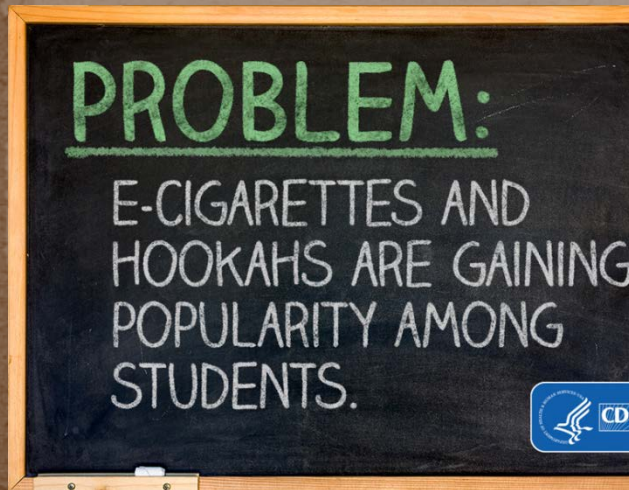


Current Issues in Tobacco



Michigan Society for Respiratory Care
October 5, 2015

Tobacco: The Problem Is Still With Us

Secondhand Smoke

- Surgeon General's Report 2006 – No safe level of secondhand smoke exposure
- Increases risk of SIDS, low birth weight in babies, asthma, bronchitis and ear infections, especially in children
- Causes lung cancer and heart disease
- Oral cancer, pancreatic and throat cancers (smokeless)
- Homes and cars – Smokefree Pledge

http://www.epa.gov/smokefre/pdfs/certificate_en.pdf

Tobacco: The Problem Is Still With Us

Thirdhand Smoke: Residue left after active smoking ends

- Similar increased risks as with SHS
- Children particularly vulnerable due to increased exposure to affected surfaces and adult caregivers
- Residue alters over time, creating its own separate set of carcinogens
- *Cannot* eliminate through “airing out” indoor spaces
- Sault Ste. Marie Tribe of Chippewa Indians’ brochure:

http://www.keepitsacred.org/network/images/network/PDFs/appendix_f_sault%20tribe_thirdhandsmoke_brochure.pdf

Tobacco: The Problem Is **Evolving**



*"We don't smoke that s**t, we just sell it. We reserve that right for the young, the poor, the black and the stupid."*

-- R.J. Reynolds, as quoted in the Times of London, August 2, 1992

What Are New Generation Tobacco Products?

- New Generation Tobacco Products include:
 - E-cigarettes, snus, sticks, strips, orbs, hookah, dokha, other forms of dissolvables, etc.
- But don't forget established forms of Other Tobacco Products, including:
 - Spit/Chew/Snuff, Cigars, Pipes
- Dual use of cigarettes and other forms of tobacco products is expected to rise as individuals seek to avoid smoke-free laws and policies.

IMPORTANT:

Nicotine Replacement Therapy \neq
New Generation Tobacco Products.



Why Be Concerned?

- Many new generation products resemble candy, are brightly packaged, and are aggressively marketed toward youth.
 - May 2014 study revealed tobacco products are flavored using the same flavorings found in Kool Aid and Jolly Ranchers!
- Many products come in small packages easily opened by children; even small amounts of nicotine can be **lethal** to children.
- Nicotine impairs fetal brain and lung development, and alters development of the cerebral cortex and hippocampus (centers for decision-making) in adolescents.



Hookah

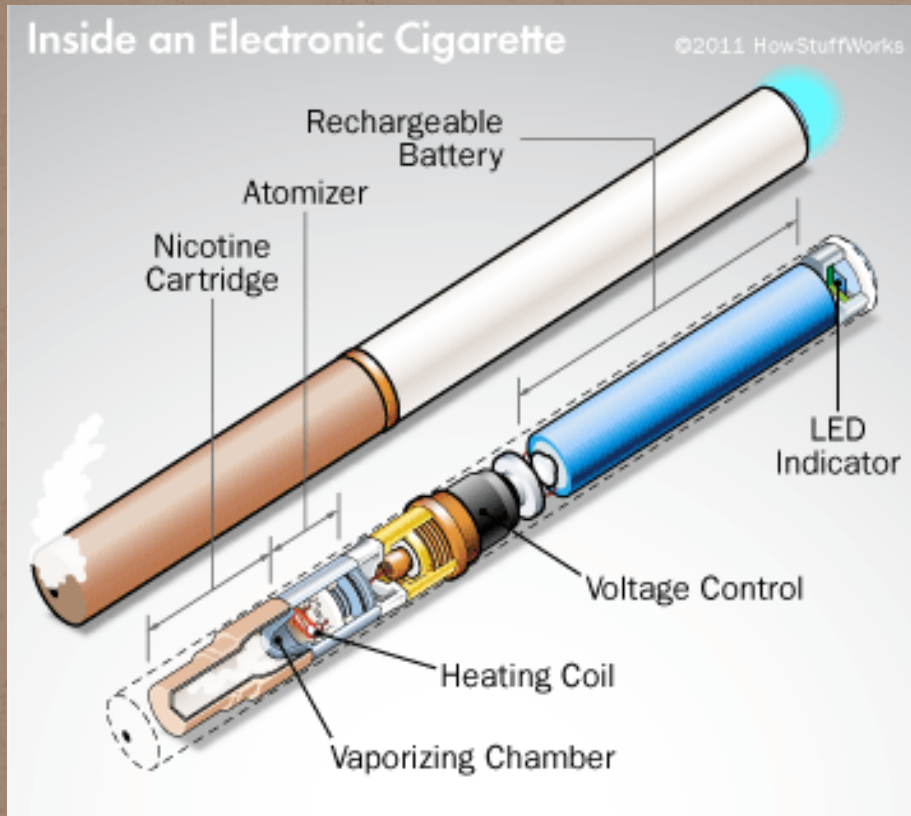
- A 1-hour-long hookah session involves inhaling **100–200 times** the volume of smoke inhaled from a single cigarette
- Charcoal used to heat the shisha increases exposure to carbon monoxide and secondhand smoke

