

**QUIT TOBACCO**

**TRICARE.mil/UCanQuit2**

# QUIT BRIEF



**AUGUST 2017**

## CAMPAIGN FEATURE



This summer, commit to your health and increase your physical potential. Get information, tools and support to quit and stay quit at **TRICARE.mil/UCanQuit2**.



**QUIT TOBACCO**  
**Tricare.mil/UCanQuit2**

[www.ucanquit2.org/summer17](http://www.ucanquit2.org/summer17)

### Challenge Yourself

What are you waiting for? It's summer 2017! Time to get mentally, financially and physically fit by dropping the dip and trashing the cigarettes. Whether your summer plans consist of achieving the perfect "summer body", taking a vacation, or just spending time with friends and family, CHALLENGE YOURSELF! Don't let tobacco use get in the way of achieving your summer goals!

Please view and download our campaign materials by visiting our event page at [www.ucanquit2.org/summer17](http://www.ucanquit2.org/summer17).

### **New Jersey Becomes 3rd State to Raise Smoking Age to 21**

On Friday, July 21, 2017 New Jersey became the third state, after Hawaii and California, to raise its smoking age from 19 to 21 years old. Smoking causes about \$4 billion in health care costs in New Jersey, not including costs related to secondhand smoke or smokeless tobacco. The new restriction applies to both tobacco products and electronic smoking devices. Previous data surveys have shown that individuals are less likely to smoke later in their lives if they did not begin smoking by the age of 21.

Read the article from [ABC News](#).

### **WHO Report Finds Dramatic Increase in Life-saving Tobacco Control Policies in Last Decade**

The number of countries that have implemented tobacco control policies has increased significantly over the past 10 years. To date there are now 4.7 billion people, or 63% of the world's population covered by at least one comprehensive tobacco control measure, compared to only 15% of the world's population, or 1 billion people, in 2007. Such policies include graphic pack warning, advertising bans, and no smoking areas. The 2017 WHO Report on The Global Tobacco Epidemic, however, brings to light the fact that the tobacco industry continues to hamper government efforts to fully implement lifesaving interventions.

Read the article from [The World Health Organization](#).

### **Support for Banning Public Smoking Holding Steady in U.S.**

The annual Gallup Consumption Habits Poll found that 57% of Americans feel that smoking in all public places should be illegal. Women and adults older than 55 were the most likely to be in favor of a total public smoking ban, while less than half of adults younger than 55 agree with it. Sixty-three percent (63%) of nonsmokers favored making public smoking illegal, while 31% of current smokers favored the ban. When asked if smoking should be made completely illegal in the United States, only 19% of Americans voiced support for a total ban.

Read the article from [Gallup](#).

### **California's Sky-high Cigarette Tax May Already be Reducing Smoking**

Following the approval of California Proposition 56, which increased the state taxes on cigarettes from 87 cents a pack to \$2.87, early analysis shows that the tax increase may be dramatically reducing cigarette smoking in the state. The new excise tax went into effect on April 1 and data from the past several months of cigarette tax revenue in California show an interesting trend. From March 2016 to March 2017, tax revenue increased 24%. However, from May 2016 to May 2017, tax revenue decreased by 64%. This preliminary data indicates that some smokers have viewed the tax increase as incentive to either cut back their smoking, or quit altogether.

Read the article from [The San Francisco Chronicle](#).

## CESSATION RESEARCH

### **‘Strong for Surgery’ Shows Promise in Reducing Smoking Rates for Patients Facing Surgery**

Strong for Surgery, a pre-surgery health optimization program originally launched by the University of Washington in 2012 and adopted by the American College of Surgeons in 2016, is linked to a two-thirds decrease in the rate of smoking patients undergoing cervical and lumbar spine procedures. Patients who smoke are 2-3 times more likely to have a failure of the spine surgical fusion, making tobacco cessation pre-surgery exceedingly important. Patients who participate in the program are screened for several risk factors during a preoperative visit, including smoking status. Patients who smoke are then directed to smoking cessation programs and treatment. A team of researchers from the University of Washington conducted an observational study on 24,000 patients undergoing cervical and lumbar spine fusion procedures between 2011 and 2016. The study found that in 2011, 36% of patients smoke, compared to just 12% of patients in 2016. Additionally, there was a significant increase in the number of patients who attended smoking cessation counseling, with just 6.14% in 2012 to 42% in 2016.

