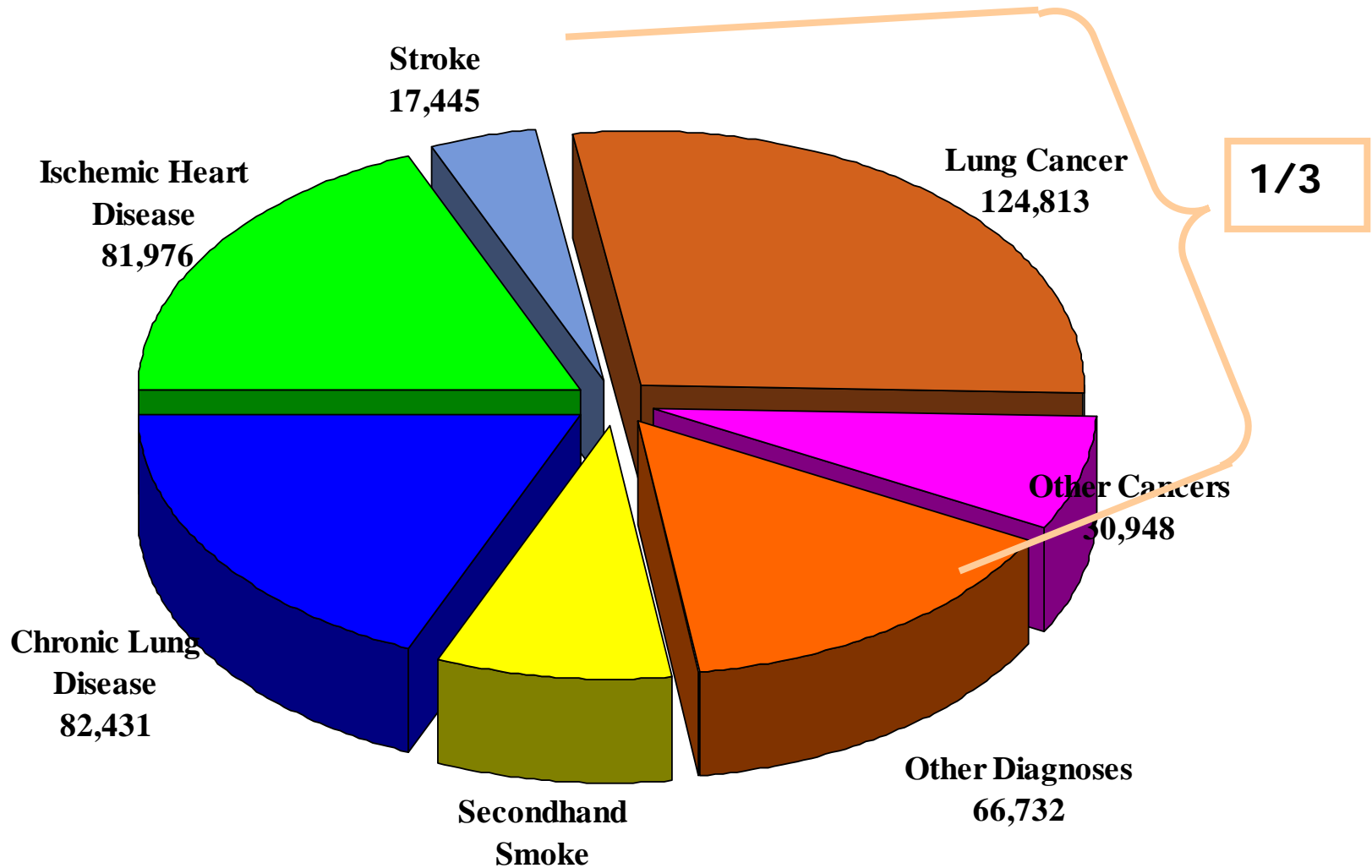
# “CIGARETTE SMOKING...

...is the chief, single, avoidable cause of death in our society and the most important public health issue of our time.”

