Welcome Pioneers for Smoking Cessation

Women and Tobacco
Wednesday, March 30, 2011 – 1:00 pm ET

Agenda
- Welcome
  - Catherine Saucedo, Deputy Director, SCLC, moderator
  - Steve Schroeder, MD, Director, SCLC
- Presentation from Maria Perno Goldie, RDH, BA, MS
  - President, International Federation of Dental Hygienists
  - Questions & Answers
- Technical Assistance and Closing Remarks

During the Webinar
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- Press *6 to mute your phone line
- All phone lines will be muted during the presentation
- Do NOT put phone on hold
- Webinar is being recorded
- Questions are encouraged throughout via the chat box

Greetings
- Steven A. Schroeder, MD
  - Director, Smoking Cessation Leadership Center
  - Distinguished Professor of Health and Health Care, Department of Medicine, UCSF

Welcome
- Catherine Saucedo
  - Moderator
  - Deputy Director
  - Smoking Cessation Leadership Center
  - University of California, San Francisco
csaucedo@medicine.ucsf.edu

Today’s Presenter
- Maria Perno Goldie, RDH, BA, MS
  - Professional Member, National Speakers Association
  - President, International Federation of Dental Hygienists
Women and Tobacco

Maria Perno Goldie, RDH, MS

Professional Member, National Speakers Association

Member, National Advisory Committee for the Robert Wood Johnson Foundation’s Smoking Cessation Leadership Program

Member, 2004-2006 fellowship of the California Health Care Foundation’s Health Care Leadership Program

Honorary Member of Sigma Phi Alpha

President, IFDH

An Epidemic Of Smoking-related Cancer And Disease In Women

When calling attention to public health problems, we must not misuse the word "epidemic." But there is no better word to describe the 600-percent increase since 1950 in women's death rates for lung cancer, a disease primarily caused by cigarette smoking. Clearly, smoking-related disease among women is a full-blown epidemic.

David Satcher, MD, PhD

Why Quit?

According to the data collected by U.S. Centers for Disease Control and Prevention (CDC) in the 1990s

• Adult male smokers lose an average 13.2 years due to smoking
• Adult female smokers lose 14.5 years

Smoking Is The Most Preventable Cause Of Death

• 23 million women in the US (23 percent of the female population) still smoke cigarettes
• Yet more than 140,000 women die each year from smoking related causes
• The highest rate of smoking (27 percent) occurs among women between twenty-five and forty-four.

A History of Women and Smoking

by Phyllis Marie Jensen

Women saw cigarettes as symbols of freedom, a sign that they were their own person, that they had gone beyond society’s narrow roles for them.

Smoking-related diseases have become the leading cause of premature death of women. In Canada one woman dies every thirty-five minutes from a smoking-related disease.
Rising status of women linked to more smoking

March 1, 2011

In countries with relatively high female empowerment, such as Australia, Canada, Norway, Sweden and the United States, this gap is small and women smoke almost as much as men do.

Unique to Women

- PID 33% more
- Early menopause
- Abnormal bleeding, amenorrhea
- CVD and estrogen
- Osteoporosis 5-10% more
- Cervical cancer 80% increased risk!

Red Orbit reports that the study published in the *World Health Organization Bulletin* analyzed smoking habits in 74 countries.

Breast Cancer and Smoking

- BC patients who smoke may increase their risk of dying at least 25% *
- The risk of fatal breast cancer rises up to 75% for women who smoke two packs or more per day
- Vulvar cancer 40% percent higher risk

Breast Cancer Linked To Passive Smoking

- Mar 10, 2011
- Women who had never smoked but had lived or worked with smokers for the longest period work – had an increased cancer risk of 32%

March 1 in the *British Medical Journal online*
Cost Calculator

<table>
<thead>
<tr>
<th>Cost per pack</th>
<th>$5.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of cigarettes per day</td>
<td>X</td>
</tr>
</tbody>
</table>

In one year, you will save:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Cost Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>In one year</td>
<td>$1825.00</td>
</tr>
<tr>
<td>In one month</td>
<td>$155.00</td>
</tr>
<tr>
<td>In one week</td>
<td>$35.00</td>
</tr>
<tr>
<td>In one day</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

First Identification of Nicotine as Main Culprit in Diabetes Complications Among Smokers

March 27, 2011

May have implications for people with diabetes who are using nicotine-replacement therapy
Nicotine Caused Levels Of HbA1c To Rise By As Much As 34%!!
• Studies also show that smokers with diabetes have higher levels of HbA1c than nonsmokers with diabetes.

