





#Quit4Life

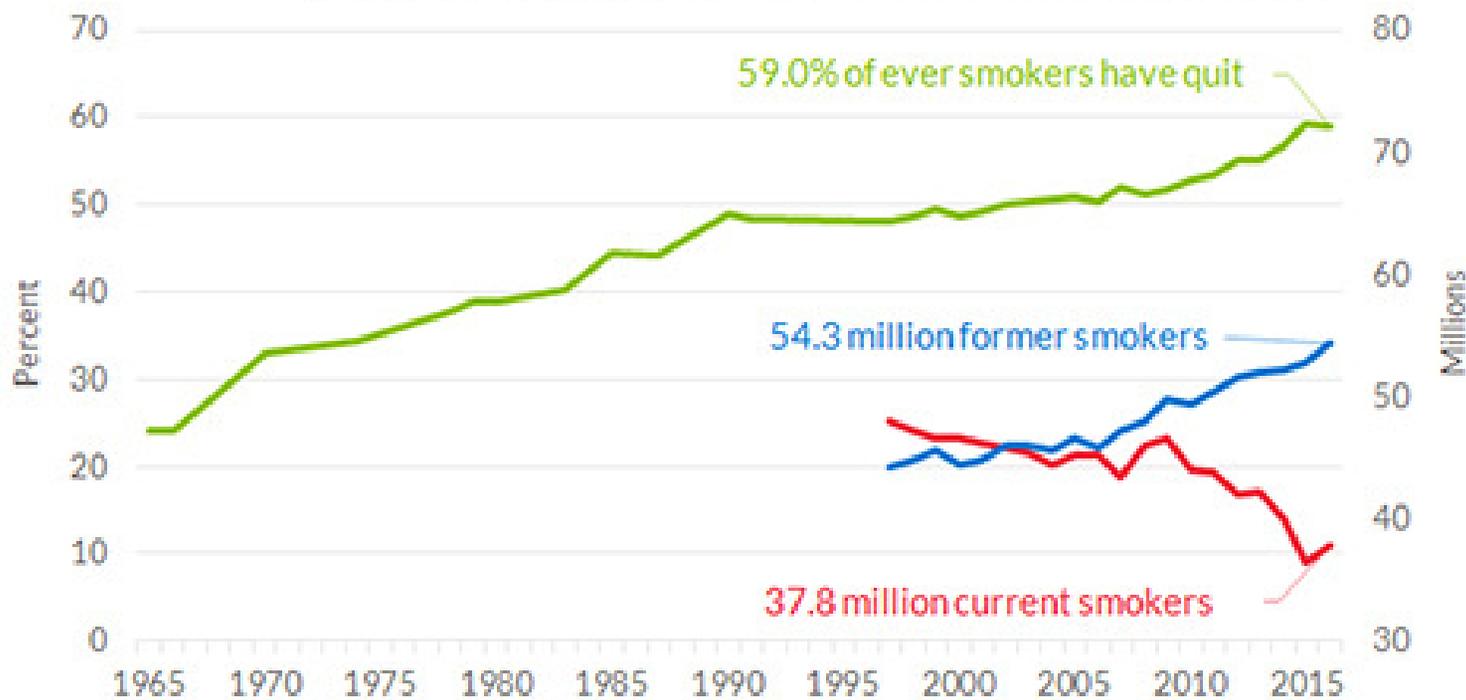
I hate smoking.  
It's time to quit.

**QUIT NOW >**

1.800.Quit.Now

A young girl with brown hair in pigtails, wearing a purple polka-dot shirt, has her arms crossed and a serious expression. The background is a light gray color.

There have been more **former** than **current** smokers since 2002 and more than half of ever smokers have **quit**



Source: CDC, NHIS 1965-2016.

**TODAY THERE ARE MORE FORMER SMOKERS THAN CURRENT SMOKERS.**

September is National Recovery Month. You can quit smoking for good. Call 1-800-QUIT-NOW.

#RecoveryMonth  
  
[www.cdc.gov](http://www.cdc.gov)

# EVERY TIME YOU PUT OUT A CIGARETTE IS A NEW CHANCE TO TRY QUITTING AGAIN.

Change the way you see each  
quit attempt. It takes most smokers  
multiple tries to finally quit smoking.  
Get support at [EveryTryCounts.gov](http://EveryTryCounts.gov).



FDA

# YOU DON'T HAVE TO STOP SMOKING IN ONE DAY. START WITH DAY ONE.

Quitting smoking isn't easy. It takes time. And a plan. Let the Great American Smokeout® event on November 15 be your day to start your journey toward a smoke-free life. The American Cancer Society can help you access the resources and support you need to quit. Quitting starts here.

Learn more at [cancer.org/smokeout](http://cancer.org/smokeout) or call 1-800-227-2345.



