



FIRST CONTACT: INTRODUCTION


 Hello _____ my name is _____ and I am one of the Environmental Health counselors. Thanks for agreeing to meet with me. Today we're going to talk about several topics including your smoking history, the risks of smoking, and the benefits of quitting. Finally, we'll finish our discussion by talking about some of the roadblocks to quitting smoking.

SMOKING AND QUITTING HISTORY

 Ok well first, It's important for me to understand how much and when you smoke, so to start I'm going to ask you a series of questions about your smoking.

1. How long (weeks, months, years) have you been smoking?
2. When did you start smoking regularly?
3. How many days per week do you smoke?
4. On days that you smoke, how many cigarettes do you smoke?
5. Does anyone else in your home smoke?
6. Do any of your family members/ friends/ significant others smoke?
7. What about at work, are there smokers there?
8. Have you ever tried quitting?
 - a. If yes, what was the longest period (days, months or years) that you successfully stayed quit?
 - b. If no, so you've never made an attempt to quit. Why not?

SYMPTOMS


 9. The risks of smoking are pretty big and they affect different people in different ways. So now, I'm going to ask you a few questions about some of the early warning symptoms that you may have experienced as a result of smoking.

Have you ever experienced:

- a. Cough first thing in the morning?
- b. Cough frequently throughout the day?
- c. Wheezing (breathing with difficulty or whistling sound)?
- d. Shortness of breath when walking?
- e. Shortness of breath during exercise or walking upstairs?
- f. Phlegm or mucus (thick brownish or yellow liquid you may cough up)?

- g. Pain or tightness in the chest?
- h. Getting very tired in a short time?

IF YES TO SYMPTOMS:

 So you are having some of the symptoms that could be related to your smoking, such as (**STATE PARTICIPANT SYMPTOMS**). With every cigarette that you smoke you are increasing your risk of having serious health problems and today I'd like to talk with you about twelve of these known health risks (Refer to Module 1 slides). As you can see from the image on this slide, smoking affects every part of your body.

IF NO SYMPTOMS:

Although you do not seem to have any symptoms that are commonly related to smoking yet, with every cigarette that you smoke you are increasing your risk of having serious health problems and today I'd like to talk with you about twelve of these known health risks (Refer to Module 1 slides). As you can see from the image on this slide, smoking affects every part of your body.

RISKS


Some of the most severe, long-term health risks of smoking include:

1. **Cancers of the lungs, throat, mouth, bladder, kidney, and esophagus** (Cancer causing agents in tobacco smoke damage important genes that control the growth of cells, causing them to grow abnormally or to reproduce too fast). That's why cigarette smokers are 20 times more likely to develop lung cancer than non-smokers and 9 out of 10 lung cancer deaths are tobacco related.
2. **Heart problems** (Smoking doubles your risk of heart problems by decreasing oxygen to the heart, increasing blood pressure and heart rate, increasing blood clotting and damaging cells that line coronary arteries and other blood vessels.
3. **Respiratory problems**, such as COPD and emphysema (Smoking affects the airways and alveoli (i.e., small air sacs) of the lungs causing lung problems.
4. **Circulatory issues**— Smoking damages the blood vessels throughout the body, which can lead to serious health issues like peripheral vascular disease (PVD) in the legs, feet, arms, or hands. In severe cases PVD may require amputation of the affected area to relieve pain or prevent the development of gangrene.
5. **Digestive problems including Heartburn, and Gallstones**
Heartburn (Smoking increases the amount of acid secreted by the stomach and weakens the lower esophageal sphincter which allows stomach acid to flow into the esophagus often causing heartburn. When stomach acid comes in contact with the esophagus, the inner lining can become injured or damaged.
Gallstones (In addition, smoking may increase the risk of developing gallstones and harm the liver's ability to process substances.
6. **Bone thinning** (Smoking causes thinning of the bones, making smokers more likely to develop osteoporosis and have hip fractures. Studies have found that people who smoke a pack of cigarettes a day, reduce their bone density by about 4 or 5 per cent every 10 years.)
7. **Dental problems** (Smoking increases the risk of gum disease, oral cancer, bad breath, tooth loss, loss of taste, and stained teeth.)
8. **Peptic ulcers** (People who smoke cigarettes are more likely to develop an ulcer. If people with an ulcer keep smoking, their ulcer may not heal; or it may take longer than usual to heal.
9. **Liver problems** (Smoking harms the liver's ability to process drugs, alcohol, and other toxic substances. Smoking can also worsen pre-existing liver disease.)


10. **Cataracts** (Free radicals in tobacco smoke attack the eye, damaging lens proteins and the fiber cell membrane in the lens. Smoking also reduces the body's levels of antioxidants and certain enzymes which help remove damaged protein from the lens. Over time, this can double or even triple a pack-a-day smoker's risk of developing cataracts versus a non-smoker.