Wrinkles!

Try a Pipe
• Nov. 20, 1944
• Acute shortage of cigarettes
  • Hoarding.
  • Growing black market.
  • More smoking by more people who are jittery in wartime.

The Press: Smoke-Crusade
• To allow a woman in the unholy precincts of a cigarette advertisement would be to affront U.S. womanhood.
• 1929!!

TOBACCO: The Controversial Princess
• Apr. 11, 1960
• Industry undergone crisis after crisis
• Recovered from the cancer scare
• Turning the unsettling side effects of the debate to its own advantage.
Targeting Asian women in the USA

Women Smoking in Movies
- Smoking behavior was depicted on-screen 28% of the time
- Women in lead or supporting roles were more likely to smoke than men
- Movie characters of both sexes smoked more than the general population

The Results Of This Study Raise Concerns
- Exposure to smoking in popular movies
- According to social learning theory, by paying attention to the behaviors of a person who possesses the qualities, skills, and capacities one hopes to achieve, a young observer learns to model these behaviors

Women and Smoking in Hollywood Movies: A Content Analysis


Smoking is highly prevalent in Hollywood films featuring popular actresses and may influence young audiences for whom movie stars serve as role models

FDA-approved Smoking Cessation Aids

- Nicotine
- Gum
- Skin patches
- Lozenges
- Oral inhaled products
- Nasal spray
- 1-800-QUIT-NOW
- www.smokefree.gov

E-Cigarettes

- Deliver nicotine or other substances to a user in the form of a vapor
- FDA has not evaluated any e-cigarettes for safety or effectiveness
- Quality control processes
- http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm172906.htm

FDA Warns of Health Risks Posed by E-Cigarettes
Cartomizer Technology - SmokeStik®

- More vapor and a more realistic feeling
- Without tar, carbon monoxide, or known carcinogens of traditional cigarette

Videos

- [http://smokestik.com/videos.html](http://smokestik.com/videos.html)

Nicotine Replacement Products

- OTC: Patches, gum, lozenges
**Nicotine Replacement Products**

- Prescription-only nicotine replacement products are available only under the brand name Nicotrol: nasal spray and an oral inhaler (Chantix®).
- Zyban® (buproprion)

**Do NOT use Nicotrol Inhaler if:**

- You are allergic to any ingredient in Nicotrol Inhaler or to menthol
- You have had a recent heart attack
- You have severe or worsening chest pain or a severely irregular heartbeat
- You continue to smoke, chew tobacco, use snuff, or any other nicotine-containing products.

**ZYBAN®**

ZYBAN® is indicated as an aid to smoking cessation treatment

*Clinicians should not prescribe doses over 300 mg/day for smoking cessation*

**Potential Problems**

- If you are pregnant, planning to become pregnant, or are breast-feeding
- If you are taking any prescription or nonprescription medicine, herbal preparation, or dietary supplement
- If you have allergies to medicines, foods, or other substances

**FDA category C**

The effects in the nursing infant are unknown

**Varenicline Pregnancy Warnings**

- Shown to have nonteratogenic adverse effects on the fetus in animal reproduction studies at doses up to 23 to 50 times the recommended human dose
- Reduced fetal weights were reported in pregnant rabbits and the offspring of pregnant rats showed decreases in fertility and increases in auditory startle response
Special Precautions

- Anticoagulants as warfarin (Coumadin)
- Insulin
- Bupropion (Wellbutrin, Zyban) and nicotine gum, inhaler, lozenges, nasal spray, or skin patches; and theophylline (Theo-24)
- Do not drive a car or operate machinery

Risks of Using Tobacco

- 46 million Americans smoke
- Half of lifelong smokers will die prematurely if they do not quit
- 1 American dies every hour from oral cancer

30,000 Americans Are Diagnosed With Oral And Pharyngeal Cancers Each Year

3 percent of all cancers diagnosed

More than a quarter of these patients will die

Tobacco factors into 75 percent of all cases

Laryngeal Cancer

“Almost All Cases Reflect The Use Of Tobacco And Alcohol And Could Be Prevented”

The Health Consequences of Smoking, SG Report 2004
Chapter 2, Page 62

Tobacco Companies Want Women To Believe That...