©2018, American Cancer Society, Inc. or call 1-800-227-2345.

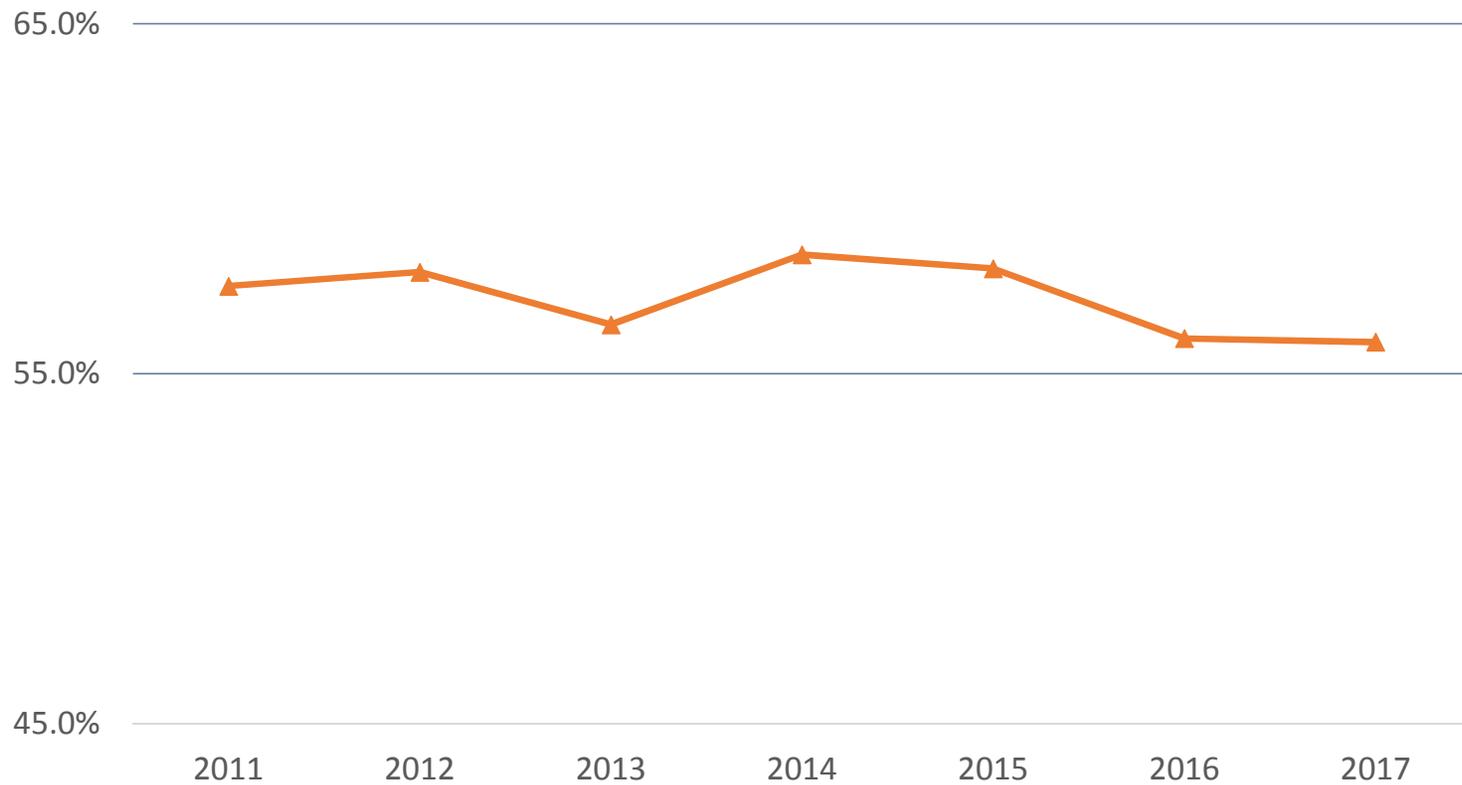


©2018, American Cancer Society, Inc. or call 1-800-227-2345.



# Quit Attempts – Indiana Trends

Percentage of those making a Quit Attempt in the Last 12 Months,  
BRFSS 2017



Cigarette smoking is down, but almost  
**38 MILLION**  
American adults still smoke

Cigarette smoking remains high  
among certain groups



Men



Adults 25-64  
years old



Lower education



Below  
poverty level



Midwest  
and South



Uninsured  
or Medicaid



Disabled



Serious  
psychological  
distress



American Indians,  
Alaska Natives and  
Multiracial



Lesbians, gays,  
and bisexuals

Strategies essential to continue reducing  
cigarette smoking overall



Implement  
smoke-free laws



Run mass  
media campaigns



Raise  
tobacco prices



Make quit help  
easy to access

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-  Men
-  Adults 25-64 years old
-  Lower education
-  Below poverty level
-  Midwest and South
-  Uninsured or Medicaid
-  Disabled
-  Serious psychological distress
-  American Indians, Alaska Natives and Multiracial
-  Lesbians, gays, and bisexuals



