

Smoke-free Public Housing: HELPING SMOKERS QUIT

Help your clients access smoking cessation services

Your client doesn't have to go cold turkey and quit on their own. It's not easy, but quitting smoking doesn't have to be a miserable experience.

Many residents of public housing aren't aware of the local and national services available to help them quit smoking. Here's some information that can help:

- **Their local community health center can offer medical assistance and support, regardless of ability to pay.** Clinicians can prescribe nicotine replacement therapy (NRT), available as gum, lozenges, a skin patch, nasal spray, or an inhaler and/or bupropion or varenicline, medicines that are safe for most people and can increase their chances of quitting and staying quit. They can also help them access local cessation resources, including counseling. [Find a health center here.](#)
- **1-800-QUIT-NOW** connects callers with their state quitline, a **FREE tobacco cessation service.** Quitlines deliver support and referrals to tobacco users to help them quit smoking—regardless of their geographic location, race/ethnicity, or economic status—in all U.S. states. Callers get access to many different types of cessation information and services, including free support and advice from a cessation counselor, a personalized quit plan and self-help materials, social support and coping strategies to help deal with cravings, and the latest information about cessation medications. **Callers may get free NRT, and many quitlines offer texting programs** so your client may not have to use cell phone minutes. See what to expect [when your client calls a quitline in new videos](#) from the Centers for Disease Control. [See what each quitline offers](#) callers on the North American Quitline Consortium site.
- Contact the [American Cancer Society](#) at 1-800-227-2345 for referrals to local cessation resources and materials, or visit the [American Lung Association](#)
- Access the [Association of State and Territorial Health Officials tobacco-related disparities infographic](#), with links to priority population health networks' tobacco control materials
- Put up posters and flyers from Centers for Disease Control and Prevention's [Tips from Former Smokers campaign](#) around the office to encourage your clients' quit attempts
- Call your [state or county health department](#) for **local resources, services, materials, and help**, including NRT
- Looking for free smoke-free policy training and implementation guidance for PHA staff? [Live Smoke Free](#) can help, including individual PHA consultation nationwide.
- Use the **flyer on the next page** to help your clients see the true cost of smoking and secondhand smoke. It is **customizable by state**; you can find your state's average cigarette cost at [Campaign for Tobacco-Free Kids](#).

Contact [Becky Slemons](#) for more information about tobacco cessation in public housing.

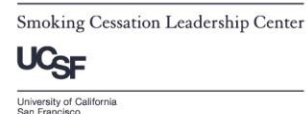
For your clients: myths about quitting smoking

Myth 1 *It's just a matter of willpower.*
Wrong. The nicotine in cigarettes is highly addictive, and it isn't easy to break that addiction. But it can be done; more than half of the people who once smoked have now quit.

Myth 2 *If you fail to quit the first time you try, you'll never be able to quit.*
Wrong. The average person tries to quit many times before they actually succeed in breaking the habit. You learn something each time you try, and each time you try, you are more likely to succeed.

Myth 3 *It's too late; the damage is already done.*
Wrong. It's never too late to quit smoking! Your body can start healing within weeks and continues to recover for years when you stop filling it with smoke.

Source: American Cancer Society



TOBACCO: What is it costing you?

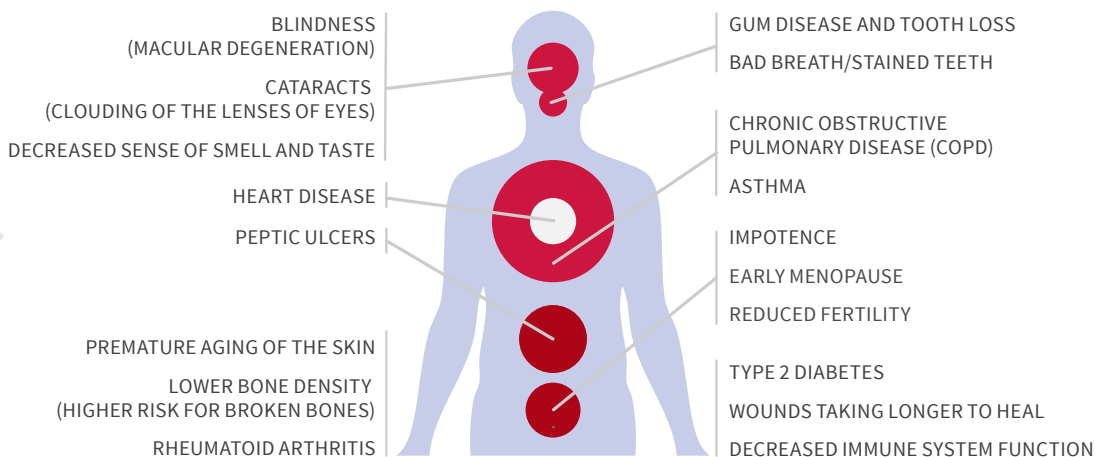
Smoking might cost you more than money.



Each year, using tobacco causes about 1 out of 5 deaths in the United States. In fact, smoking cigarettes kills more Americans than alcohol, car accidents, HIV, guns, and illegal drugs combined.

IT'S NOT JUST DEATHS. SMOKING AFFECTS A PERSON'S HEALTH IN MANY WAYS.

Tobacco smoke contains more than 7,000 chemicals and compounds. Hundreds are toxic, and at least 69 cause cancer. Other health problems may include:



INCREASED RISK FOR MANY CANCERS

WHAT ABOUT SECONDHAND SMOKE?

People who do not smoke are exposed to secondhand smoke (SHS) by breathing in air with cigarette smoke. This can happen at home, work, school, in the car, or in public places. Harmful effects of SHS can even remain on fabrics and household surfaces for months (and sometimes years) after someone smokes a cigarette indoors.

There is no safe level of exposure to SHS. It is linked to several types of cancer in children and adults. SHS also affects the heart and blood vessels, increasing

the risk of heart attack and stroke in non-smokers. Some studies have linked SHS to mental and emotional changes, too, like depression.

Making your home smoke-free may be one of the most important things you can do for the health of your family. The growing bodies of young children are especially sensitive to the toxins in SHS. And think about it: we spend more time at home than anywhere else. A smoke-free home protects your family, your guests, and even your pets.

HOW MUCH DOES SMOKING COST IN DOLLARS AND CENTS?

Let's say someone smokes a pack a day (20 cigarettes)

- In one month, that's about
- In one year, that's about
- In 10 years, that's about

Source: Campaign for Tobacco-Free Kids, 1/2018



QUITTING TOBACCO ISN'T EASY, BUT IT CAN BE DONE.

Quitting smoking is not easy, but help is available to get you on the right track. To have the best chance of quitting and helping reduce your cancer risk, you need to have a plan and know what you're up against, what your options are, and where to go for help.



cancer.org | 1.800.227.2345