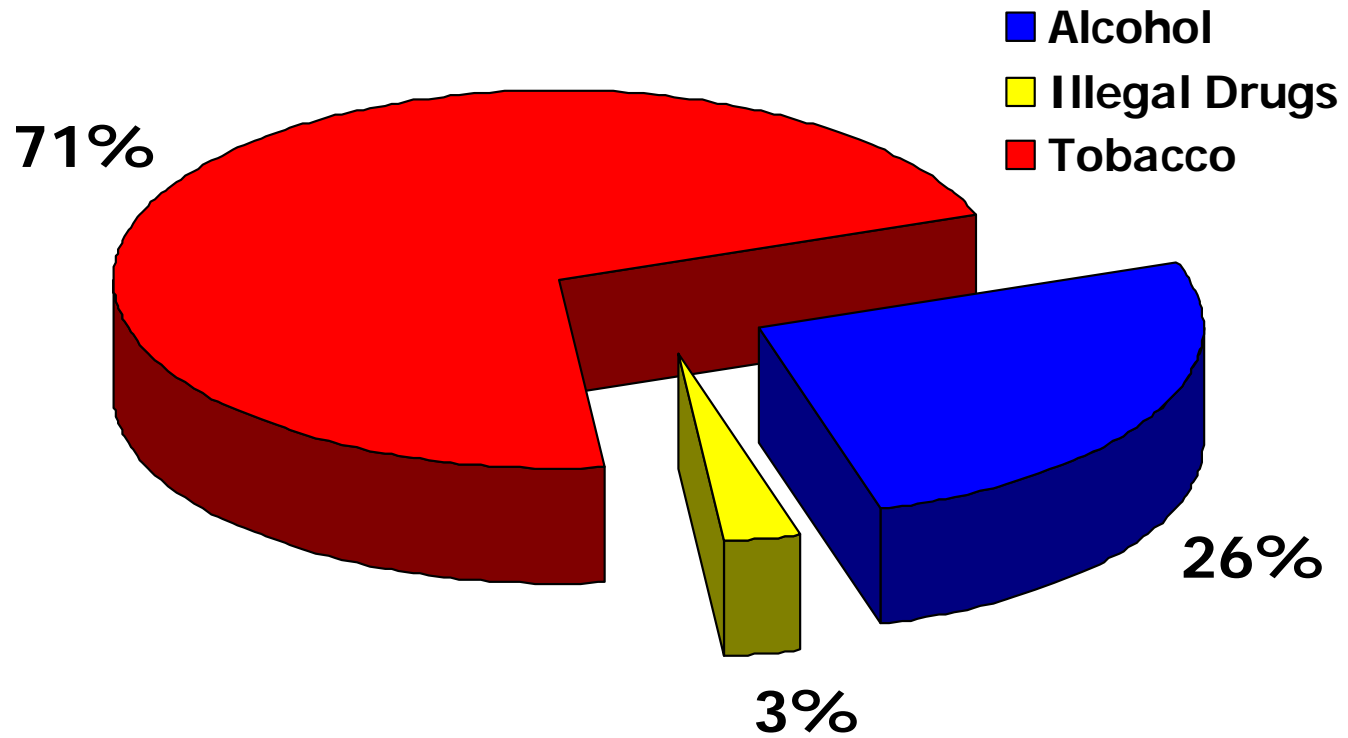
*C. Everett Koop,  
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U.S. Surgeon  
General*



# U.S. DEATHS ATTRIBUTABLE TO CIGARETTE SMOKING- 442, 398 U.S. DEATHS EACH YEAR



# Worldwide Annual Substance Abuse Death Toll



# Tobacco Use Morbidity/Mortality

- ‡ **87% of all lung cancers**
- ‡ **30% of all deaths from cancer**
- ♥ **Contributes to diabetes, heart disease stroke, birth defects and other diseases**
- 🚬 **Annually, tobacco kills more people than alcohol, heroin, cocaine, suicides, auto accidents, fire and AIDS combined**
- 🚬 **Secondhand smoke kills 50,000 nonsmoking Americans from heart disease and lung cancer**
- 🚬 **Nicotine is as addictive as heroin and cocaine**

# Did you know?

46.5 Million U.S. Adult smokers  
~80% began before 18 years of age

28% of high school students use cigarettes  
4400 adolescents 12-17 years old experiment daily

