



BREATHE FREE

Quarterly



Montgomery County Tobacco Free Coalition Newsletter
Promoting healthy living and smoke free environment

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Message from the Editor-In-Chief

Dear Community Partners ,

Tobacco kills up to half of all users and remains the risk factor for 6 of the 8 leading causes of death in the world! According to a recent report by the World Health Organization (WHO), comprehensive services to treat tobacco dependence are available to only 5% of the world's population (www.who.int.org). The WHO report recommends that comprehensive tobacco control programs include components that:

- **M**onitor tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion and sponsorship
- **R**aise Taxes on tobacco

The third component addresses the need for services to support tobacco cessation. Many of us know smokers who would like to be free of tobacco. Unfortunately, smokers often lack the support and resources to develop a successful quit plan. In fact, over 70% of smokers would like to quit tobacco, but only about 40% actually make a quit attempt.

This Breathe Free newsletter will focus on services and programs in Montgomery County that support and encourage quit attempts. Tobacco use is complex and highly individual. Research has shown that smokers who find support in their quit efforts have a greater chance of becoming and remaining tobacco free. In Montgomery County, residents have a variety of support available to them. In this newsletter, you will find information on individual counseling, group counseling, telephone counseling (1-800-Quit Now), where to receive free pharmacotherapy and how to register for a maintenance support group.

Thank you to all our community partners who work so hard to help residents of Montgomery County to quit tobacco. Please feel free to contact us if you have any questions or need additional information on any of the programs included in this newsletter.

Best wishes!

Meaghan McHugh, MPH

The mission of the Tobacco Use and Cessation Program is to reduce the prevalence of tobacco use, promote healthy living and smoke free environments, thereby eliminating the death and illness associated with tobacco use.

Maryland's

1-800  QUIT NOW

SmokingStopsHere.com

Marylanders have a new way to live smoke-free.

When you are ready to quit, call 1-800-784-8669

QUITLINE HOURS:
8AM to Midnight
7 days a week





TOBACCO CESSATION PROGRAMS



Perry Chan (left) with Nancie, one of his star client.

The Tobacco Dependence Treatment Clinic (TDTC) A Life Without Tobacco. You Can Do It, We Can Help!

“Sara” is a 65 year old woman who lost her mother to lung cancer. Just like her mom, Sara smokes about a pack of cigarettes each day. She has tried to quit before, using the patch, but has always gone back to her old friend, tobacco. Sara does not have insurance nor does she know where to go for support and guidance so that she does not relapse again. She is scared but determined to finally break the family tradition of dying young to a tobacco related illness. Sara’s daughter wanted to help, so she called the Montgomery County Department of Health and Human Services to find out if there were any programs to help her mother. Sara’s daughter was referred to the Tobacco Dependence Treatment Clinic (TDTC). A tobacco treatment specialist contacted Sara and set up an appointment for individualized counseling. During this appointment, Sara developed a quit plan and was given free NRT to help with her physical cravings. Sara is on her way to living a life that is tobacco free.

Tobacco Dependence Treatment Clinic
1335 Piccard Drive, Lower Level
Rockville, MD 20850
(240) 777-1222 or -3298

Supported with funds from the
Maryland Cigarette Restitution Fund Program

Ready to quit?

A Life Without Tobacco.
You can do it, we can help!

Free personalized treatment.
Medications available.

The TDTC is a free program dedicated to assisting adult residents of Montgomery County who want to stop using tobacco products and would like assistance from a certified tobacco treatment specialist. The TDTC program provides support to help the smoker to develop a personalized treatment plan. The program also provides nicotine replacement therapy or other pharmacotherapy when necessary and with a prescription from the smoker’s doctor. The Clinic offers counseling that is culturally and linguistically appropriate for those residents who speak English, Spanish and Cantonese.

For more information on how you, a loved one, friend, or colleague can receive assistance, please contact the TDTC at 240 .777. 1222 , 3298 or 1853. The TDTC clinic is located at 1335 Piccard Drive, Lower Level, Rockville.

Smoking Cessation Group for Latinos

The 2005 Montgomery County Cancer survey indicated that 14% Latinos living in the County were current smokers. At that point, no program had been developed specifically for this ethnic minority population. Accordingly, the Latino Health Initiative (LHI) developed a Smoking Cessation Program for Spanish speaking low-income Latinos. The Program was initiated in October 2006 after a nine-month pilot program during FY04.