Some of the more immediate health risks of smoking are:


- 11. **Problems with asthma and pneumonia** (Smoking irritates the airways, causing them to become swollen, narrow, and filled with mucus. These are the same things that happen during an asthma flare up. That's why smoking can cause asthma flare-ups to happen more often and make those flare ups more severe and harder to control, even with medication.
- 12. **Increasing the amount of time it takes to heal from a wound** (Carbon monoxide is a poison in cigarettes that enters your blood cells. Smoking causes blood vessels to become smaller. These smaller vessels have a harder time carrying oxygen, nutrients, and healing factors to the wound. This can cause the wound healing process to take longer.
- 13. **MALE PARTICIPANTS ONLY Problems with sexual functioning** (Chemicals in cigarette smoke cause blood vessels to constrict, limiting blood flow to the penis leading to erectile problems. Smoking also causes plaque to build up in blood vessels which may lead to a "consistent" problem.

 *There is no debate on the fact that smoking damages all organs in your body. Is that clear? / Do you have any questions about smoking related symptoms or health risks?*

Note If participant has questions or comments about smoking related symptoms or health risks (e.g. "I didn't know smoking could increase my chances of developing osteoporosis") use the following response:


 *"Smokers often don't realize all of the body systems that are affected by smoking"*

Note If participant argues that there is no guarantee he or she will experience any of the health effects of smoking use the following response:

 *"While there is no guarantee that you'll experience any of these health risks, every cigarette you continue to smoke increases the chances that you will"*


Note If participant would like further information or inquires about HE content or stats refer him/ her to the following websites: Cancer.org, CDC.gov, TheTruth.com

What's In A Cigarette

 *Today we're going to talk about some of the chemicals in cigarettes. You may never have thought about this but there are over 4,000 chemicals in cigarettes and 50 of those chemicals are known carcinogens/cancer causing agents. Today we'll take a closer look at 15 of these chemicals, some of which may be familiar to you.*


Chemical	Description
Ammonia (toilet cleaner)	Causes cancer. Used to enhance nicotine delivery by freeing the nicotine from tobacco and turning it into a gas. Ammonia is often found in cleaning solutions.
Benzene (petrol additive)	A colorless hydrocarbon obtained from coal and petroleum. It's used in fuel and in chemical manufacturing. It is a known carcinogen associated with leukemia

Formaldehyde (embalming fluid)	A colorless liquid that is highly poisonous, and used to preserve dead bodies. It is known to cause cancer, respiratory, skin and gastrointestinal problems.
Carbon Monoxide (CO) (car exhaust fumes)	The same gas that comes out of car exhausts is an odorless, tasteless and poisonous gas that is rapidly fatal in large amounts. Can cause headaches, vomiting, confusion. This is the main gas in cigarette smoke which is formed when the cigarette is lit
Acetone (nail polish remover)	Causes cancer. A fragrant volatile liquid ketone, used as a solvent in nail polish remover.
Tar	Linked to lung cancer. Used to pave roads and highways. Tar is drawn into lungs when you inhale on a lit cigarette. Once inhaled, smoke condenses and about 70 per cent of the tar in the smoke is deposited into your lungs. Tar coats your lungs like soot in a chimney and causes cancer . A 20 cigarette-a-day smoker breathes in up to a full cup (210 g) of tar in a year.
Hydrogen cyanide	Gas chamber poison, also used in rat poison: In 1989 millions of cases of imported fruit were banned after a small amount of cyanide was found in just two grapes. There's 33 times more cyanide in a single cigarette than was found in both of those grapes. Associated with cardiovascular and respiratory disease
Arsenic	A common pesticide ingredient that is also used in rat poison. Associated with lung, skin, and bladder cancer.
Toluene (täl-yə-wēn)	Gasoline and dynamite ingredient, linked to cancer.
Acetaldehyde (a-sə-tal-də-hīd)	Acetaldehyde is a hazardous air pollutant. Associated with lung cancer
Radioactive Polonium-210 (pesticide)	A very dangerous substance to handle in even tiny amounts. Radioactive Polonium is shown to cause cancer; in fact it is the only chemical in cigarettes that has been shown to independently cause cancer in laboratory animals. In 2006, Alexander Litvinenko, a former colonel in the Russian security services was said to have been murdered by Polonium 210 poisoning.
Methane	Every day, cows release methane gas into the air. From you know where. But methane is also found somewhere in cigarette smoke. Linked to cancer and birth defects.
Cadmium (kad-mē-əm)	Battery ingredient. May cause diarrhea, convulsions, liver and kidney disease.
Butane	Odorous liquid used in lighter fluids. Used in lighting up cigarettes as well as within cigarettes. Inhaling butane damages the respiratory system.
Nicotine (insecticide/addictive drug)	One of the most addictive substances known to man is both powerful and fast. This is the chemical which causes addiction to cigarettes. One drop of pure nicotine can kill an adult

 Many of these chemicals are added to cigarettes in the growing and processing of tobacco

*These chemicals cause the cigarette to burn faster and enhance the flavor and nicotine delivery of the cigarette
When burned, even some of the so called “natural” chemicals in cigarettes become deadly!*

The Cost of Smoking

 *So now that we’ve talked about the chemicals in cigarettes, let’s talk a little bit about the costs of smoking.*

General

- The tobacco industry makes nearly \$150 billion a year in cigarette sales, that’s equivalent to \$410 million a day.
- The tobacco industry spends \$11.2 billion a year (equivalent to \$30 million a day on advertising and promotion)
(Example) An example of these advertising and promotion efforts was when a tobacco company gave \$125,000 worth of food to a charity, but then spent over \$22 million telling advertising and promoting that act of charity.