- Smoking is sexy.
- Smoking keeps you thin.
- Smoking is cool.
- Smoking is attractive.
Smoking is NOT Sexy!

Yellowed teeth and nicotine-stained fingertips and fingernails!

Wrinkles! Especially around the mouth!

Odors! Smoking makes your breath, hair, clothes, and car stink!

Cigarettes contain:

• The same stuff used to preserve dead frogs
• The same poison used to kill rats
• Nicotine, an insecticide found in bug killer

Tobacco Companies Want You To Believe Their Products Make You...

• Don’t fall for their gimmicks!

Smoking Causes Wrinkles

“Smoking makes me look glamorous.”

Myth? or Reality?
Who Wants To Date a Smoker?
• 72% of 12th graders do not want to date smokers

These are your lungs on smoke...

Joe Camel or Joe Chemo?

“Smoking can’t kill me.”
Myth? or Reality?

Smoke Yourself into a Total Wreck

“Smoking is a good way to stay thin.”
Myth? or Reality?


**Physical Fitness and Smoking**

**Don’t Mix**

Don’t let physical fitness and smoking mix. Physical fitness and smoking are not compatible activities.

**Myth? or Reality?**

"Smoking may be a bad habit, but I can stop anytime I want to."

- **Rewards for Quitting**
  - Freedom from addiction
  - Better health
  - Food tastes better
  - Save money
  - Feel better about yourself
  - Breath, hair, and clothes smell better
  - Better at sports

**Don’t Let the Pretty Packages Fool You**

- Be smarter than someone’s marketing schemes.
- Bidis are pretty but deadly.

**Cigars Are Not Safe**

Cigars are not safe alternatives to cigarettes!

**Are Stogies Safer Than Cigarettes?**

No!

Cigar smokers have:

- 34% increased risk of lung, laryngeal, oral, and esophageal cancer
- 4 to 10% higher risk of COPD
Chewing Tobacco Can Kill

Photo courtesy of the American Cancer Society.

S. Marsee at age 18
S. Marsee just before his death at age 19

Chewing Tobacco Can Kill

Photos courtesy of the American Cancer Society

Smoking Consequences — Menstrual Function & Menopause

- Smoking has serious effects on women’s menstrual functions including:
  - Dysmenorrhea—painful menstruation
  - Secondary amenorrhea—lack of menstruation
  - Menstrual irregularity
  - Increased menopausal symptoms
  - Younger menopausal age

Smoking Consequences — Reproductive Outcomes

- Women smokers have greater risks of:
  - Conception delay
  - Primary infertility
  - Secondary infertility
  - Pre-term premature rupture of membranes, abruptio placentae, and placenta previa
  - Pre-term delivery
  - Stillbirth, neonatal deaths, and sudden infant death syndrome (SIDS)


Smoking Cessation and the Menstrual Cycle

- The menstrual cycle can influence cessation
  - Smoking withdrawal symptoms similar to symptoms of menstrual distress
  - Tobacco withdrawal may affect success of quit attempts for the 70% of women who experience menstrual symptoms
  - Menstrual cycle should be considered when selecting quit date

Smoking Cessation & Weight Gain

- Women fear weight gain more than men do, leading them to continue to smoke.
- There is no direct link between weight gain and stopping smoking.

www.cdc.gov/tobacco/sgr/sgr_forwomen/
The caption next to the picture of Kate Moss tells young readers that the diet regimen that keeps her thin is a cigarette and a beer.

**Smoking Consequences—Bones**

- Smoking has unfavorable effects on bone density and fracture risk including:
  - Lower bone density among postmenopausal women
  - Increased risk of hip fracture

90% of new smokers begin as teenagers; more than 5 million of whom will eventually die as a result.

**SMOKING and Women**

Following its role in coordinating media for outreach for the Surgeon General's Report on Women and Smoking (http://www.womenshealth.gov/quitsmoking), OWH established a partnership with the National Cancer Institute (NCI) for a "women's cancers initiative."