Pregnant Women

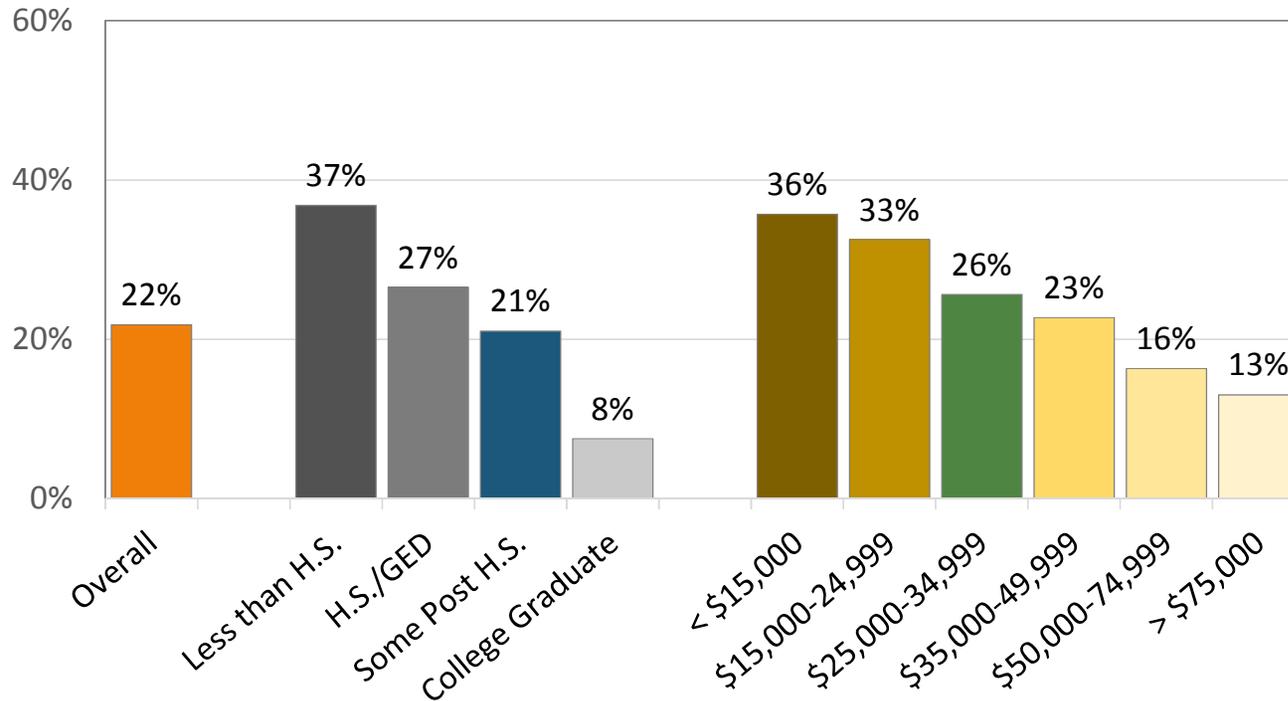
Strategies essential to continue reducing  
cigarette smoking overall

-  Implement smoke-free laws
-  Run mass media campaigns
-  Raise tobacco prices
-  Make quit help easy to access



# Current Smoking by Education & Annual Income, 2017

**Percent of Indiana Adults who are Current Smokers,  
2017 BRFSS**





## HEALTHCARE PROVIDERS

### You Can Help

[Become A Preferred Provider](#)

[How To Refer](#)

[Provider Materials Order Form](#)

## PROVIDERS CAN PLAY A KEY ROLE IN FIGHTING TOBACCO USE.

The number one cause of preventable death and disease in the United States is tobacco use. No matter what your specialty is, you know the drastic effects that tobacco use can have on patients.

Many tobacco users want to quit. Getting started often takes support and motivation from a trusted source. If a physician advises a patient to quit just one time, it helps to double their chance for success. Patients trust their health provider and they need guidance.

It is vital to help the patients who are ready to quit tobacco. Primary care providers can make a difference in influencing tobacco use behavior. A short intervention (three minutes or less) can increase a person's motivation to quit.

Talk and listen to the patient about tobacco use. Asking about 1.800.Quit.Now can be a conversation starter. The Indiana Quitline is a free phone-based counseling service that helps Indiana tobacco users quit.

The Indiana Quitline has highly trained quit coaches in cognitive behavioral therapy and experience at helping patients live tobacco-free. Professional quit coaches have 240 hours of training, prior experience in counseling and many are former smokers.