Medical and Productivity Costs

- During 2000-2004, annual smoking-related medical costs were nearly \$96 billion
- During 2000-2004, smoking-related productivity losses totaled \$96.8 billion per year.


Personal

- In 2006, U.S. consumers spent an estimated \$90.7 billion on tobacco products.
- The average pack a day smoker spends \$1,825 per year on cigarettes
- Over the course of 20 years that same pack a day smoker has spent \$36,500 on cigarettes (As you can see there are a lot of things you could do with \$36,000 like put a down payment on house, buy a nice car, pay for college tuition or a luxury vacation)
- If you saved the \$5 a day that pack a day smoker spends on cigarettes and placed it in a retirement account (with an average, 8% rate of return) after 20 years you will have saved over \$91,000.


Any questions?

 *So with all of the dangerous chemicals in cigarettes and the various costs (health care and lost productivity) associated with smoking you can see why health experts universally agree that quitting smoking NOW is by far the best thing you can do for your health and here’s why... (Proceed to Rewards)*


REWARDS: Benefits of quitting


 Usually the risks of smoking get all the attention, but there are also a lot of benefits that people experience when they decide to quit. This timeline will give us an idea of the some of the short and long term benefits of quitting including:

- ✓ **20 minutes after quitting:** Your heart rate and blood pressure drops. Body temperature of hands and feet returns to normal.
- ✓ **8 hours after quitting** Oxygen levels in blood increases to normal.
- ✓ **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.
- ✓ **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 non-smoker.
- ✓ **10 years after quitting:** The lung cancer death rate is about half that of a person who continues smoking. 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 the same as a non-smoker's.


 So you see, there really are a lot of health benefits to quitting smoking. In addition to the health benefits, if you quit smoking.... (suggest 3 rewards of quitting that may be especially beneficial to the patient – pick from):

- Food will taste better
- Improved sense of smell
- Saving money
- Feeling better about oneself
- Home, car, clothing, breath will smell better
- Setting a good example for children and decreasing the likelihood that they will smoke
- Having healthier babies and children
- Feeling better physically
- Performing better in physical activities
- Improved appearance, including reduced wrinkling/aging of skin and whiter teeth, reduced risk of premature loss/graying of hair
- You will not have to go outside to smoke at work or restaurants (which will really be nice come January)

 With all of these rewards you can see why quitting really is the best thing you can do for your health.

 Is that clear? Do you have any questions about the health benefits of quitting?

ROADBLOCKS


 Given the rewards of quitting and the many health consequences of continuing to smoke, what's keeping you from quitting now? (offer suggested solutions for whatever patient says)

If NO roadblocks: some common roadblocks to quitting smoking are...Address 4-5 common roadblocks.


Reason	Response / Suggested solution
Not a good time.	<ul style="list-style-type: none"> - There is no good or perfect time to quit. Now is as good a time as any. -Quitting is hard work, no matter what. -The important thing is to make up your mind to quit and stay committed.
Don't want to quit.	<p>-So you're aware of the health risks of smoking, but don't want to quit. There may be a smoking related reason for this. In a recent study researchers explored the differences in decision-making strategies between smokers and non-smokers. They discovered that smoking can lead to chemical reactions in the brain which interfere with learning and decision-making processes. So the very act of smoking may be compromising your ability to make wise decisions about your health.</p>
Don't smoke a lot; no health at risk.	<ul style="list-style-type: none"> - Research has shown that smokers often discount the known health dangers of smoking, because then they don't have to think about quitting. <p>There have been a lot of studies that show light smokers are at risk for serious health problems. The World Health Organization reports that even smoking 1 to 4 cigarettes per day nearly triple the risk of dying from heart disease or lung cancer. Another study found that occasional smokers had increased risks of bladder cancer.</p> <ul style="list-style-type: none"> - Researchers discovered that even very light smoking can harm people's arteries. In particular, they found that light smoking can make people's arteries less responsive to changes in blood pressure, which can be an early sign of heart disease. <p>Quitting smoking has major and immediate health benefits for men and women of all ages. These benefits apply to people who already have smoking-related diseases and those who don't. Ex-smokers live longer than those that continue to smoke.</p> <ul style="list-style-type: none"> -Premature death risk for <u>men</u>: A recent study demonstrated that for men, even light or occasional smoking raises the risk of premature death due to heart problems.
Friends/Family smoke	<p>I'm sure smoking isn't the only thing you and your friends have in common. Find other activities to do with your friends that don't involve smoking such as [walking, cooking, scrapbooking, or playing tennis/golf.] It may be an opportunity to encourage others that smoke to quit, and then you would have a person to help support your quitting efforts. If others are smoking, you can get up and leave and come back in a moment.</p>
Avoiding withdrawal	<p>Yes, many smokers don't quit because they do not want to go through the withdrawal symptoms, which can be really uncomfortable, but the reality is that these will pass with time. The best thing is to learn about the symptoms, how to deal with them, and how long they will last.</p> <ul style="list-style-type: none"> -Medications can also help reduce cravings and minimize the withdrawal symptoms you might experience.
Access to medication	<p>There are programs available that can help people who have problems getting meds for a variety of reasons like the cost or not wanting doc or employer to know.</p>
Concentration	<ul style="list-style-type: none"> -Difficulty concentrating is one of the common symptoms of nicotine withdrawal, and it's a common reason people give for not wanting to quit. It is understandable because we all have things we must concentrate on, but if you stick with your quit plan, it will go away so you can focus again.