23.9% of young adults ages 18-24 are current smokers

## Texas

28.1% current teen smokers  
64.7% ever tried smoking

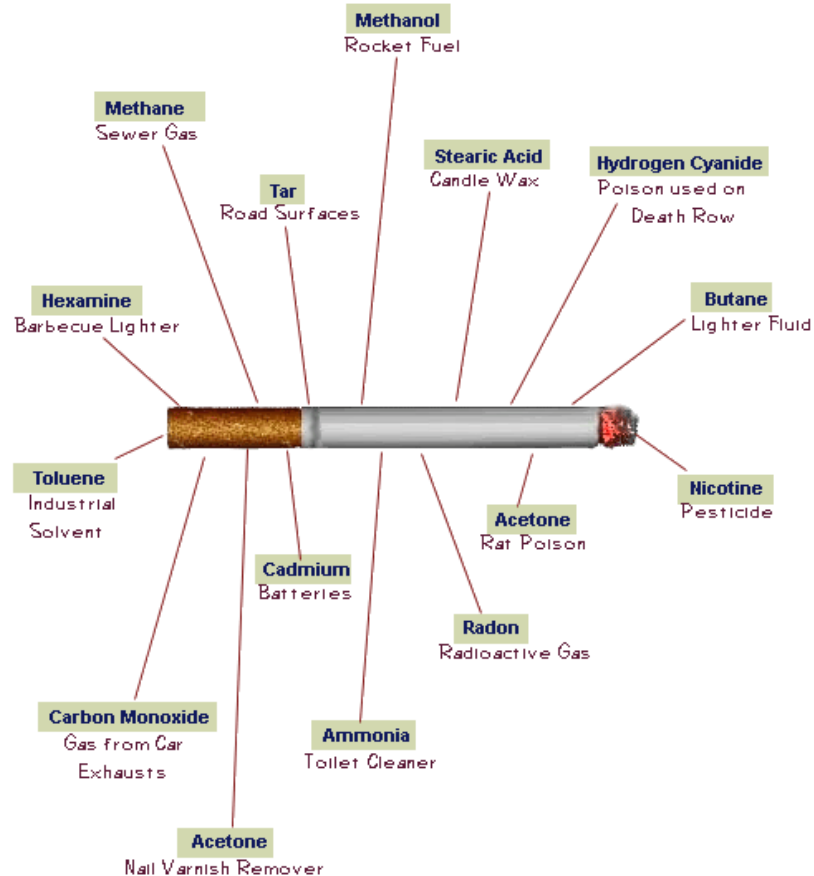
# Different forms of tobacco

- Cigarette smoking (focus of this presentation)
- Cigar and pipe smoking
- Bidi smoking
- Water-pipe smoking (Hookahs)
- Smokeless tobacco
- Hand-rolling tobacco smoking (Kreteks)

**ALL TOBACCO FORMS ARE HARMFUL!!!!**

# You think you know... But you have NO Idea!

Look what's inside of cigarettes:



# SMOKING DURING PREGNANCY



## Health Risks Include:

- Ectopic pregnancy
- Prenatal mortality
- Preterm birth
- Low birth weight

## DID YOU KNOW?

- 20% or more of pregnant women smoke throughout their pregnancies
- Postpartum relapse is of serious concern
  - Up to 50% relapse by 30 days postpartum
  - Up to 70% relapse during 1<sup>st</sup> postnatal year

# Smoking Among Teens in the United States

- 4.5 million kids aged 12-17 smoke.
- Every day, nearly **5,000** young people under the age of 18 try their first cigarette; **2,000** teens start smoking everyday.
- The younger people start to smoke cigarettes, the more likely they are to become addicted to nicotine



# Why do adolescents begin using tobacco?

- ❑ Peer influence
- ❑ Parental smoking
- ❑ Weight control
- ❑ Social norms
- ❑ Advertising
- ❑ Curiosity
- ❑ Low self-esteem
- ❑ Depression
- ❑ Smoking in movies
- ❑ Risk taking personality



**So why can't MOST smokers...**

**JUST DO IT?**

# TOBACCO USE IS A CHRONIC DISEASE

- Tobacco dependence shows many features of a **CHRONIC DISEASE** and should be treated as such.
- Tobacco dependence should not be considered as just a “bad habit” – it is an **ADDICTIVE** behavior.

