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The Newsletter of the Tobacco Free Task Force in Washington County

Statewide Budget Cuts Hurt Tobacco Control Programs

At the **Help to Quit** meeting of the Tobacco Free Task Force on October 28, 2005, attendees received news regarding budget cuts for tobacco control and prevention across the state. The cuts were enabled through the July 7, 2005 passing of PA House Bill 182.

The PA Department of Health (DOH) issued a change order on October 19, 2005, announcing a 28.5% cut in local funding and calling for revised budgets to be sent to them by December 1.

“The reduction is in effect for this year as well as next year,” according Lee Rutledge-Falcione, Executive Director, Washington County Health Partners. “We must educate our legislators about the importance of the program and the negative effects of the cuts.”

With statewide funding now at \$32 million (9% of the Master Settlement Agreement), it is at less than half the minimum level recommended (\$65.5 million) for PA by the Centers for Disease Control and Prevention.

Effects of the Cuts on Tobacco Control Programs

In Washington County:

- \$288,038 dollars will not come in to Washington County.
- Six subcontractors from FY 04-05

will not be renewed.

- Remaining subcontractors will receive cuts of 29 to 89%.
- 6,050 children will not receive tobacco use prevention education.
- \$30,000 to help with nicotine replacement therapy will not be available.

Healthcare Costs to Pennsylvanians

- Tobacco related illnesses=\$4.78 billion (\$1.5 billion paid by Medicaid)¹
- Over 20,000 residents lost their lives.¹
- Smoking-caused productivity losses were \$4.42 billion.¹

Costs and lives lost will continue to increase without a well-funded, sustained, comprehensive approach to tobacco control.² This approach decreases the use of tobacco, prevents youth from starting a lifetime addiction to tobacco, protects Pennsylvanians from exposure to second hand smoke, reduces tobacco related healthcare costs, and ultimately saves lives.

¹ Campaign for Tobacco-Free Kids fact sheet, The Toll of Tobacco in Pennsylvania, 2005.

² Comprehensive tobacco prevention and control programs include: public education efforts; community and school-based prevention programs; help for tobacco users to quit; enforcement of laws that prohibit tobacco sales to minors (under age 18) and laws that establish smoke-free workplaces and public areas; and ongoing evaluation to ensure program effectiveness, including economic and health benefits.

Help to Quit

October 28, 2005 Tobacco Free Task Force Meeting Issue: Help to Quit

The goal of **Help to Quit** is to promote local, phone and internet-based tobacco cessation programs.

Meeting Highlights

- Impact of Budget Cuts
- Cessation Programs
- Tobacco Quit Kit Distribution

Guest Speakers

- Kathleen Row, American Cancer Society
- Rita Simko Stotka, Centerville Clinics
- Anita Leonard, Monongahela Valley Hospital
- Rita Donatelli and Kathy Higgins, The Washington Hospital
- Maribeth Tarpley-Garrett, The Washington Hospital Teen Outreach

Next Tobacco Free Task Force Meeting...

Friday, December 9, 2005
9-11 a.m.

Presbyterian SeniorCare
Hillsview Chapel Meditation Area
Washington, PA

**Next Issue:
Set Them Free**

Help to Quit

Cessation Programs and Providers

Help to Quit promotes local, phone, and internet-based, tobacco cessation programs. Our guest speakers presented information on a variety of programs and how they are working.

PA Quitline—Kathleen Row, American Cancer Society

“Each year, millions of people are interested in (cessation) counseling and, for various reasons, are unable to attend,” said Ms. Row. “The Quitline is easy to access and offers confidential telephone counseling with self-help materials and useful tools.”

- The PA Quitline is a 24 hour-a-day, 7 day-a-week smoking cessation service of the American Cancer Society (ACS) and the PA Department of Health (DOH).
- It is based on state-of-the-art techniques in smoking cessation—providing counseling and structured assistance.
- The Quitline introduced a new number, 1-800-QUITNOW, which will enable the ACS and DOH to participate in national campaigns.

While the Quitline’s focus is on cigarette smokers, the service may be used for persons with other types of tobacco dependencies. In Washington County, 577 people used the Quitline since it began in 2002. Ms. Row pointed out that the peaks in calls from Washington County coincided with WCHP’s Tobacco Quit Kit distribution and other media campaigns.

