

QUIT BRIEF



JUNE 2017

WEBSITE TRANSITION

The UCanQuit2.org site will soon be migrated to TRICARE.mil/UCanQuit2. During this migration, some features of the website may not be functional. If you have the current site bookmarked, you will be redirected to the new site once it is live. We apologize for any inconvenience this may cause and are working diligently to create a site that will incorporate all features of UCanQuit2.org.

Due to the UCanQuit2.org site migration to TRICARE.mil/UCanQuit2, promotional material item ordering will now be accessible through the TRICARE Publications site. If you are already a registered user of the UCanQuit2.org partner site, your user info will be transferred to the new ordering platform but you may have to reset your password. Please continue to check your email for further information regarding this, and other website migration updates.

Please forward questions and concerns to DHA NCR Comm Mailbox U Can Quit 2-Quit Tobacco.

QUARTERLY PARTNERS CALL

On May 17, 2017 we hosted our second Quarterly Partners call, focusing on Quit and Stay Quit Mondays. Thank you to members of The Monday Campaign Team, Peggy Neu, Sara Neely, and Joanna Cohen for presenting on the call. A recording of the call is available for download on TRICARE.mil/UCanQuit2. The next call will be in September 2017.

If there is a topic you would like addressed on a future Quit Tobacco Partners call, please email DHA NCR Comm Mailbox U Can Quit 2-Quit Tobacco.

ENDS TRENDS

Customized, Frequent Emails Show Promise in Tobacco Cessation

New research, conducted by the American Cancer Society, has found that smokers who receive frequent, tailored emails with quitting tips had success rates similar to that of the most effective tobacco cessation medication. Previous research has shown that telephone counselling is effective in tobacco cessation, but has limitations and low reach. Conversely, most individuals read email daily, or near-daily, and email has the capability to provide substantial content as well as can be customized to the recipient. 1,070 smokers who were planning to quit participated in the study, with one third of participants receiving 27 tailored cessation emails, one third receiving 3-4 tailored emails with links to downloadable booklets, and the remaining third receiving a single non-tailored email. Abstinence was measured at the one, three, and six month post-enrollment intervals. Participants who received the 27 custom emails reported the highest abstinence rate, 34%, while smokers who received the 3-4 emails had a 30.8% abstinence rate and smokers who only received one email had a 25.8% abstinence rate.

Read the article from [Science Daily](#)

Access the full article from [BMJ](#) (subscription required for full text)

CESSATION RESEARCH

Social Smoking Carries Same Heart-Disease Risks as Everyday Habit

Researchers out of The Ohio State University have found that the risk for high blood pressure and high cholesterol is identical for social smokers and every day smokers. The study examined almost 40,000 individuals 10% identified as , people who do not smoke daily but who regularly smoke in certain social situations (“social smokers”), and 17% identified as current smokers. After adjusting for differences in demographics and obesity, about 75% of current and social smokers had high blood pressure and 54% had high cholesterol. This negative link between social smoking and cardiovascular health indicates a need for healthcare professionals to identify social smokers, as well as daily smokers, and encourage them to quit tobacco. Study authors also note that “clinicians working with smokers should be aware that cutting back on smoking isn’t a good answer from a heart-health perspective.”

Read the article from [Science Daily](#)

Access the full article from the [American Journal of Health Promotion](#) (subscription required for full text)

Scientists Find a Likely Genetic Driver of Smoking-Related Heart Disease

Smoking contributes to about 20% of coronary heart disease (CHD) cases, which is one of the leading causes of death worldwide. Researchers from the University of Pennsylvania and Columbia University have now identified an enzyme, ADAMTS7, that is linked to smoking and CHD. Previous studies have suggested that when ADAMTS7, which is produced in the linings of blood vessels, is produced in excess, it promotes the buildup of fatty plaque, ultimately leading to CHD. Many people have a DNA variation that reduces their production of this enzyme, thus lowering CHD risk, but smokers who carry this DNA variation lose this natural protection, due to smoking, which boosts the production of ADAMTS7. Researchers studied a pool of DNA data from more than 140,000 people and found that non-smokers who had a slight DNA variation on chromosome 15 had a 12% lower risk of CHD, but smokers with this same variation had only a 5% lower risk.