# Nicotine Addiction

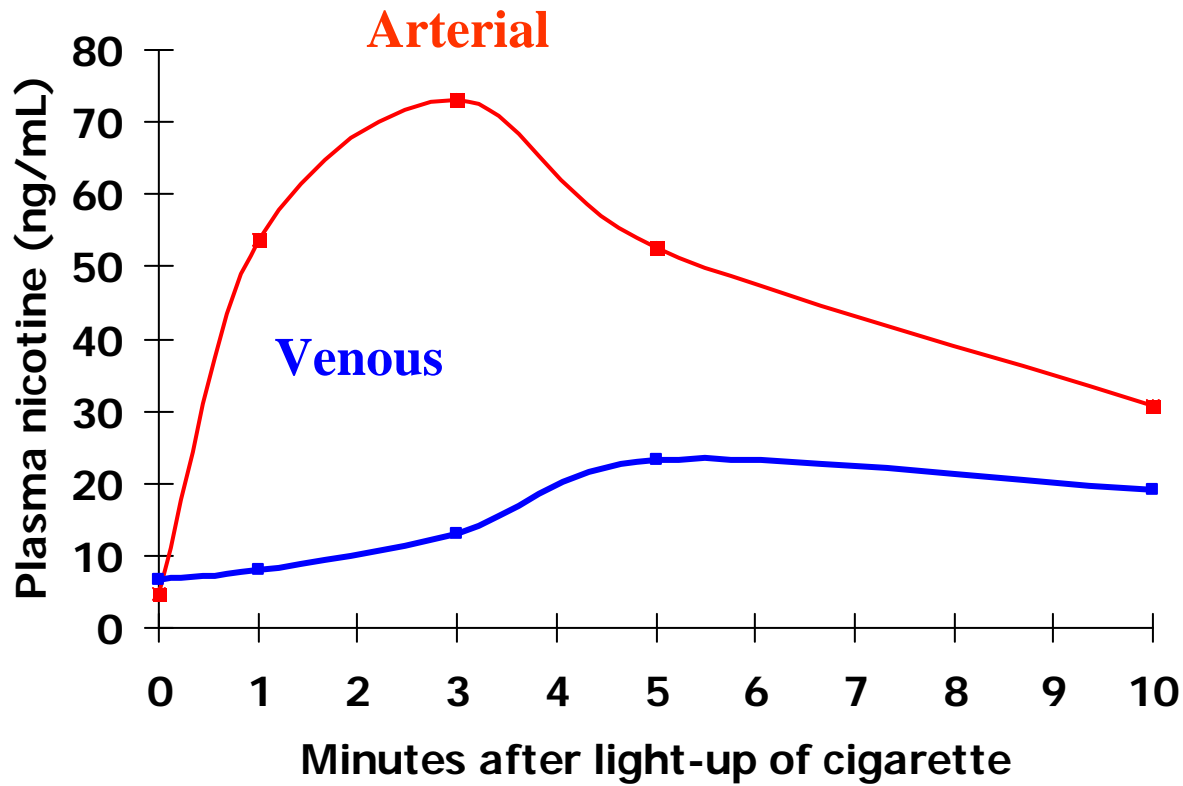
- Cigarettes and other forms of tobacco are addicting
- Nicotine is the drug that causes addiction

## DID YOU KNOW?

The pharmacologic and behavioral processes that determine tobacco addiction are similar to those that determine addiction to drugs such as heroin and cocaine