	<p>-There are some products, such as nicotine replacement therapy, things like nicotine gum, and the patch, which can reduce the difficulty in concentrating that quitting can cause.</p>
Miss It	<p>-Most people who quit smoking miss it, regardless of how long they have smoked. It is a hard habit to break, and a difficult behavior to change, especially because the nicotine in cigarettes is highly addictive.</p> <p>-Think of a way to reward yourself, such as: learning a new hobby, exercising, reading, or other ways you come up with.</p> <p>- Think about all the money you would save that you now spend in cigarettes. You could put the money in a jar, and buy yourself something! I bet you will be surprised at how much extra money you have.</p>
Weight Gain	<p>-Yes, most people do gain some weight when they quit smoking, and on average 8 to 10 pounds. This is often a reason why people don't quit, or have started smoking again, but I can honestly tell you that the health risks of gaining a few pounds are far less than continuing to smoke. Remember all of the horrible health problems associated with smoking that we [just] talked about?</p> <p>- Exercising, or exercising more, eating more fruits and vegetables, and drinking lots of water can help combat weight gain that you are worried about. Engaging in these healthy behaviors will not only help you in your efforts to quit smoking, but may also help to minimize your weight gain.</p>
Cope / Stress	<p>-I imagine that there will always be some amount of stress in your life, and the difference is that you have learned to use smoking as a way to deal with your problems, or temporarily escape them. Non-smokers have found other ways to cope of handle stress, even if the activity is also an escape, like going for a walk.</p> <p>-Smoking actually does nothing to help you cope or relieve stress, in fact the cravings caused by nicotine addiction can create more stress.</p> <p>- Remind yourself that you get to make the choice to smoke or not to smoke. Think about the benefits of quitting.</p>
Depression (Negative mood)	<p>Some do report that smoking helps to stabilize their mood, and helps avoid depression. I encourage you to try to find a more positive way to handle your depression by seeking help from a professional counselor. There are medications that can also help with depressive symptoms as well as help you to quit smoking. Your doctor would be able to talk with you about your options.</p>
Identity	<p>- I am sure there are other characteristics that define you better than your smoking. You get to choose any identity you wish. Can you think of any?</p>
Tried and failed.	<p>- Most people make several attempts at quitting before they give up smoking for good, so you are not alone with this problem. The important thing is to learn what works for you and what doesn't.</p> <p>- What have you tried before? There are ways I can help you to deal with (whatever problem the person mentions).</p>
Light smoker	<p>- Smoking damages all the organs in the human body. There is no safe level of smoking. You may not feel anything negative with your health at this time, but it is still doing damage to your body that will never fully be recovered. Even light smokers have 3x risk of developing cancer and heart disease.</p>
Addiction	<p>-- In a recent study, researchers discovered that smoking even just a few cigarettes led to symptoms of addiction, and the intensity of the symptoms related to addiction increased with each cigarette smoked. In fact, they found that by the time someone has smoked 100 cigarettes, most report symptoms of addiction. So just a few cigarettes can lead to addiction.</p>

	-[Here's why] Brain receptors are changed by nicotine, creating a need for more. Nicotine clears quickly from the brain, causing a need for continuous, rapid re-dosing. That's why so many smokers need that first cigarette in the morning to get going. They have been without nicotine for the entire night.
It's too hard/impossible	A recent report showed that in 2008, more than 48 million Americans had successfully quit smoking. If all of those people can succeed in quitting, then that goes to show that it may be hard, but it's definitely possible to kick the habit for good, you just have to be committed to quitting.
I enjoy it/like it	Some people who smoke actually enjoy it, but it's important to remember that smoking is damaging every organ in your body which can lead to a host of health problems like cancer and heart disease to name a few. There are other enjoyable activities that you could engage in that wouldn't compromise your health. Things like bowling, dancing, or walking are just a few activities that people enjoy that can actually be beneficial to your health.

 *Is that clear? / Do you have any questions about overcoming the common roadblocks to quitting smoking?*

SUMMARY


 *So, with all of the information we've just discussed (provide brief summary/ deliver brief-tailored advice) you can see why health experts say that the number one thing that you can do for your health is to quit smoking.*

Are you interested in making a plan to quit smoking?