Special Concerns

- Risk of transmitting tuberculosis, herpes or hepatitis, among others
- Hookah smokers at risk for oral, stomach, lung, esophageal cancers; reduced lung function, and decreased fertility



Electronic Cigarettes



- Allows user to inhale **aerosol** containing nicotine and/or other substances.
- Disposable or rechargeable and/or refillable.
- Contain a cartridge filled with liquid nicotine, flavorings and glycerin or propylene glycol.
- When coil heats, it converts the contents of the cartridge into aerosol.

Health Concerns

- **Accelerating demand:**
 - 2010-2013 ever use among adult current and former smokers increased four-fold
 - 2011-2013 youth never-smokers who had used an e-cigarette tripled; Middle and High School use of e-cigarettes tripled between 2013 and 2014.
- **Poison:** The American Association of Poison Control Centers report rising incidents of exposure to e-cigarette devices or nicotine refill fluid:
 - From 271 in 2011 to 3,783 in 2014. **1,983 through July 2015.**
 - MI: 32 incidents of poisoning in 2013, and 108 in 2014.

Respiratory Concerns

- Flavors safe to eat \neq safe to inhale
 - Diacetyl, Cinnamon, benzylaldehyde (cherry), etc.
- Primary and Secondhand Exposure:
 - Lung Function
 - Inflammation
 - FDA – Pneumonia
 - Propylene Glycol
 - Carbonyl Compounds
 - Particulate Matter
- E-Cigs Not Covered by SF Air Law



Health *and* Safety Concerns

- **Lack of quality control**

- In 2009, the FDA tested the ingredients of cartridges from two leading brands of e-cigarettes and found levels of cancer-causing and toxic chemicals, including diethylene glycol, an ingredient in **antifreeze**.
- Some cartridges labeled as containing no nicotine had nicotine.

- **Lack of regulation**

- FDA is not regulating the manufacture of e-cigarette components or contents **at this time**.
- FDA is considering whether to require for warning labels and child-resistant packaging.
- It is currently legal for minors to purchase e-cigarettes, e-hookah, their components, and refills in Michigan.

Safety Concerns



- **Lack of regulation**
 - Consumer Product Safety Commission is not regulating the manufacture of e-cigarettes or components
 - Charger danger
 - As Big Tobacco enters market, expect quality to *improve*
- **E-cigarette Risks**
 - Explosions
 - Fires
 - Poisoning
 - Enables discreet use of other drugs (heroin, marijuana, crack cocaine)
 - Hazardous Waste & Litter

Safety Concerns



Social Concerns

- Social norm reversal.
- Marketed to maintain addiction.
- Playing out of Big Tobacco's playbook:
 - Back on TV.
 - In the workplace.
 - In schools.
 - False health claims.
 - Aimed at youth.



Vapor Shark E-Cigarette Billboard, Florida, 2013

Concern: Youth Interest

- Youth perceive e-cigarettes and other new generation tobacco products to be less harmful than cigarettes.
 - With e-cigarettes, while they may be 'less harmful' than cigarettes, **clean air** is the standard for comparison.
 - OTP can be just as, more, or differently harmful.
 - Nicotine is addictive.
- Possible 'gateway phenomenon' among young e-cigarette users – Association, NOT yet Causality:
 - Progressing to hookah and blunts.
 - More likely to progress to combustible tobacco in one year.
 - More likely to use both conventional cigarettes (dual use) and alcohol.

Remember, all New Generation Products

- Not FDA-approved for cessation
- Promote dual use or shifting addiction from conventional cigarettes to new generation products
- Attractive to youth; gateway phenomenon
- Poison and children

And for E-Cigarettes:

- Not FDA-regulated for safety
- Health impacts largely unknown; studies ongoing



WHY QUIT?
SWITCH TO BLU

- ▶ Have the Freedom to Smoke Anywhere
- ▶ No Tobacco, No Ash, No Smell
- ▶ All Flavors Made in the U.S.A.