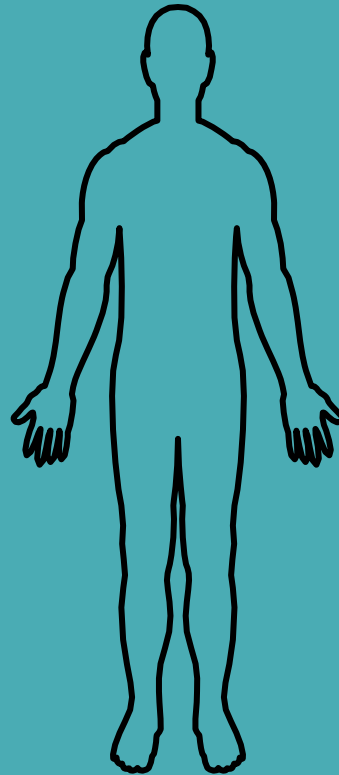
# NICOTINE DISTRIBUTION

Nicotine reaches the brain within 11 seconds



# NICOTINE EFFECTS

Nicotine binds to receptors in the brain and other sites in the body



**Central nervous system**

**Exocrine glands**

**Cardiovascular system**

**Gastrointestinal system**

**Adrenal medulla**

**Peripheral nervous system**

**Nicotine acts as both a stimulant and sedative**

# Short Term Quitting Benefits



# Long Term Quitting Benefits



# Other benefits

- Food tastes better
- Sense of smell returns to normal
- Ordinary activities no longer leave you out of breath (e.g., climbing stairs, doing light housework)
- Money, money, money!
- Social acceptance
- Health of others

# Ways to Quit

- On your own
  - ▣ With or without the use of over-the-counter medications
- Telephone-based programs such as the American Cancer Society's Quitline (1-800-ACS-2345)
- In-person counseling
  - ▣ More intense the program, the greater the likelihood of success
  - ▣ Look for trained smoking cessation experts
- No clear evidence supporting hypnosis, acupuncture, laser therapy, dietary supplements, nicotine water, nicotine lollipops

# METHODS FOR QUITTING

**Two general classes of FDA-approved drugs for cessation:**

- **Non-pharmacologic**

- Counseling, behavioral strategies, self-help programs, cold turkey, scheduled smoking, etc.

- **Pharmacologic**

- Zyban (also called, Bupropion), Chantix (also called, Varenicline), Nicotine Replacement Therapy (Nicotine gum, patch, lozenge, nasal spray, inhaler)

**Combination therapy is preferred.**

# “IMPORTANT”: Get medication and use it correctly.....

- Nicotine replacement products work by providing low doses of nicotine to help reduce withdrawal symptoms
- Can double your chances of quitting
  - ▣ Especially when paired with a program that addresses behavioral components of smoking
- Different forms:
  - ▣ Patch, gum & lozenge available over the counter
  - ▣ Inhaler & nasal spray available by prescription
- Bupropion & Chantix: Best to speak with your doctor before using medications

# CESSATION: COPING STRATEGIES

## Cognitive strategies

- ▣ Review of commitment to quitting; emphasize the cons of smoking
- ▣ Deliberately refocus your thinking
- ▣ Positive self-talk (“I can do it!”)
- ▣ Relaxation/imagery
- ▣ Mental rehearsal and visualization



# CESSATION: COPING STRATEGIES (cont'd)

## Behavioral strategies

- ▣ Control your environment
  - Modify behaviors associated with smoking
  - Avoid trigger situations
  - Remove things reminding you of smoking
- ▣ Substitute
  - Take a walk, drink water, chewing gum (oral substitute)
- ▣ Use deep breathing techniques or self-massage
- ▣ Use social support

# ADDRESSING POST-CESSATION WEIGHT GAIN

- Recommend physical activity
- Discourage strict dieting; encourage healthy diet
  - ▣ Plan meals; eat fruits
  - ▣ Increase water intake
  - ▣ Chew sugarless gum
  - ▣ Select nonfood rewards
- Maintain patient on pharmacotherapy known to delay weight gain (ex. bupropion or NRT, specifically gum)
- Refer patient to specialist or program

# You think Smoking relieves Stress?

## The Myths

- There is an ingredient in cigarettes that calms
- Smoking gets rid of all my stress
- I can't relax without a cigarette

## The Facts

- The chemicals in a cigarette actually stimulate
- There will always be stress in one's life
- There are millions of ways to relax *without* a cigarette

# HOW TO PREVENT RELAPSE?



- Identify successes & problems encountered
- Identify triggers (e.g., negative affect & stress)
- Support and encouragement to remain abstinent

# Take Home Message

- Tobacco use is the most preventable cause of death and disease in our society; contributing to many chronic diseases.
- All forms of tobacco are harmful.
- Pharmacological and behavioral treatment approaches are recommended when addressing tobacco addiction.
- There are many short and long-term benefits of quitting smoking.
- Prevention and cessation efforts should not only target adults, but also adolescents and adults, given that many smokers begin smoking when they are young.

# ALCOHOL USE IN Moderation

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# Alcohol in Moderation

- How can lowering your alcohol consumption reduce your risk for cancer?