Read the article from [Science Daily](#)

Access the full article from [Circulation](#) (subscription required for full text)

Cigarette Filters May Increase Lung Cancer Risk

Cigarette filters, designed to reduce the amount of tar inhaled by smokers, have been found to alter the way the tobacco burns in the cigarettes, leading to the inhalation of more smoke and raising their risk of lung cancer. While the rates of lung cancer in the general population have decreased as the number of smokers decline, rates of lung cancer in smokers has risen. Additionally the lung cancer most associated with smoking, adenocarcinoma of the lung, has increased 4 times in men and 8 times in women along with the cigarette design and composition changes. Researchers from The Ohio State University examined evidence linking cigarette filter ventilation and the increase in lung cancer cases. The study found that while the filters reduce the amount of tar in cigarette smoke, the increased ventilation and slower tobacco burn results in more puffs per cigarette, more toxic cancer-causing chemicals being inhaled, and more smoke reaching vulnerable parts of the lungs.

Read the article from [Reuters](#)

Access the full article from the [Journal of the National Cancer Institute](#) (subscription required for full text)

Online Tobacco Marketing May Increase Risk of Tobacco Use among Youth

From 1999 to 2013, tobacco companies have increased their internet advertising expenditures from \$0.7 million dollars to \$23.1 million dollars. A new study suggests that this increase in online tobacco marketing could be encouraging teenagers to begin smoking. Utilizing data from the Population Assessment of Tobacco Health (PATH) Study, a national study that evaluates online marketing engagement and tobacco use among youth and adults, researchers studied the responses of 13,561 respondents between 12-17 years old regarding their susceptibility to tobacco use. 11.8% of respondents reported engaging with online tobacco advertising, which extrapolates out to more than 2.9 million U.S. teens. 8% of teens who reported never using tobacco products were susceptible to using at least one tobacco product, 8% reported trying a tobacco product, and more than one in two who had tried a tobacco product, had tried multiple products. These results suggest that as a teen's exposure to tobacco marketing increases, their susceptibility to tobacco use also increases.

Read the article from [Medical News Bulletin](#)

Access the full article from [The Journal of Adolescent Health](#) (subscription required for full text)

Smokers with Low Muscle Mass May Be More Likely to Die

Harvard University researchers recently conducted a study to determine if smokers with lower muscle mass and no COPD have a higher mortality rate than those without loss of muscle. The team examined CT scans from almost 7,000 smokers, averaged age of 60, with over half of the participants having COPD. The scans were used to measure the muscle mass in both the chest and the spine. Over the 5 year clinical follow up period, 653 patients died. Following adjustments for a variety of risk factors that may impact muscle health and mortality rate, the researchers found that smokers in the lowest quartile of chest muscle mass had a 120% higher chance of dying prematurely than smokers in the highest muscle mass quartile.

Read the article from [Medical News Today](#)

ELECTRONIC NICOTINE DELIVERY SYSTEMS

E-Cigarette Use on the Rise among US Adolescents

The number of U.S. high school students who report using e-cigarettes has increased significantly, with 1.5% reporting e-cigarette use in 2011 to 16% reporting use in 2015. With greater than one in every six U.S. high school seniors reporting some level of e-cigarette use, researchers are examining the link between e-cigarette use and risk behaviors, such as binge drinking, illicit drug use, truancy, and poor academic performance. A new study examined data obtained from a nationally-representative sample of 8,696 U.S. high school seniors who responded to questions regarding e-cigarette use, cigarette use, and dual e-cigarette and cigarette use, as well as information regarding risk behaviors. Results showed that 9.9 % of seniors reported e-cigarette only use, 6% cigarette only use, and 7.3% reported dual use of regular and e-cigarettes. Frequent e-cigarette only use was strongly associated with all risk behaviors and dual users were the most likely to engage in all risk behaviors. In addition to e-cigarette use being correlated with higher rates of future regular cigarette use, this study indicates that e-cigarette use can also increase the risk of alcohol, illicit-drug, and academic risk behaviors.

Read the article from [Medical News Bulletin](#)

Access the full article from [The Journal of Adolescent Health](#) (subscription required for full text)

E-Cigarettes May Increase Bladder Cancer Risk

While prior research has established traditional cigarette smoking as a risk factor for bladder cancer, a pilot study found that a high percentage of urine samples from e-cigarette users tested positive for two known bladder carcinogens. Researchers collected urine samples from 13 regular e-cigarette users and 10 nonsmokers and tested the samples for the presence of five molecules identified as bladder carcinogens. 12 of the 13 urine samples from e-cigarette users tested positive for two of the five bladder carcinogens, o-toluidine and 2-naphthylamine while none of the samples from the non-smokers group tested positive for these molecules.

Read the article from [Healio](#)

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.

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.