The overall goal of the program is to reduce the prevalence of tobacco use among Latinos who live or work in Montgomery County. In order to reach that goal, the program aims to increase the knowledge of Latino smokers and their families regarding the health hazards of smoking, increasing awareness and utilization of smoking cessation programs and through the implementation of a culturally and linguistically appropriate smoking cessation interventions.

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“The support I received from the program was vital; it gave me the strength to become smoke-free. The key for me was to put in practice what I learnt from the group...”

Quote from one former smoker



**Latino Health Initiative
Smoking Cessation Group**



**Congratulations to this
tobacco-free couple!**

“ Vicky ...was a three pack a day smoker...Jackie was able to quit smoking and started engaging in healthy behaviors. ...She is truly an inspiration to the program and those that come into contact with her!!”

Smoking Cessation Group *Continued from page 2*

As a County program designed for Latinos, the initiative has gained substantial visibility. At this time, over 170 referrals have been received from health promoters, primary care clinics and community organizations, and from former participants who are now smoke-free.

The program mainly utilizes a group intervention approach. Each group intervention includes six sessions that are two-and-a half hours long. Also, five health promoters from the LHI’s “Vias de la Salud” program have been trained as smoking cessation coaches to provide weekly follow-up to participants.

In addition, family members are incorporated in select group activities as a way to strengthen participant’s support system; and former smokers continue to engage in new groups’ activities by sharing their experience, participating in closed sessions, and accompanying new members to group sessions.

For more information, please contact: Veronica Cruz at 240. 777.4630 or Veronica.Cruz@ montgomerycountymd.gov



Washington Adventist Hospital In - Patient Tobacco Cessation Program

The In-Patient Tobacco Cessation Program is committed in serving patients as they attempt to quit using tobacco. The program was established in 2003 and the mission is to provide individual counseling, nicotine replacement therapy and referral service to outside programs and/or support groups.

The program functions as a collaborated effort of clinical staff, the respiratory department and the tobacco cessation counselors. The clinical staff put in an order for patients

who are current smokers or those who have used tobacco products within the last 12 months. Once the referral is made a counselor from the program will visit the individual to take an evaluation of the patients smoking history. Upon completion of the evaluation the counselor will engage in a conversation with the patient on various success methods of quitting smoking. Resources are offered to them, such as providing them with nicotine replacement therapy (NRT) upon their dis-

charge. “Vicky”, for example is a 37 year old woman who was recently was diagnosed with emphysema. She had been smoking for 20 years and was a three pack a day smoker. She was very concerned with her health and her inability to afford NRT. Counselors provided her with a series of nicotine patches and with continual support and counseling. With hard work, determination, and encouragement, “Vicky” was able to quit smoking and *Continued on page 4*



Washington Adventist Hospital Continued from page 3

started engaging in healthy behaviors. She is truly an inspiration to the program and to those that come into contact with her!!

For more information on the services offered through Washington Adventist Hospital, contact Ms. Julinda Massey - jmassey@adventistheathcare.com or Ms. Bozena Skraban at 301.315.3132.



Young Adult Tobacco Outreach (YATO) Program Training group

Young Adult Tobacco Outreach (YATO) Program

According to the Centers for Disease Control and Prevention (CDC), smoking prevalence among young adults (18-24 yrs) increased from 1991-2002 and remains the age group with the highest smoking prevalence. Young adults in Montgomery County continue to use tobacco despite known health risks related, policies prohibiting smoking in public places and available smoking cessation programs.

Early analysis from the focus groups suggest that cessation strategies for young adults living in Montgomery County should encourage the support of family and friends and should emphasize the financial as well as physical benefits to quitting. A successful program will consider bringing the quit program to the workplace and will include an educational component that focuses on the physical and psychological elements of addiction as well as the history of tobacco.

The Young Adult Tobacco Outreach (YATO) Program was developed to create an effective cessation and prevention program for multi-ethnic, young adults who are not full time college students. The first step in this program involved training young adults to be peer educators and leaders. The second phase involved organizing focus groups of 10-12 young adults from each of the target communities (Latino, African American, Asian American and Caucasian). The last phase includes summarizing and evaluating the data from the focus groups.

The full data analysis should be completed by mid March 2008. The Young Adult Cessation Program promises to be an innovative and exciting addition to Montgomery County Cancer and Tobacco Initiatives.

For more information on the YATO program, please contact Mica Holt at mica.holt@montgomerycountymd.gov

“The Young Adult Tobacco Outreach (YATO) Program was developed to create an effective cessation and prevention program for multi-ethnic, young adults who are not full time college students.”