# The truth is that...

- Moderate use of alcohol can:
  - ▣ Reduce your risk of developing heart disease.
  - ▣ Reduce your risk of heart a attack.
  - ▣ Possibly reduce your risk of strokes and diabetes.
  - ▣ Lower your risk of gallstones.
  - ▣ Lowers the risk of breast, liver, and colorectal cancer;
  - ▣ Also lowers the risk of cancers of the mouth, esophagus, larynx, stomach, and ovaries.



# A few facts and numbers...

- More than 100,000 U.S. deaths are caused by excessive alcohol consumption each year. Direct and indirect causes of death include drunk driving, cirrhosis of the liver, falls, cancer, and stroke.
- More than 18% of Americans experience alcohol abuse or alcohol dependence at some time in their lives.
- Underage drinking costs the United States more than \$58 billion every year—enough to buy every public school student a state-of-the-art computer.
- Alcohol kills 6 and half times more youth than all other illicit drugs combined.
- Alcohol is the number one drug problem in America.

Source: New Behavior Institute,

[www.newbehaviorinstitute.com](http://www.newbehaviorinstitute.com) Retrieved July 2011

# Short & Long Term Effects of Alcohol Use

- Distorted vision, hearing, and coordination
- Impaired judgment
- Bad breath; Hangovers
- Loss of appetite
- Vitamin deficiencies
- Skin problems
- Liver and kidney damage
- Memory loss
- Stomach illnesses
- Problems at work or school resulting from drinking



# Approaches to Reducing Alcohol Intake or Quitting Altogether

- Begin taking the first steps!!



# Alcohol Reduction/Cessation

- #1 Keep a Journal:
  - ▣ List the reasons for quitting or cutting down on paper. Set a goal for yourself and write it down.
  - ▣ Ex: “I want improve my sleep, lose weight, or increase my fitness.” “I want to cut back or quit because my drinking upsets someone that I care about.”



# Alcohol Reduction/Cessation cont.

- #2: Clean out the Alcohol Cabinet
  - ▣ If you are trying to quit or reduce your alcohol, keep little to no alcohol in your home.
  - ▣ If you are trying to cut back, measure amounts to ensure that you don't go beyond the recommended daily limit.



# Alcohol Reduction/Cessation cont.

- #3: Establish a Support Network
  - ▣ Ask close friends and family to support you in reaching your goals.
  - ▣ If you are having serious trouble, speak to your doctor and/or join a support group.



# Alcohol Reduction/Cessation cont.

- #4: Take a Break
  - ▣ Choose at least one day a week to refrain from drinking any alcohol. Once you have achieved this, try stopping for two days each week, then a full week.
  
- # 5: Just say “NO”!
  - ▣ Be assertive when people pressure you to drink, and avoid those who harass or belittle you for not drinking.
  
- # 6: Distract Yourself:
  - ▣ Use games, sports, movies, arts and crafts, and anything else that you enjoy to distract yourself when you get the urge to drink.



# Alcohol Reduction/Cessation cont.

- #7: Get Physical
  - ▣ If you feel edgy or anxious, throw your surplus energy into exercise. Hit the gym, take a walk with friends or take up a sport you've always wanted to try.
- #8: Reward Yourself... but **NOT** with Alcohol!
  - ▣ Mark your achievements by engaging in activities you enjoy or buying yourself something nice.