If YES: Proceed to Quit Plan Module

If NO: Proceed to Repetition

REPETITION

 *When we meet next time, we will review what we went over today and see if you have any other thoughts about smoking or questions about quitting. Thank you _____ Now, I'd like to schedule our next session.*

TOBACCO IS ADDICTIVE

 *Today we're going to talk about nicotine, the addictive ingredient in cigarettes. You may not know this, but nicotine is a drug that is highly addictive, both physiologically and psychologically.*

Nicotine's affect on the brain

- Nicotine affects many different parts of the body.
- After just one puff of a cigarette it begins to act on the **central nervous system**, brain and other parts of the body
- Nicotine is delivered to the brain via the lungs within 7 to 10 seconds (5 heartbeats)

Nicotine's affect on mood/ stress

- Nicotine appears to improve mood by increasing dopamine levels in the brain.
- When you smoke, your body releases adrenaline, so nicotine appears to reduce stress, but actually it increases heart rate and blood pressure which can lead to heart disease.

Why Nicotine is so addictive


- Brain receptors are changed by nicotine, creating a need (dependence) for more nicotine.
- Nicotine clears quickly from the brain, causing a need for continuous, rapid re-dosing (that's why so many smokers need that first cigarette in the morning to get going)
- The pharmacologic and behavioral processes that determine tobacco addiction are similar to those that determine addiction to drugs such as heroin and cocaine.
- Your body begins to CRAVE and become DEPENDENT on these unhealthy reactions!
- In 1997, a Big Tobacco executive once said, under oath, that he believed Gummy Bears were addictive like cigarettes; Other tobacco companies have said that M&M's, coffee and TV could be compared to the addictiveness of tobacco.

Smoking is a hard habit to kick

- Over 61 million Americans (20% of the population) smoke cigarettes
- About 70% of smokers say they want to quit
- In 2007, 53% of smokers quit for at least a day
- In 2008, 45% of smokers quit for at least a day
- Each year only 4.7% of smokers succeed in quitting


Because nicotine is so highly addictive once you quit smoking you will likely experience withdrawal symptoms such as:

- Cravings.** Each one lasts 3 -5 minutes, and may be pretty strong. Over time however, cravings will happen less often.
- Headaches, indigestion, and nausea** (occasional). When this happens you can try usual over the counter remedies for these symptoms.
- Insomnia and an increased tendency to dream.** Without nicotine your body absorbs much more caffeine, which can make you restless, irritable and sleepless for a while. So it's a good idea to cut back on coffee and tea.
- Coughing** most commonly caused by the cilia that line your lungs cleaning out the tar and mucus.
- Irritability, depression or anxiety** are closely connected to the physical action of nicotine leaving your body and will lessen over one to three weeks.

 *Is that clear? / Do you have any questions about the addictive nature of nicotine?*

Given the highly addictive nature of cigarettes and the health risks associated with smoking you can see why health experts universally agree that quitting smoking NOW is by far the best thing you can do for your health and here's why....(Proceed to rewards of quitting)

THE TOBACCO INDUSTRY'S LURE

 *We've already discussed some of the health risks associated with smoking so now let's look at some of the ways the tobacco industry lures people into using their unhealthy products.*


To attract youth and teens to their products Big Tobacco:

Big Tobacco Targets us all with advertising


- The tobacco industry spends about \$34 million a day on advertising and promotions, which is \$12.5 billion a year
- Tobacco companies have targeted women and young men with their advertising for the last 80 years (Marlborough Man and Virginia Slims)

Big Tobacco also targets youth

- In the 1970's
 - A tobacco company considered adding honey to cigarettes because teenagers like sweet products
 - A tobacco company explored marketing to customers as young as 14
- In the 1980's
 - A tobacco company referred to younger adult smokers as "replacement smokers." I guess when your products kill your customer base you need to start recruiting new ones.
 - One tobacco company brainstormed targeting teens in school bathrooms, playgrounds, YMCAs, and city parks, candy stores and even ice cream trucks!
- In the 1990's
 - Tobacco companies went to court to fight for the right to keep tobacco advertising near high schools and won.
 - Tobacco companies placed in-store advertising signage at a child's eye level
 - In 1997, one tobacco company CEO said he would probably "instantly" shut his doors " to get a better hold on things " if it were proved to his satisfaction that smoking causes cancer. That same company now admits on their website that smoking causes cancer, but they're still open for business.

 *So tobacco companies use a lot of measures to entice people to use their highly addictive and dangerous products.*

THE TRUTH ABOUT SMOKING

 *Now that we've talked about the ploys tobacco companies use to lure smokers, I want to share with you some facts about how dangerous and sometimes deadly smoking can be. I have general facts about the dangers of smoking, some that are closer to home – and happening right here in the US, and then some worldwide stats. Most of them are startling, and sound kind of gruesome, but they are shockingly true.*

General

- Smoking is the #1 cause of avoidable illness and death
- Half of the people that continue to smoke will die from smoking related diseases, and often will die prematurely!
- Tobacco use is harmful to every organ in the human body, and is related to numerous cancers including lung, pharynx, larynx, esophagus, pancreas, kidney, and bladder and other diseases which can cause years of suffering. One really terrifying example is getting emphysema (an illness that gets in the way of normal breathing) Once you get emphysema, you will almost always have shortness of breath because you cannot get enough oxygen into your lungs.

“Here’s what smoking does to your life” slide. The following photos include a photo of a healthy lung and a smokers’ lung. Also, as you might have heard beginning September 2012, FDA will require larger, more obvious cigarette health warnings on all cigarette packaging and advertisements in the United States. These warnings mark the first change in cigarette warnings in more than 25 years.