Statewide, 31,248 people used the PA Quitline since it began in 2002. **During its first and second year, the quit rate after three months for those who completed counseling via the Quitline was 18.9% and 20.6%.** Those percentages are considered to be very good. According to the Clinical Practice Guideline (CPG) on Treating Tobacco Use and Dependence (from the U.S. Department of Health and Human Services), telephone counseling usually results in quit percentages ranging from 11.4% to 14.8%.

Individual Counseling and Nicotine Replacement Therapy—

Rita Simko Stotka, Centerville Clinics

“Not everyone wants to quit for the same reasons. Not everyone smokes for the same reasons,” said Ms. Stotka.

Centerville Clinics provides tobacco cessation treatment that features individual counseling. Every patient coming into a Centerville Clinic is assessed as either a tobacco or non-tobacco user. They are further categorized as someone who either “wants to quit” or “needs to quit.” Nicotine Replacement Therapy (NRT) is used when recommended by a physician. Medicaid and Medicare cover NRT, while other health insurance plans usually deny the coverage. “There is a need to advocate for health insurance companies to cover NRT,” said Ms. Stotka.

From October, 2002 through October, 2005, there were 612 persons who sought help for tobacco cessation through Centerville Clinics. According to the CPG, individual counseling typically results in quit percentages of 14.7% to 19.1%.

SmokerStoppers®—Anita Leonard, Monongahela Valley Hospital

The SmokerStoppers® program, used at Monongahela Valley Hospital, is a system designed by a team of psychologists trained at the University of Michigan. Smoke-

Help Distribute Tobacco Quit Kits

Washington County Health Partner’s (WCHP) Tobacco Quit Kits are an important resource in getting people started on the path to a tobacco-free life.

In order to get a Tobacco Quit Kit, individuals must fill out a one-page registration form.



Tobacco Quit Kit

The Tobacco Quit Kits are circulated at medical facilities by tobacco cessation treatment providers, such as Canonsburg General Hospital, Centerville Clinics, Monongahela Valley Hospital, and The Washington Hospital. They are also available at the Washington Drug and Alcohol Commission as well as California University of Pennsylvania’s Students Working Against Tobacco (PA S.W.A.T.). People can also call WCHP to receive a registration form.

If you have any ideas on how to further increase distribution of the kits, please contact Craig Whyel, Tobacco Free Outreach Specialist, at (724) 222-6511, Extension 12 or by e-mail at crw@wchpinc.org.

(800) QUIT NOW

(800) 784-8669



Referral line to
free tobacco
cessation
services

Have You Heard?

“Thank You for Smoking” to Get a U.S. Theatre Release in the Spring

In the movie, Nick Naylor (played by Aaron Eckhart), is an over-the-top Public Relations “spin man” for big tobacco. His extremely aggressive approach to his work gains him considerable national media attention as well as death threats.

The movie features plenty of big-name talent, which includes Maria Bello, Robert Duval, Sam Elliott, Katie Holmes, Rob Lowe, Joan Lunden, William H. Macy, and Dennis Miller.



Quit to Live— An ABC World News Tonight Special, Dedicated to Peter Jennings

During the month of November, ABC World News Tonight ran a series of news features on the dangers of tobacco products as well as stories of people trying to quit.

The World News Tonight website has featured companion pieces to further help people decide on a tobacco-free life.

www.abcnews.go.com/WNT/QuitToLive/

Big Brown Gives Thumbs Down to Individual Cigarette Deliveries

United Parcel Service, Inc., the world’s largest shipper, recently stopped making cigarette deliveries to individuals.

UPS, Inc., made this decision because internet and mail order cigarette sales enable underage smokers to circumvent identification checks, and deprives states of an annual estimated \$1 billion dollars in tax revenue.

Cessation Programs and Providers (cont.)

Stoppers® is set up as an individualized program and is broken down into phases:

- Phase 1 is the SmokeStoppers® Countdown, which leads up to a quit day.
- Phase 2 is Learning to Stop, which involves the quit day.
- Phase 3 is Staying Smoke-Free, which involves several classes.

Upon completion of the program, the client is followed with phone contact at 3, 6 and 12 months. Ms. Leonard added that they’ve used additional group sessions, support groups, and individual phone counseling. Of the three methods, “the phone counseling seems to work best.”

