

Center for Smoking Cessation Newsletter



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2007 Champion Dinner Award Recipients

(from left to right) Val Flanders, Sue Adhemar, Raelee Simcox, Richard Rubin, MD, Tina LaMontanaro, Robert Doherty, Colleen Corcoran, Michael Seserman, Tracy Egan, Barbara Gaige
(not available: Vicky Masta, Ginny Dunigan)



Annual Champion Dinner Celebrated on November 15, 2007th

The Center for Smoking Cessation at Seton Health celebrated healthcare champions at its 3rd Annual Awards Dinner on the Great American Smokeout, November 17th. Eleven “champions” were recognized for their efforts to assist patients who smoke when visiting physician offices, dental practices and hospitals.

Richard Rubin, M.D. received the first champion award for implementing a written policy with all thirteen primary care sites in the Seton Health System. He is a true champion for taking a leading role in helping Seton Health patients to stop smoking.

Commissioner of the NYS Office of Alcoholism and Substance Abuse Services, Karen Carpenter-Palumbo, was awarded the “Public Health Champion Award” for requiring all addiction treatment centers in NYS to become tobacco free facilities and to address tobacco dependence with their patients - just like they address any other substance of abuse.

WTEN’s Health Reporter, Tracy Egan (pictured above with award recipients), graciously presented the awards on behalf of the Center for Smoking Cessation.

“Shining Star”

This quarter “shining star” recognition goes to...Donna Currie LPN, from the Southeastern Otsego Health Center in Worcester, a service of A.O. Fox Hospital in Oneonta. Donna has been working with the Center as site champion since June 2005. Donna works with Dr. Robert Garfield to make addressing tobacco use a priority. Their office chart reviews are consistently 90% or greater on asking at every visit, advising to quit and assisting with the quitting process. Since implementing a system change in her office, many of their patients have become tobacco free. We and her patients appreciate her dedication!
Keep up the great job, Donna!



“More Doctors Smoke Camel”

It sounds outrageous but at one time the tobacco industry used exactly this statement in their ads to attract new customers. From the 1920's through the 1950's, many cigarette manufacturers used images of medical professionals and their implied endorsements to help sell their products. Tobacco companies even advertised in the *New England Medical Journal* and other respected medical publications.

recommending Camel for its “smooth smoke” and good taste. With the focus given to doctors smoking Camel cigarettes, the amount of people who smoked increased dramatically. After all, they were taking the “doctor’s advice.”

Back then, it was just the latest promotion to sell Camel Cigarettes, though cigarette advertising appeared in medical journals as late as 1983.

In the late 1940's, announcer Michael Roy of NBC's *Mystery in the Air*, stated that three independent research organizations conducted a nationwide poll with 113,597 doctors, surgeons and specialists in every branch of medicine. They claimed that the brand of cigarette the doctors named most often was Camel.

Today, medical providers are uniting against tobacco and the industry that markets it. Doctors Against Tobacco, Nurses Against Tobacco, the Nightingales and many other medical groups are working to prevent youth from smoking and helping adults to quit. The days of tobacco industries using those in the medical field to market a deadly product are over and the positive influence that a doctor can make to help a smoker quit will last forever.

With information like this in hand, RJ Reynolds created a marketing campaign for Camel cigarettes called the T-Zone. The T-Zone displayed a doctor smoking a Camel cigarette and

Source: www.OldTime.com, main.uab.edu

Misconceptions on the Proper Use of NRT

A recent survey that included data from one hundred clinical trials with 35,000 smokers by the American Legacy Foundation finds that NRT (Nicotine Replacement Therapy) is underutilized due to misconceptions of effects on health. Eighty-one to eighty-six percent of smokers were either unsure or incorrectly believe that nicotine caused cancer, emphysema or heart attacks. Ninety-two percent wrongly believed that smoking while wearing the patch can cause heart attacks. Studies have shown that NRT does not increase the risk of heart disease or cancer.

Research confirms NRT helps double the odds of successfully quitting smoking for the long term if used correctly (dose appropriate). One hundred clinical trials with more than 35,000 smokers have established a safety and efficacy profile for NRT over decades of study and use.

This study indicated profound misconceptions of NRT use. Educating the smoking population on the proper use and dosing of NRT would greatly increase our cessation rates.

Source: YouNewsTV™, Nov. 13, 2007, American Legacy Foundation and GlaxoSmithKline Consumer Healthcare

Are There Tobacco Ads in Your Waiting Room?

The tobacco industry spends \$516 million dollars on marketing their product in NYS. To help protect youth, the National Association of Attorneys General (NAAG) reached an agreement with Time, Newsweek, Sports Illustrated and People to eliminate tobacco advertising in magazines delivered to schools. If you subscribe to these magazines for your waiting room, you can protect your patients by contacting your cessation center to request tobacco free editions and an updated tobacco free periodicals list.

Quitline Referrals

Top 5 offices with highest number of referrals to the Quitline in past 3 months:

Capital District Internal Medicine

Schenectady County Public Health Services

St. Clare's Family Health Center

Fairview Family Practice

Bassett Healthcare Cobleskill

2008 NEW YEARS RESOLUTION CONTEST

The office whose February and May chart reviews show 85% or better in “Ask, Advise & Refer” will be placed in a drawing for a Grand Prize of a deluxe cappuccino maker with a year's supply of coffee for your office!