Read the article from [The American College of Surgeons](#).

### **Many Hold Mistaken Beliefs About Reducing Risks of Cigarette Smoking**

Researchers from the National Cancer Institute’s Tobacco Control Research Branch found that individuals who are the most vulnerable to the harmful effects of smoking commonly have mistaken beliefs regarding reducing the risks of cigarette smoking. Utilizing the Health Information National Trends Survey, the team found that while 80% of people believed that quitting cigarette smoking can reduce the harmful effects of smoking “a lot”, more than half of the people surveyed incorrectly believed that exercise reduces the harmful effects of smoking somewhat and almost half mistakenly thought that eating fruits and vegetables could undo the harmful effects of smoking. Low-income individuals were more likely to believe that vitamins had beneficial effects in reducing the harm of cigarette smoking, yet they were less likely to believe that quitting smoking would reduce the effects.

Read the article from [Reuters](#).

### **Smoking on the Rise in Movies Aimed at Young: Study**

A new study out of the Center for Tobacco Control Research and Education at the University of California, San Francisco found that the number of youth-focused films that show smoking increased dramatically between 2010 and 2016. In the 6-year time period, 46% of movies that showed smoking were youth rated, with the number of smoking scenes in PG-13 movies increasing from 564 in 2010 to 809 in 2016. In that same time period, the number of tobacco incidents in top grossing movies increased 90% in R-rated movies from 1,824 to 3,145.

Read the article from [Health Day](#).

## ELECTRONIC NICOTINE DELIVERY SYSTEMS

### 'No Smoking' Also Applies to E-Cigarettes on Flights, Court Says

The U.S. Court of Appeals for the District of Columbia Circuit ruled that vaping is considered smoking, and upheld the Department of Transportation's new rule barring e-cigarettes in flight. The prohibition, which was announced last year, was enacted to protect people from the devices' second-hand vapor. While the judges debated what it means to 'smoke', the two judge majority noted that passengers can't escape the second-hand vapors while in flight and the health consequences associated with second-hand vapor are still unclear.

Read the article from [Bloomberg](#).

### Judge Upholds That FDA Can Regulate E-Cigarettes Just Like Conventional Cigarettes

A federal district judge in Washington recently upheld the Food and Drug Administration's (FDA) decision to regulate both electronic cigarettes and cigars like conventional cigarettes. A Florida manufacturer of e-cigarette liquids and the Right to be Smoke-Free coalition contended that the FDA exceeded its authority by deciding to regulate e-cigarettes, however the judge concluded that the FDA acted within the scope of its statutory authority. She further noted that under the FDA rule "manufacturers of e-cigarettes are now required to tell the 30 million people who use the devices what is actually in the liquid being vaporized and inhaled."

Read the article from [The Washington Post](#).

#### Quit Brief:

Quit Tobacco - UCanQuit2.org's monthly e-newsletter for the newest Quit Tobacco product features, latest news in the tobacco industry and information on e-cigarettes.

#### Be in the POC Spotlight

Share your cessation activities! We would like to hear about how you are promoting tobacco cessation and using our materials on your installation. Email us at [info@UCanQuit2.org](mailto:info@UCanQuit2.org).

#### Join Us on Social Media

Find us on [Facebook](#), [Instagram](#) and [Twitter](#) to check out our daily posts. Your participation helps to create an online community to support and encourage those you are helping to quit tobacco.



For more information, please contact [info@UCanQuit2.org](mailto:info@UCanQuit2.org).