

Spring 2007
Vol. 1 Issue 5

Dates to Remember:

September 21, 2007- *Butt Stops Here®*
Facilitator Training,
November 15, 2007- *Great American*
SmokeOut & 3rd Annual Champion Dinner

Cessation Center Staff

Peggy Keigley, Director
Erin Sinisgalli, Program Manager
Jeri Bosman, Outreach Specialist
Tavia Rauch, Outreach Specialist
Jennifer Speenburgh, Dental Project
Coordinator
Debbie Keefe, Cessation Services
Coordinator
Donna Orlando, Patient Counselor
Lisa Currin, Substance Abuse Project
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Victoria Keir, School Outreach
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Center for Smoking Cessation Newsletter



Summer Contest Announced

Great prizes will be awarded to five offices, whose May - July 2007 chart audit meets or exceeds the averages below.

85 % or more of patients screened for tobacco use.

85 % or more of patients are advised to quit.

85 % or more of willing patients are assisted with quitting.

Prize winners will be randomly selected from those who meet the requirements.

What's in Your Waiting Room?

The tobacco industry spends \$517 million dollars a year advertising their products in New York State alone in an effort to attract new smokers. Tobacco ads have been banned from television and radio since January 1, 1971 and billboards since 1998, so where are all the ads? Magazines such as *People*, *Glamour*, *Sports Illustrated* and *Time*.

Are you advertising tobacco products in your waiting room?

Be sure to check. Your office champion has a list of magazines that do not accept tobacco advertising.

Your Mental Health Patients Need Help Quitting

In the U.S., it was recently estimated that nearly 45% of all the cigarettes smoked were smoked by individuals with a psychiatric or substance abuse disorder in the past month. The cost of smoking, both financially and to physical health, is very high. Those with mental illness are often the least capable of coping with the devastating medical illnesses caused by smoking. The tobacco industry has been quoted as having, "identified psychologically vulnerable persons as a part of their tobacco market."

The good news is that over one third of patients with any lifetime history of mental illness, and 30% of those having a mental illness in the last month, reported to have quit smoking. The U.S. guidelines published by the American Psychiatric Association recommended the routine treatment of smoking for patients with psychiatric diagnoses. This can be achieved by providing brief opportunistic advice to quit from health professionals, with a prescription for effective pharmacological treatments, backed up by intensive specialist cessation support, such as a NYS Smokers' Quitline referral, for those smokers who need it.

If health professionals manage to encourage their smoking patients to make an attempt to quit, they should be offered the best treatment, as it may be some years before they try to quit again. Given that mentally ill patients tend to be heavier smokers stronger doses or combinations of NRT may therefore be preferable and should be combined with specialist cessation support.

Source: <http://www.ash.org.uk/html/policy/menlitrev.pdf>



Distinguished offices that have adopted a policy incorporating the Clinical Practice Guideline for Treating Tobacco Dependence:

*Dr. Renu Gupta,
Cohoes, NY*

*Dr. Elizabeth Gath,,
Primarily for Women,
Albany, NY*

NYS Smokers' Quitline Cards are now available in Spanish! If you would like a supply for your Spanish-speaking patients, please call us at (518) 268-6165 or send an email to info@QuitSolutions.org

"It's Okay, I Smoke Outside"

As a Respiratory Therapist at Albany Medical Center, I hear this all too often from parents who believe that their smoking does not hurt their children if it is done outdoors. This is not true. A recent study from researchers at San Diego State University and the Centers for Disease Control and Prevention shows that particles and gases given off by cigarettes can cling to clothes, hair and even skin. This residue can be swallowed, inhaled or absorbed through the skin of non-smokers. In this study forty-nine infants under the age of thirteen months whose parents reported to only smoke outdoors were tested. Nicotine was found in the air and dust of the homes and in the infants urine and hair shafts. So the next time you think you're protecting your children by smoking outside, think again.

Tavia Rauch, BA CRT

Director's Corner

Dear Colleagues:
Movies influence the behavior of youth. Ninety percent of smokers begin smoking before the age of nineteen and smoking kills 50 percent of the people who use the product as directed. Tobacco companies are always looking to replace the 25,000 New Yorkers who die every year from smoking. In fact, they spend \$1.4 million dollars a day in New York State marketing their product. Public Health does not have the budget to compete with this and instead must attempt to use every avenue available that can influence not only the behavior of our youth but adults as well. Smoking in movies is now part of the criteria for an "R" rating. This is a giant leap forward in our efforts to denormalize tobacco use and help prevent our youth from starting.

Peggy Keigley, MA

Source: Campaign for Tobacco Free Kids

Does my Insurance Cover Chantix?

The newest tobacco cessation drug Chantix® (Varenicline), is having remarkable success. Chantix® is a prescription medicine that blocks the nicotine from binding to the receptors in your brain. This inhibits the release of dopamine and reduces the urge to smoke. The burning question on everyone's lips seems to be: which health plans cover this medication?

Health Plan	Coverage
Medicaid	\$3 co-pay
Medicare	90%, with no prior approval
Empire	Tier 2
MVP	If you have a rider
BSNENY	Tier 2
CDPHP	Tier 3
GE	Covered

Inpatient Cessation Counselor's Perspective

Being an Inpatient Smoking Cessation Counselor provides a valuable service to patients who are admitted to the hospital and use tobacco. It provides a unique opportunity to educate patients on the dangers of smoking and relate their tobacco use to their medical condition. It becomes a valuable tool in helping them understand the importance of cessation. Many patients are unaware of the resources that are available to them or what would best help them through the quitting process.

I am able to spend time with them, show them exactly what their options are and guide them in the right direction. Inpatient tobacco cessation counseling has become a reliable aid to health care workers tending to their patients.

Donna Orlando, LPN, Smoking Cessation Specialist