**Smoking Cessation and Menopause**

- Menopause may provide additional challenges to smoking cessation
- Hormonal changes can cause:
  - Greater Difficulty With Weight Control
  - Changes In Body Image
  - Changes In Societal Roles

**Tobacco**

- All clients, especially pregnant ones, should be asked about drug habits, including smoking
- Alcohol, tobacco, and abuse of other drugs should be discontinued
- Educate patients about cessation techniques and programs
Smoking during pregnancy accounts for an estimated:

- 20 to 30% of low-birthweight babies
- up to 14% of preterm deliveries
- 10% of all infant deaths
- 4 times the incidence of negative behavior in toddlers

Smoking is the single most powerful determinant of poor fetal growth in the developed world.

Maternal smoking in pregnancy increases the risk of asthma during the first 7 years of life, and only a small fraction of the effect seems to be mediated through fetal growth.

Exposing an infant to second-hand smoke greatly increases the child’s risk of:

- Asthma
- Pneumonia
- Bronchitis
- Fluid in the Middle ear

Cessation Programs – Pregnancy

- Women quit smoking at higher rates during pregnancy than at any other time.
- One-third of those who stop smoking during pregnancy are still smoke free one year after delivery.
- Pregnancy cessation programs are cost-effective and beneficial to infant health—with the added value of improving overall cessation rates.

The Hypothesized Causal Model of the Effect of Maternal Smoking in Pregnancy on Childhood Risk of Asthma

Solid arrows indicate a causal relationship; the broken arrow indicates effect modification.

ADHA Smoking Cessation Initiative

Increasing the number of dental hygienists who assist their clients in tobacco cessation

- Ask about tobacco use at every visit.
- Advise those who use to quit.
- Refer those who wish to quit to statewide quitlines and other tobacco cessation programs.
Three Minutes or Less Can Save Lives

- 70 percent of smokers want to quit
- Smokers are more likely to quit when advised to do so by healthcare professionals
- Many healthcare professionals never ascertain their clients' smoking status nor help them quit
- 25 percent of dental hygienists ask about tobacco use. The ADHA goal is 50 percent by 2006
- The single most effective health promotion effort dental hygienists can do to improve and lengthen the lives of their clients

Smokers' Helpline

1 800 QUIT NOW
http://www.smokefree.gov/

Pregnancy Quitline

- 1-866-66-START

- Smoking during or after pregnancy has been linked to one in 10 infant deaths
- Each year about 426,000 American women smoke during pregnancy
- Many of these women want to quit and would if they got help.
They say that when BillRolls with originally (pickwick), women roll to them (pickwick). We only feel the extra. We now seem to be going back to that. We all have run cigarette cigarettes. The cigarettes should be lit, because if you don't have a cigarette, you won't have a cigarette.

However, because we know cigarettes are in society, they are initially more involved with low bar cigarette than men. We roll our cigarettes and we know that. They are going to be smoking, but they are going to be smoking for their friends if you want to make a joke. Change their own health. They're not concerned about the cigarette.

When we have in a large number of the possible population that's at 10% to 15%, women can't be a response of low bar generated. The man who does not have the same face as the stereotype of a low bar smoker (i.e., someone who doesn't ask for the real thing).

A bread that helps for weight control by suppressing appetite.

A bread that demands a natural appetite suppressor (no calorie or sugar) will be perfect for controlling weight.

To keep a slender figure
No one can deny

The Salem Tobacco Company
"Obsession with reducing body weight and the existence of serious eating disorders is increasingly prevalent among teenage girls and women today," and many adolescents see smoking as an easy way to keep their weight down.

And the Moral of the Story

Is.....

“IT'S EASIER NOT TO START... THAN IT IS TO STOP.”

Questions & Answers

- Feel free to ask questions via the chat box.

Contact the SCLC

Visit us online:
http://smokingcessationleadership.ucsf.edu

Call us toll-free:
1-877-509-3786

Closing Remarks

Please help us by completing the post-webinar survey.

Thank you for your continued efforts to combat tobacco.

SAVE THE DATE:
Thursday, May 5th from 1-2:30 pm ET
“Menthol: Science, Policy and Advocacy”