Young Adult Tobacco Outreach (YATO) Program focus group in Germantown





 Suburban Hospital



“His wife laughed at him when he said he was going to attend cessation class for “quitting smoking”....he quit smoking after he graduated the 5th Korean Community Service Center smoking cessation class”

Breathe Free Support Group

Although the physical addiction to nicotine may be over in approximately 5 days of quitting, the interest in having a cigarette often stays with a former smoker much longer. Triggers such as stress, boredom or loneliness may be present in the smoker's life and remind him/her of the cigarette they used to use to help them cope. The Montgomery County Tobacco Use Prevention and Cessation program has created a support group designed for former smokers who want assistance in their journey to remain tobacco free. This program was designed to be an additional support system for the former smoker as well as a vehicle to share best practices to remaining tobacco free. It is not enough to quit using tobacco, the real challenge is to remain tobacco free.

The Breathe Free Maintenance group meets every 2nd Tuesday @ Suburban Hospital from 5:30 to 6:30PM and every 4th Tuesday @ the Rockville Library from 5:30 to 6:30pm.

For more information on the program or to register, contact Ithara Phlong at 240.777.3497 or ithara.phlong@montgomerycountymd.gov

SUCCESS STORIES

We are dedicating this section to success stories that were contributed by inspirational super-heroes who have beaten nicotine addiction. People just like you and me!

Good Bye 56 years Old Friend

by Kyung Jin Kim

(Original article was published in the Korean Daily)

“World looks different after quitting smoking.”

Kyung Jin Kim wants to become a preacher for the Quit Smoking Campaign!

“I even had to use separate room with my wife for 40 years because of smoking. In addition, I could see myself smoking already right after I broke the cigarette in small pieces. I was a chain smoker.” He did smoke for nearly 56 years and 3 months and now he wants to become a preacher for other people not to smoke. When he started to smoke is way back in 1953 when Korean War started and he enlisted the army just when he was 4th Grade. However, his relationship with smoking had continued even after the war was over. It was on going matters through high school years and college. Even after graduate the college he got the job at the “Cigarette produce Co.” which was run by the government at that time and now it is running by public. Especially his job was to improve the quality of the products and he could not even remember how many cartoons he consumed a day. He did smoke one and a half cartoons a day. He tried to quit smoking so many times because of his wife but it was always in vein. He thought he could not quit in his lifetime, but this year he could give a surprise gift to his wife and family. He could not believe himself either but he quit
Continued on page 6



“She came to the program smoking 6 - 8 cigarettes daily...the group was so encouraging that her frustration rapidly vanished...by the end of the sixth session of the program ...Rosa was celebrating along with the others in the group”

**Goodbye
from page 5**

smoking after he graduated the 5th Korean Community Service Center smoking cessation class. He moved to this area last January to be with his children. His wife laughed at him when he said he was going to attend cessation class for “quitting smoking”. Nevertheless, the KCSC staffs and volunteers’ efforts moved him when he was in the class for a week. Now he submits a testimony that he says good-bye to his 56 years old friend and starts new life and he promised to be the one to preach for other people not to smoke .

The Smoking Cessation Group Became Her Support System

Rosa is a 62 year old woman who participated in a group along with her daughter. She came to the program smoking 6-8 cigarettes daily. Some months before, she has tried Wellbutrin, prescribed by her primary care physician but she was inconsistent in taking it. The main reason was that she lacked insurance and was not always able to get access to the medication. The other members of the group were smoking at least one pack per day when they started. However, the other members were able to comply with their quit date, and Rosa was only able to reduce her numbers of cigarettes per day. She shared with the other members of the program, her withdrawal symptoms and how they were affecting her family because of her irritability. She shared all her efforts to break routines but it felt impossible for her to put down those two cigarettes. The group was so encouraging (including her daughter) that her frustration rapidly vanished and turned into a strong motivation and determination to achieve her goal of completely quitting. By the end of the sixth session of the program offered by the Latino Health Initiative Program, Rosa was celebrating along with the others in the group. At the time of this article, Rosa is still smoke free.



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TO QUIT,

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Tobacco: The Physical Addiction

Addiction is often defined as any a recurring compulsion by an individual to engage in some specific activity, despite harmful consequences to the individual's health, mental state or social life. Tobacco addiction is complex because it often involves both a physical and behavioral addiction. This article will focus on options to help smokers with their physical addiction to nicotine.