During the last fiscal year, 11 Washington County residents sought help for tobacco cessation. **Of those persons, 37% received brief counseling (1-2 classes), 36% received mid-range counseling (3-4 classes), and 25% completed the SmokeStoppers program (7 total classes).**

Stay Quit Group Smoking Cessation Program—Rita Donatelli, and Kathy Higgins, The Washington Hospital

The Washington Hospital has a “Stay Quit Smoking Cessation Program,” in which a group/class structure is utilized on an outpatient basis. The classes are held at the Wilfred R. Cameron Wellness Center. Additional classes are added to accommodate increasing demand, once a class is full.

Patients admitted to the hospital, who are identified as tobacco users, are given:

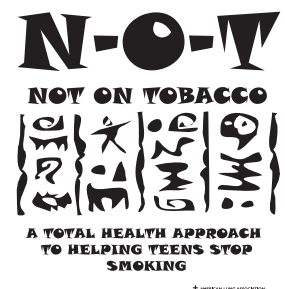
- Information on the PA Quitline
- Information on the Hospital’s smoking cessation program
- A guide booklet entitled, “You Can Quit Smoking”

From January through October, 2005, Rita and Kathy contacted 202 tobacco users—57% received readiness assessment; 31% received brief counseling, and 12% received group counseling. **Of the 12% who received group counseling, 38% remained smoke-free after six months; 38% had not quit at six months, but reduced their smoking habit; 17% quit the program, and 7% relapsed within the first 6 months.** Group counseling usually results in quit percentages from 11.6% to 16.1%, according to CPG.

N-O-T (Not On Tobacco)—Maribeth Tarpley-Garrett, The Washington Hospital Teen Outreach

At The Washington Hospital Teen Outreach, the American Lung Association’s N-O-T (Not-On-Tobacco) program is utilized as a cessation tool. The program is designed to help teens:

- Stop smoking
- Reduce the number of cigarettes smoked
- Increase healthy lifestyle behaviors
- Improve life management skills



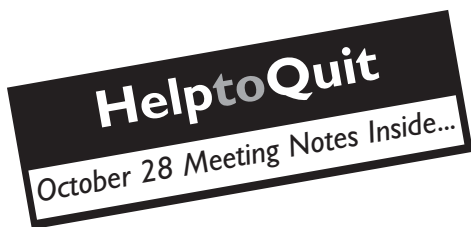
N-O-T is gender-sensitive, separating participants by gender, and tailoring the content and delivery to the adolescent population. It also stresses daily life management skills such as stress management, nutrition, and exercise.

According to Ms. Tarpley-Garrett, the N-O-T program was used at the Washington Alternative School through October 2003 through October 2005. There were 10 sessions as well as 4 booster sessions. **Out of 14 participants, 8 quit using tobacco products, 3 reduced the amount they used but did not quit, and 3 did not change their tobacco usage habit.**



Tobacco Free Task Force
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Washington, PA 15301

www.tobaccofreewashington.org



Next Tobacco Free Task Force Meeting Issue:

Set Them Free

Friday, December 9, 2005, 9-11 a.m.

Hillsview Chapel Meditation Area, Presbyterian SeniorCare, Washington, PA

Tobacco prevention and cessation studies show that it is increasingly important to reach students as early as possible about the importance of a tobacco-free life. The goal of **Set Them Free** is to work with school-related audiences (administrators, teachers, parents, youth, district justices) to implement tobacco-free programs. Scheduled speakers include:

- Bill Cousins, New Eagle, PA, Smokeless Tobacco Free Advocate
- Lee Rutledge Falcione, Washington County Health Partners, Break-Free Program
- deRicci Horwatt, Gateway Vision, on the Minnesota Smoking Prevention Program
- Laurie Nicholl, Eighty Four, PA, "Why Animals Don't Smoke"
- Joan Adley, The Washington Hospital Teen Outreach on Teens Against Tobacco Use (T.A.T.U.)

All members of the Tobacco Free Task Force and the WCHP Board of Directors are invited to attend. In addition, this meeting will be of special interest to parents, teachers, school guidance counselors, principals, school administrators, school nurses, and legislators. Please feel free to invite others to attend who have an interest in school-based programs.

To ensure enough materials are available for all attendees, please RSVP by contacting:
Craig Whyel, Tobacco Free Outreach Specialist
Phone: 724-222-6511, ext. 12 or 1-866-904-3733 (FREE) ● E-mail: crw@wchpinc.org.