USA

- Of the 61 million current smokers in the U.S.
 - 2.6 million have chronic bronchitis from smoking
 - 1.2 million have emphysema from smoking
 - 384k have had a stroke from smoking
 - 358k have a form of cancer other than lung cancer from smoking
 - 46k have lung cancer from smoking
- Over 8.5 million Americans live with tobacco-related illnesses.

USA Smoking Deaths

- In the U.S. cigarettes kill about 50 people an hour.
- Today, tobacco products will kill about 1,200 people.
- Cigarette smoking claims over 440,000 lives in the US each year.
 - 174k die from cardiovascular diseases
 - 163k die from cancers.
 - 103k people die from respiratory diseases like emphysema and COPD)
- Tobacco kills more Americans each year than auto accidents, homicide, AIDS, drugs and suicides combined.


World-wide

- There could be up to one billion deaths in the 21st century

Any questions?

As you can see from all of the facts I just shared with you, There is NO safe level of smoking! That is why health experts universally agree that quitting smoking NOW is by far the best thing you can do for your health and here’s why....(Proceed to rewards of quitting)

THE DANGERS OF SECOND HAND SMOKE

 *Today I'd like to share with you the dangers of second hand smoke. May people don't know this but:*

Module 4: The Dangers of Second Hand Smoke

There are a lot of dangers associated with second hand smoke

Definition

- Second- hand smoke is smoke that you exhale after puffing
- and the smoke that comes from a burning cigarette.

Death and Disease attributable to second hand smoke


- Diseases associated with second-hand smoke include: heart disease, respiratory problems, and cancer which can lead to premature death.
- Every year in the United States:
 - ✓ 129k people die from lung, trachea, and bronchus cancers caused by smoking.
 - ✓ 50k people die from other secondhand smoke-related diseases
 - ✓ 30k to 40k people die each year from secondhand smoke-related heart disease
 - ✓ Over 3k of these deaths result from secondhand smoke related lung cancer.

Impact on Family and Friends

- Family and friends are exposed to second-hand smoke in the home and in automobiles.
- Non-smokers living with smokers have about a 25 % increase in risk of death from heart attack and are also more likely to suffer a stroke
- Over 700 people die each year in the U.S. from smoking related fires (often caused by household members who smoke)


Impact on Children

- Maternal smoking during pregnancy and exposure to secondhand smoke in infancy results in the deaths of 776 infants every year in the U.S.
- Children exposed to secondhand smoke are at an increased risk for being born with a low birth weight, sudden infant death syndrome (SIDS), respiratory infections, ear problems, and more severe asthma. Smoking by parents causes breathing problems and slows lung growth in their children.
- Children whose parents smoke have a 'role model' that smokes, so are more likely to try smoking and become regular smokers.


 *Is that clear? / Do you have any questions about the dangers of second hand smoke?*

So with all the dangers of second hand smoke you can see why health experts universally agree that quitting smoking NOW is by far the best thing you can do for your health and the health of others and here's why...(Proceed to rewards of quitting)


REWARDS: BENEFITS OF QUITTING


 Usually the risks of smoking get all the attention, but there are also a lot of benefits that people experience when they decide to quit. Some of the benefits of quitting including
CHOOSE 3 DIFFERENT HEALTH RISKS AT EACH SUBSEQUENT SESSION:

- ✓ **20 minutes after quitting:** Your heart rate and blood pressure drops. Body temperature of hands and feet returns to normal.
- ✓ **8 hours after quitting** Oxygen levels in blood increases to normal.
- ✓ **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.
- ✓ **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 non-smoker.
- ✓ **10 years after quitting:** The lung cancer death rate is about half that of a person who continues smoking. 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 the same as a non-smoker's.


 So you see, there really are a lot of health benefits to quitting smoking. In addition to the health benefits, if you quit smoking.... (suggest 3 **rewards** of quitting that may be especially beneficial to the patient – pick from):

- Food will taste better
- Improved sense of smell
- Saving money
- Feeling better about oneself
- Home, car, clothing, breath will smell better
- Setting a good example for children and decreasing the likelihood that they will smoke
- Having healthier babies and children
- Feeling better physically
- Performing better in physical activities
- Improved appearance, including reduced wrinkling/aging of skin and whiter teeth, reduced risk of premature loss/graying of hair
- You will not have to go outside to smoke at work or restaurants (which will really be nice come January)

 With all of these rewards you can see why quitting really is the best thing you can do for your health.

 Is that clear? / Do you have any questions about the health benefits of quitting?

ROADBLOCKS


 Given the rewards of quitting and the many health consequences of continuing to smoke, what's keeping you from quitting now? (offer suggested solutions for whatever patient says)

If NO roadblocks: some common roadblocks to quitting smoking are...Address 4-5 common roadblocks.