When a smoker lights a cigarette, the smoker receives a dose of nicotine to the brain within about 8 seconds. The effect creates a short term feeling of pleasure. Once the smoker stops, the body wants to continue that feeling. This is called a nicotine craving. Many smokers chose nicotine replacement therapy (NRT) or prescription medications such as Bupropion (Zyban or Wellbutrin) or Varenicline (Chantix) to help them control the cravings from nicotine withdrawal as they learn to live a life without tobacco.

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Tobacco from page 6



Nicotine Patch



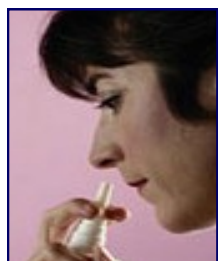
Nicotine Gum



Nicotine
Lozenges



Nicotine
Inhaler



Nicotine Nasal
Spray

NRT

NRT delivers nicotine to the body in a safe form and most NRT contain about one-third to one-half the amount of nicotine found in most cigarettes. The goal of NRT is to slowly taper the smoker off nicotine in cigarettes by replacing it with another, controlled source. NRT is most effective when used as a part of a comprehensive smoking cessation program that includes information, support and counseling. NRT may not be right for those who are pregnant or have heart disease. Doctors do not recommend NRT for people younger than 18 years old. Patients should consult a healthcare provider to help choose the best product and should follow recommendations and instructions. Tobacco products should NOT be used when using NRT. Examples of NRT include: nicotine patch; gum; lozenge; inhaler and nasal spray.

Bupropion (Zyban and Wellbutrin)

Bupropion is a non-nicotine, nonaddictive prescription medication. It appears to increase the level of certain brain chemicals which may relieve nicotine withdrawal symptoms and reduce tobacco cravings. This medication is also used to treat depression.

Varenicline (Chantix)

CHANTIX is a prescription medicine to help adults quit smoking. It contains no nicotine and helps reduce the urge to smoke. The FDA's public health advisory is working with Pfizer to develop safety information for patients who chose Chantix.

Patients should be sure to consult a healthcare provider to help choose the best product and should follow recommendations and instructions.

Here is a comparison of Nicotine Replacement Products:

NRT FORM *	AVAILABILITY	TIME TO ONSET	PRIMARY SIDE EFFECTS
Nicotine Patch	Over-the-Counter	1 - 3 hours	Topical Skin Rash, upset stomach, dizziness
Nicotine Gum	Over-the-Counter	7 - 10 minutes	Mouth/throat soreness, nausea, indigestion, heartburn
Nicotine Lozenge	Over-the-Counter	7 - 10 minutes	Hiccups, heartburn, nausea
Nicotine Inhaler	Prescription	5 minutes	Cough; throat irritation
Nicotine Nasal Spray	Prescription	10 - 15 minutes	Nose/throat irritation; runny nose & watery eyes

* Non-nicotine medications include Bupropion (such as Zyban and Wellbutrin) and Varenicline (Chantix™). These medications are available only with a prescription.

Montgomery County, Maryland



ARE YOU READY TO QUIT?

When you are ready to quit, we are ready to help!

TOBACCO CESSATION GUIDE
A Resource Guide for Adults and Youth
in
Montgomery County
2007



Our Tobacco Cessation Resource Guide provides information on reasons to quit, tobacco smoking facts, and tobacco cessation programs in Montgomery County.

To obtain a copy, contact:
Ithara Phlong
240.777.3497
Ithara.phlong@montgomerycountymd.gov



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SAVE THE DATE!

**EVENING TOBACCO FREE
COALITION COMMUNITY MEETING**

Monday, May 12, 2008

6:30 - 8:30 PM

Rockville Library

Guest Speaker: Carlo DiClemente, Ph.D.
Director of MDQUIT Resource Center &
Professor, University of Maryland



BREATHE FREE Quarterly NEWSLETTER

1335 Piccard drive, lower level

Rockville, Maryland 20850

240-777-3895 (phone) 240-777-1261 (fax)

Meaghan.Mchugh@montgomerycountymd.gov

“Promoting Healthy Living and a Smoke Free Environment”

TOBACCO USE PREVENTION AND CESSATION PROGRAM TEAM

Director— **Dr. Irene Dankwa-Mullan**

Contracts Program Manager—**Tyrone Rowland**

Senior Program Coordinator / Editor-in-chief (newsletter)—**Meaghan McHugh**

Program Specialist I / Editor & Graphic designer (newsletter)—**Ithara Phlong**

Program Coordinator—**Mica Holt**

Tobacco Dependence Treatment Clinic Manager—**Luli Gutierrez-Parry**

Tobacco Treatment Specialist—**M. Judith Cole**

Tobacco Treatment Specialist—**Perry Chan**

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