What can Healthcare Providers Do?

- **Educate patients and staff!**
 - Reminder that e-cigarettes are **not** FDA-approved cessation medication, and are not even regulated for safety
 - Evidence-based medication: 7 FDA-approved medications or nicotine-replacement therapy
- **Use the 5 As:**
 - Ask about e-cigarettes and other forms of tobacco use
 - Advise, Assess, Assist, Arrange

What can Healthcare Providers Do?

- Refer to the Michigan Tobacco Quitline


- 1-800-QUIT-NOW (1-800-784-8669)

- Fax referral available

- https://michigan.quitlogix.org/providers_partners/default.aspx

- NEW! Tell the FDA about faulty tobacco products!

- www.safetyreporting.hhs.gov



TOBACCO REDUCTION AND PREVENTION
PATIENT FAX REFERRAL FORM
Today's Date _____ Fax to: 1-800-261-6259

Use this form to refer patients who are ready to quit tobacco in the next 30 days to the Michigan Tobacco Quitline.

PROVIDER(S): Complete this section

Provider name	Contact Name
Clinic/Hosp/Dept	E-mail
Address	Phone () -
City/State/Zip	Fax () -

Does patient have any of the following conditions: pregnant uncontrolled high blood pressure heart disease
If yes, please sign to authorize the Michigan Tobacco Quitline to send the patient free, over-the-counter nicotine replacement therapy if available. If provider does not sign and the patient has any of the above listed conditions, the Michigan Tobacco Quitline cannot dispense medication.

Provider Signature _____
Please Check: Patient agreed with clinician to be referred to the Michigan Tobacco Quitline.

PATIENT: Complete this section

Initial Yes, I am ready to quit and ask that a quitline coach call me. I understand that the Michigan Tobacco Quitline will inform my provider about my participation.

Best times to call? Morning Afternoon Evening Weekend
May we leave a message? Yes No
Are you hearing impaired and need assistance? Yes No
Date of Birth? / / Gender M F
Patient Name (Last) (First)
Address City State
Zip Code E-mail
Phone #1 () - Phone #2 () -
Language English Spanish Other _____
Patient Signature _____ Date _____

PLEASE FAX TO: 1-800-261-6259
Or mail to: Michigan Tobacco Quitline, c/o National Jewish Health®, 1400 Jackson St., S117A, Denver, CO 80206

Confidentiality Notice: This form contains confidential information. If you have received this in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, discuss, copy or distribute.

The Michigan Tobacco Quitline

- 1-800-QUIT-NOW (784-8669)
- 1-877-777-6534 (TTS)
- Calls answered 24 hours a day year round
- Available in English, Spanish, Arabic and new American Indian program!
- Counseling appointments available between 7 am to 1 am EST
- Provides:
 - Referrals to local programs
 - One time counseling
 - Intensive counseling proactive sessions
 - Unlimited reactive calls for one year
 - Free NRT to the uninsured
 - Self-help materials
 - Text-messaging or emails



The Michigan Tobacco Quitline

- All Michigan Callers Receive
 - Information & Referral, Online Program
Text Messaging
- Medicaid & Veterans
 - Counseling
 - 4 sessions for general enrollees
 - 9 sessions for prenatal
- Medicare, Uninsured, Prenatal,
Cancer Patients & County Health Plan
 - Counseling (same as above)
 - Up to 8 weeks of nicotine patch, gum or lozenge



Michigan Patient Resources

- **The Michigan Department of Health and Human Services**
www.michigan.gov/tobacco
- **American Cancer Society** offers printed material and sponsors the Great American Smokeout on the third Thursday in November. Call 1-800-227-2345. www.cancer.org
- **American Heart Association** offers printed material. Call 1-800-242-8721. www.americanheart.org
- **American Lung Association** offers quit smoking classes, printed material, cessation website. Call 1-800-586-4872. Telephone referral and cessation advice is available by calling 1-866-784-8937.
www.lungusa.org
- **National Cancer Institute** offers a quit kit and telephone advice at 1-877-44U-QUIT. www.cancer.gov/cancertopics/smoking

Michigan Patient Resources

- **Nicotine Anonymous** at 415-750-0328. www.nicotine-anonymous.org
- **QuitNet Online Smoking Cessation** www.quitnet.com
- **Try to Stop:** A website offering an online quit smoking program called Quit Wizard. www.trytostop.org
- **BecomeanEX:** A website offering an online quit smoking program. www.becomeanex.org
- **U.S. Public Health Service** offers a free booklet, *You Can Quit Smoking Now!* Call 1-800-QUITNOW. www.surgeongeneral.gov/tobacco

Questions?

Contact MDHHS Tobacco Section for other questions:

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delarambeljeL@michigan.gov