Reason	Response / Suggested solution
Not a good time.	<ul style="list-style-type: none"> - There is no good or perfect time to quit. Now is as good a time as any. -Quitting is hard work, no matter what. -The important thing is to make up your mind to quit and stay committed.
Don't want to quit.	<p>-So you're aware of the health risks of smoking, but don't want to quit. There may be a smoking related reason for this. In a recent study researchers explored the differences in decision-making strategies between smokers and non-smokers. They discovered that smoking can lead to chemical reactions in the brain which interfere with learning and decision-making processes. So the very act of smoking may be compromising your ability to make wise decisions about your health.</p>
Don't smoke a lot: no health at risk.	<ul style="list-style-type: none"> - Research has shown that smokers often discount the known health dangers of smoking, because then they don't have to think about quitting. <p>There have been a lot of studies that show light smokers are at risk for serious health problems. The World Health Organization reports that even smoking 1 to 4 cigarettes per day nearly triples the risk of dying from heart disease or lung cancer. Another study found that occasional smokers had increased risks of bladder cancer.</p> <ul style="list-style-type: none"> - Researchers discovered that even very light smoking can harm people's arteries. In particular, they found that light smoking can make people's arteries less responsive to changes in blood pressure, which can be an early sign of heart disease. <p>Quitting smoking has major and immediate health benefits for men and women of all ages. These benefits apply to people who already have smoking-related diseases and those who don't. Ex-smokers live longer than those that continue to smoke.</p> <ul style="list-style-type: none"> -Premature death risk for <u>men</u>: A recent study demonstrated that for men, even light or occasional smoking raises the risk of premature death due to heart problems.
Friends/Family smoke	<p>I'm sure smoking isn't the only thing you and your friends have in common. Find other activities to do with your friends that don't involve smoking such as [walking, cooking, scrapbooking, or playing tennis/golf.] It may be an opportunity to encourage others that smoke to quit, and then you would have a person to help support your quitting efforts. If others are smoking, you can get up and leave and come back in a moment.</p>
Avoiding withdrawal	<p>Yes, many smokers don't quit because they do not want to go through the withdrawal symptoms, which can be really uncomfortable, but the reality is that these will pass with time. The best thing is to learn about the symptoms, how to deal with them, and how long they will last.</p> <ul style="list-style-type: none"> -Medications can also help reduce cravings and minimize the withdrawal symptoms you might experience.
Access to medication	<p>There are programs available that can help people who have problems getting meds for a variety of reasons like the cost or not wanting doc or employer to know.</p>
Concentration	<ul style="list-style-type: none"> -Difficulty concentrating is one of the common symptoms of nicotine withdrawal, and it's a common reason people give for not wanting to quit. It is understandable because we all have things we must concentrate on, but if you stick with your quit plan, it will go away so you can focus again.

	<p>-There are some products, such as nicotine replacement therapy, things like nicotine gum, and the patch, which can reduce the difficulty in concentrating that quitting can cause.</p>
Miss It	<p>-Most people who quit smoking miss it, regardless of how long they have smoked. It is a hard habit to break, and a difficult behavior to change, especially because the nicotine in cigarettes is highly addictive.</p> <p>-Think of a way to reward yourself, such as: learning a new hobby, exercising, reading, or other ways you come up with.</p> <p>- Think about all the money you would save that you now spend in cigarettes. You could put the money in a jar, and buy yourself something! I bet you will be surprised at how much extra money you have.</p>
Weight Gain	<p>-Yes, most people do gain some weight when they quit smoking, and on average 8 to 10 pounds. This is often a reason why people don't quit, or have started smoking again, but I can honestly tell you that the health risks of gaining a few pounds are far less than continuing to smoke. Remember all of the horrible health problems associated with smoking that we [just] talked about?</p> <p>- Exercising, or exercising more, eating more fruits and vegetables, and drinking lots of water can help combat weight gain that you are worried about. Engaging in these healthy behaviors will not only help you in your efforts to quit smoking, but may also help to minimize your weight gain.</p>
Cope / Stress	<p>-I imagine that there will always be some amount of stress in your life, and the difference is that you have learned to use smoking as a way to deal with your problems, or temporarily escape them. Non-smokers have found other ways to cope of handle stress, even if the activity is also an escape, like going for a walk.</p> <p>-Smoking actually does nothing to help you cope or relieve stress, in fact the cravings caused by nicotine addiction can create more stress.</p> <p>- Remind yourself that you get to make the choice to smoke or not to smoke. Think about the benefits of quitting.</p>
Depression (Negative mood)	<p>Some do report that smoking helps to stabilize their mood, and helps avoid depression. I encourage you to try to find a more positive way to handle your depression by seeking help from a professional counselor. There are medications that can also help with depressive symptoms as well as help you to quit smoking. Your doctor would be able to talk with you about your options.</p>
Identity	<p>- I am sure there are other characteristics that define you better than your smoking. You get to choose any identity you wish. Can you think of any?</p>
Tried and failed.	<p>- Most people make several attempts at quitting before they give up smoking for good, so you are not alone with this problem. The important thing is to learn what works for you and what doesn't.</p> <p>- What have you tried before? There are ways I can help you to deal with (whatever problem the person mentions).</p>
Light smoker	<p>- Smoking damages all the organs in the human body. There is no safe level of smoking. You may not feel anything negative with your health at this time, but it is still doing damage to your body that will never fully be recovered. Even light smoking triples the risk of cancer and heart disease.</p>
Addiction	<p>-- In a recent study, researchers discovered that smoking even just a few cigarettes led to symptoms of addiction, and the intensity of the symptoms related to addiction increased with each cigarette smoked. In fact, they found that by the time someone has smoked 100 cigarettes, most report symptoms of addiction. So just a few cigarettes can lead to addiction.</p>