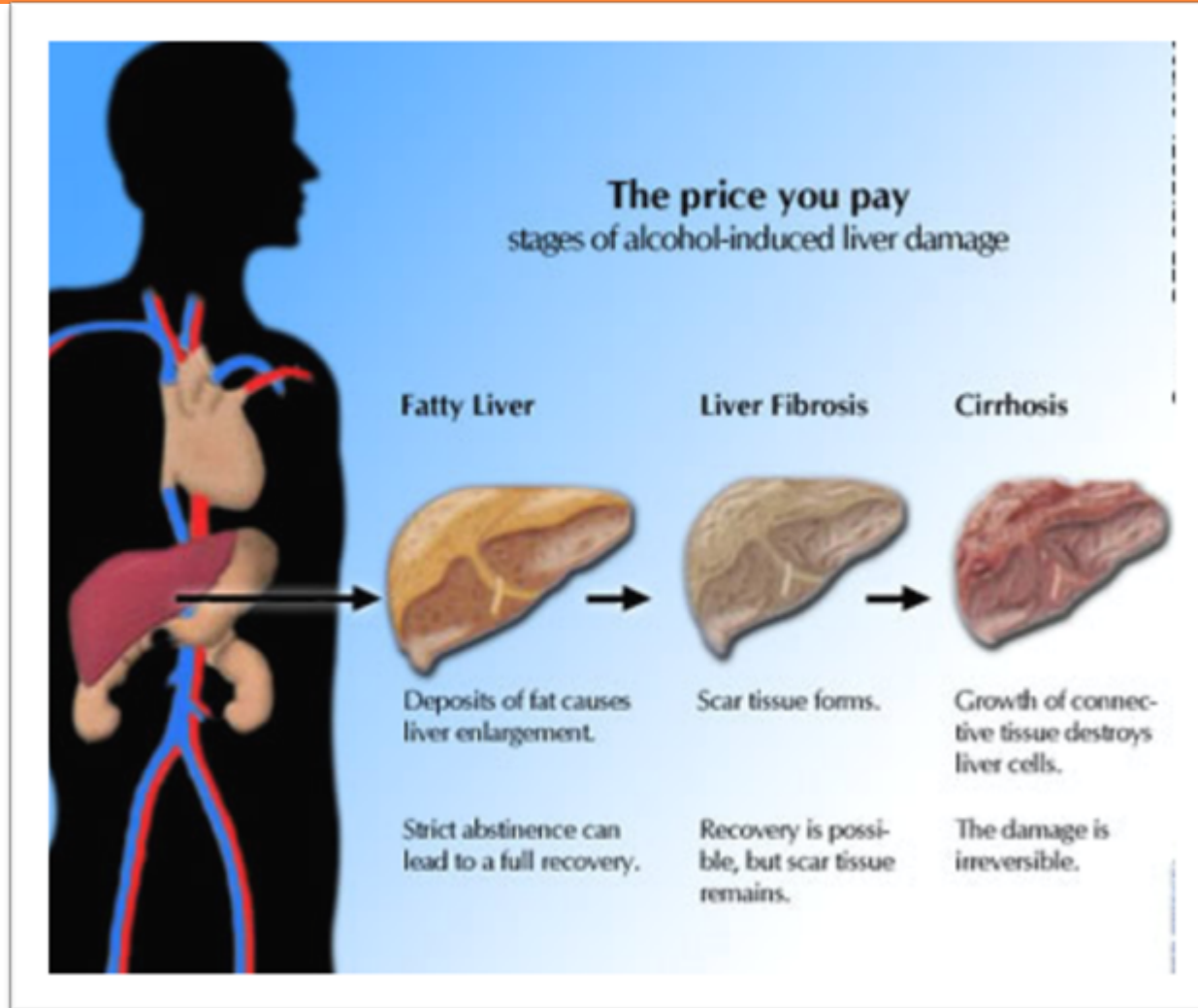


# The Danger of Drinking Alcohol During Pregnancy

- Drinking during pregnancy can cause the baby to have *lifetime* mental handicaps, behavioral, and learning problems.
- Alcohol-related birth defects are 100% avoidable simply by abstaining from drinking alcohol during pregnancy.



# Less is Best!



# Take Home Message

- ❑ If you drink, please keep it at a moderate level.
- ❑ Moderate drinking can offer some health benefits, especially for heart disease such as high cholesterol.
- ❑ On the other hand, excess alcohol repeatedly may increase your risk for health problems and damage your heart and other organs.
- ❑ Certainly, you don't have to drink any alcohol, and if you currently don't drink, don't start drinking for the possible health benefits.
- ❑ You can take other steps to benefit your cardiovascular health besides drinking — eating a healthy diet and exercising, for example.



# CONTACT INFORMATION

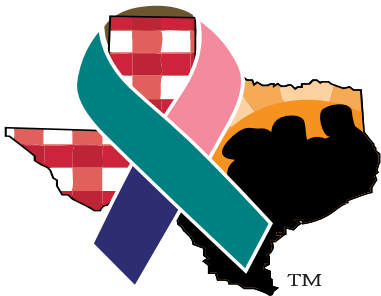
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**More Than A Picnic:™**  
**It's A Family Affair for Lifestyle Change.**

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