



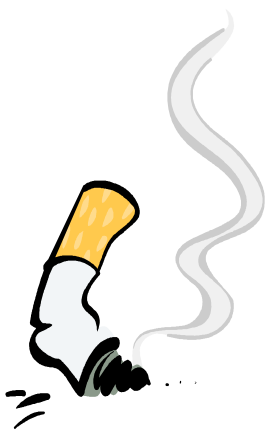
Your Health Advocacy and Information Newsletter

November is National Lung Cancer Awareness Month

November, 2009

According to the American Cancer Society, lung cancer is the leading cause of cancer death in American men and women today. It's also the most preventable form of cancer, with 87 percent of lung cancer cases attributable to tobacco use.

Great American Smokeout



Every year, on the third Thursday of November, smokers across the nation take part in the American Cancer Society's Great American Smokeout. The event challenges people to stop using tobacco and helps make people aware of the many tools they can use to quit for good.

Research shows that smokers are most successful in kicking the habit when they have some means of support, such as:

- Nicotine replacement products
- Counseling
- Stop-smoking groups
- Telephone smoking cessation hotlines
- Prescription medicine to lessen cravings
- Guide books
- Encouragement and support from friends and family members

Using two or more of the above measures works better than using any one of them alone. Support is out there, but the most recent information suggests that fewer than 1 in 4 smokers report having tried any of the recommended therapies during his or her last quit attempt.

Each year, the Great American Smokeout also draws attention to the deaths and chronic diseases caused by smoking.

Throughout the late 1980s and 1990s, many state and local

governments responded by banning smoking in workplaces and restaurants, raising taxes on cigarettes, limiting cigarette promotions, discouraging teen cigarette use, and taking further actions to counter smoking.

States with strong tobacco control laws are now reaping the fruits of their labor. They have markedly lower smoking rates and fewer people dying of lung cancer. Lung cancer death rates among adults age 30-39 were lower and falling in most states that had strong anti-tobacco programs. In states with weak tobacco control, lung cancer rates are higher.

The Wisconsin statewide smoking ban was signed into law by Governor Jim Doyle this past summer and will be effective beginning July 5, 2010. Smoking will be prohibited in all restaurants, bars and other work places starting that day. The main goal of implementing the statewide smoking ban is to save the state money in health care costs, improve public health and save lives.

Today about 43 million U.S. adults smoke. Tobacco use can cause lung cancer, as well as other cancers, heart disease and lung disease. Smoking is responsible for nearly 1 in 3 cancer deaths and 1 in 5 deaths from all causes. Another 8.6 million people are living with serious illnesses caused by smoking.

Health Benefits Over Time When Smokers Quit

20 minutes after quitting: Your heart rate and blood pressure drops.

12 hours after quitting: The carbon monoxide level in your blood drops to normal.

2 weeks to 3 months after quitting: Your circulation improves and your lung function increases.



Frett
Barrington Ltd

W239 N3490 Pewaukee Rd, Suite 101 • Pewaukee, WI 53072 • (262) 696-5010 • www.frettbarrington.com

1 to 9 months after quitting: Coughing and shortness of breath decrease; cilia (tiny hair-like structures that move mucus out of the lungs) regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs and reduce the risk of infection.

1 year after quitting: The excess risk of coronary heart disease is half that of a smoker's.

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

10 years after quitting: The lung cancer death rate is about half that of a continuing smoker's. The risk of cancer of the mouth, throat, esophagus, bladder, cervix and pancreas decrease.

15 years after quitting: The risk of coronary heart disease is that of a non-smoker's.

American Lung Association – the “Quitter in You” Campaign

The American Lung Association is launching a new smoking cessation campaign called the “Quitter in You”. This program is designed to highlight the need to change the way Americans look at quitting. A new survey from the organization found that 6 out of 10 former smokers were not able to successfully quit on their first try and required multiple attempts to quit smoking for good.

Anyone who has tried to quit smoking knows it does not always happen on the first try. But what many smokers don't realize is that they are not alone in their failed quit attempts. The Quitter in You campaign acknowledges that multiple quit attempts are normal and are necessary steps along the way to quitting for good.

The campaign features a new Web site called quitterinyou.org, public service announcements, and a wealth of personalized tools and support from the American Lung Association's “Freedom From Smoking” program to help smokers at each step in the journey toward quitting. Working through traditional and non-traditional partners, the campaign is launching this fall in five pilot cities (Harrisburg, PA.; Richmond, VA.; St. Louis, MO.; Milwaukee, WI.; and Tucson, AZ.) and will be expanded in coming months through local American Lung Associations across the country.

A survey among health care providers found that nearly 100 percent think it takes multiple attempts for the average person to quit smoking. A quit attempt is defined as not smoking for at least one day with the intent of not starting again.

According to the latest figures from the U.S. Centers for Disease Control and Prevention, more than 43 million American adults are current smokers. Smoking-related diseases claim an estimated 443,000 lives each year, including those affected indirectly, such as babies born prematurely due to prenatal maternal smoking and victims of “secondhand” exposure to tobacco's carcinogens. **Smoking cost the United States over \$193 billion in 2004, including \$97 billion in lost productivity and \$96 billion in direct health care expenditures, or an average of \$4,446 per adult smoker.**

*“Each time you try, you learn a little more about the quitter in you. You become a little wiser about what to do and not to do the next time.” –Charles D. Conner
(American Lung Association
President and CEO)*

What kinds of things can I do to help the smoker trying to quit?

- Tell your friend that you think they can make it this time – even if they have tried before and failed.
- For the first few days after the smoker quits, be ready to help. They may want to talk all the time or they may just want extra help when a tough situation comes up, like a coffee break, a party or after a meal.
- Offer to call or visit to check on how they are doing. Ask how they are feeling, not just whether or not they are still not smoking.
- No nagging, scolding or preaching – this just does not work. Instead, let them know how much you admire them for trying to quit. Let them know that you care about them whether they quit or not.

The websites below were utilized for the information in this article. If you are thinking of quitting or know someone who is, here are some online tools and resources:

American Lung Association
<http://www.quitterinyou.org/>

American Cancer Society
<http://www.cancer.org/docroot/home/index.asp?level=0>

Centers for Disease Control and Prevention
<http://www.cdc.gov/>