	-[Here's why] Brain receptors are changed by nicotine, creating a need for more. Nicotine clears quickly from the brain, causing a need for continuous, rapid re-dosing. That's why so many smokers need that first cigarette in the morning to get going. They have been without nicotine for the entire night.
It's too hard/impossible	A recent report showed that in 2008, more than 48 million Americans had successfully quit smoking. If all of those people can succeed in quitting, then that goes to show that it may be hard, but it's definitely possible to kick the habit for good, you just have to be committed to quitting.
I enjoy it/like it	Some people who smoke actually enjoy it, but it's important to remember that smoking is damaging every organ in your body which can lead to a host of health problems like cancer and heart disease to name a few. There are other enjoyable activities that you could engage in that wouldn't compromise your health. Things like bowling, dancing, or walking are just a few activities that people enjoy that can actually be beneficial to your health.

 *Is that clear? / Do you have any questions about overcoming the common roadblocks to quitting smoking?*


SUMMARY

 *So, with all of the information we've just discussed (provide brief summary) you can see why health experts say that the number one thing that you can do for your health is to quit smoking. Are you interested making a plan to quit smoking?*

If YES: Proceed to Quit Plan

If NO: Continue Repetition

SET QUIT DATE


 It is great you have decided to quit smoking, especially because we know that quitting is the best thing you can do for your health. What influenced your decision to make a plan to quit smoking today?

It is helpful to create a quit smoking plan so that you are prepared.

The first recommendation is to set a quit date. This date should be within 2 weeks of today. It is important that you do not smoke at all after your quit date, not even a puff. Smoking even a puff can extend your withdrawal symptoms and will likely lead to a relapse.

When would you like for your quit date to be?

REMOVE TOBACCO PRODUCTS

 OK, so now that we have a quit date set, let's talk about your surroundings and environment. Another thing that is helpful is to create an environment where there are no temptations to smoke. A few strategies people find that work are:


- Getting rid of all cigarettes, lighters and ashtrays in your home and car, pockets, etc
- Clean your home and car, and wash all of your clothes, so that nothing smells like smoke.
- Tell your friends and family you are quitting.
- Don't let people smoke in your home.

Which of these strategies would you like to try? OK. Great.

IF NONE: OK Let's move on and talk about some other challenges you may have.

QP: DOCUMENT STRATEGIES.


DIFFICULT SITUATIONS, TRIGGERS & BARRIERS

 If you have ever tried to quit before, what things worked for you? What didn't work as well? Some people find there are difficult situations in which they typically smoke or certain times they feel more of an urge to smoke, such as:


- Feeling stressed
- First thing in the morning
- While driving or
- After a meal.

Are any of these times when you usually smoke?


IF STRESS

 When you feel stress, you can go for a walk, call a good friend, or take a hot shower.


IF FIRST THING IN THE MORNING:


 When you get up, try to delay your urge by doing something else, and by drinking water, or using deep breathing during the craving. Urges will pass and become less frequent over time.

DRIVING

 Smoking while driving becomes automatic for many, as if their car won't start without a cigarette. Try to change your routine; by taking a different route. You can also try deep breathing.

AFTER A MEAL


 After you eat, distract yourself by going for a walk, reading, or starting a new hobby.

 What do you think triggers you to smoke?

PROVIDE SOLUTIONS TO SITUATIONS. If A ROADBLOCK, USE LANGUAGE FROM ROADBLOCK TABLE.


QP: DOCUMENT ALL TRIGGERS.

IF ALCOHOL NOT MENTIONED, ASK:

 Do you drink alcohol? If NO: OK.

IF YES: I encourage you to not drink while you are quitting, or don't drink very much. Drinking alcohol is often associated with relapse, as inhibitions are lowered, and people often report that smoking and drinking go hand in hand.

REWARDS

 People who have been successful at quitting have reported that rewarding themselves for the progress they've made is helpful. It is best to start with short-term rewards.


The reward could be:

- Buying or doing something you couldn't afford before with money you have saved from not smoking
- Having more time to spend with your family or friends
- Feeling better overall


How will you reward your progress?

QP: DOCUMENT REWARDS.


PHARMACOTHERAPY

 There are medications that can help you to quit smoking. Research suggests that using some form of FDA approved medication to help you quit smoking doubles your chances of success, and


will ease your withdrawal symptoms. We strongly encourage you to discuss using a medication to help you quit.

 Not everyone is interested in taking medications to help them quit, just remember it will increase your chances for success. Let's continue with your quit plan.

**CONFIRM QUIT PLAN & WRAP UP
IF FIRST THROUGH THIRD CONTACT**

 I wish you the best of luck and I'll follow up with you at our next session!
Thanks for your time today. I'd like to schedule our next appointment.

IF FINAL CONTACT

 I wish you the best of luck in your effort to quit.