[ORDER FREE PROMOTIONAL MATERIALS](#)



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ORDER FREE PROMOTIONAL MATERIALS

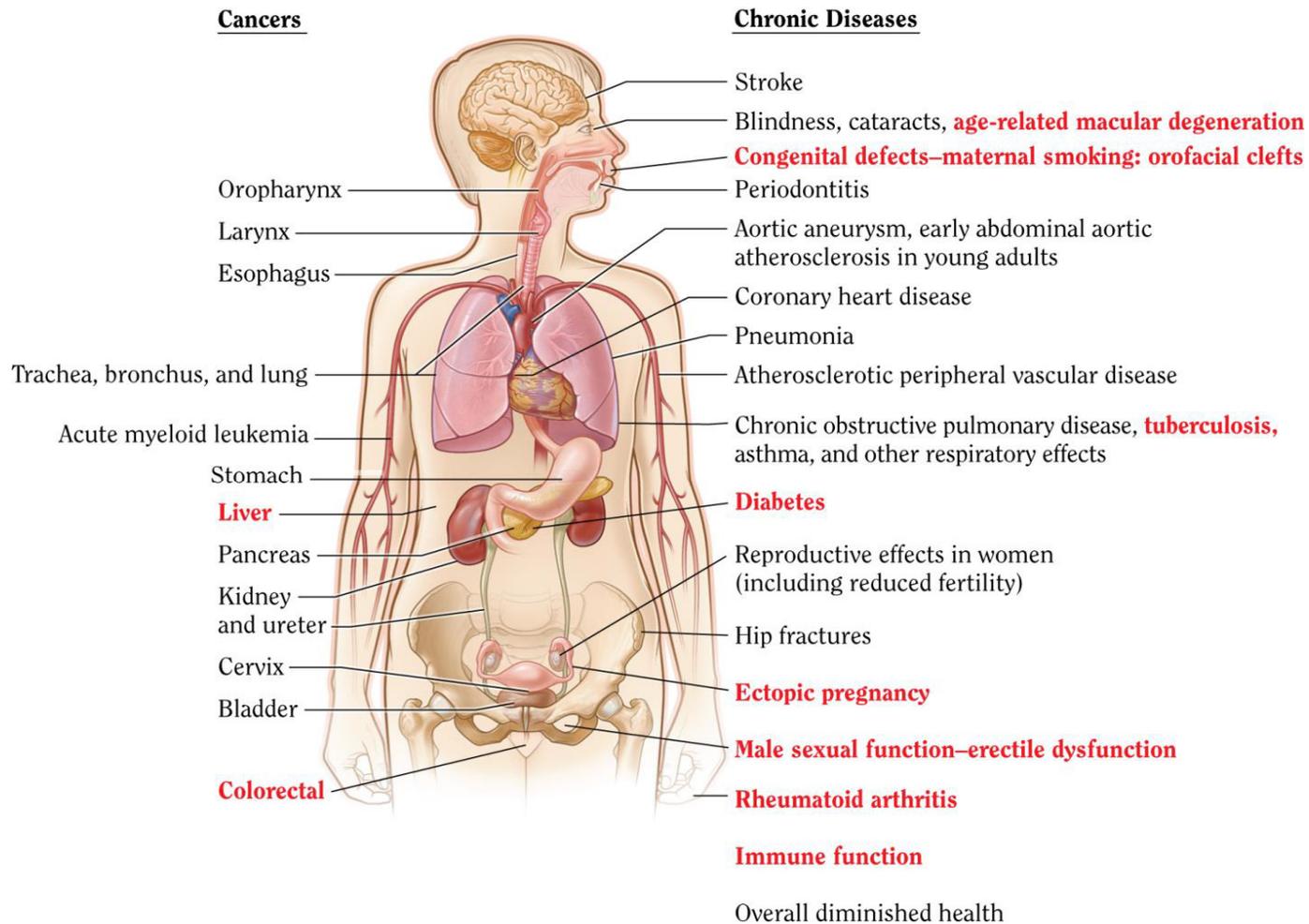


## The New 3-Click Referral Portal

For 10 years, the Indiana Tobacco Quitline (1.800.Quit.Now) has been the frontline tool for helping tobacco users break their addiction. Thousands of people have called 1.800.Quit.Now. The quitline is free, it's effective and it's confidential.

Now providers and employers have a new way to enroll tobacco users for quit services. [QuitNowReferral.com](http://QuitNowReferral.com) is a fast and easy way to get tobacco users on the path to freedom.

# Health consequences causally link to smoking



# THE OPIOID EPIDEMIC & SMOKING

## Quick Facts

1) **SMOKING IS A RISK FACTOR FOR NONMEDICAL USE OF PRESCRIPTION OPIOIDS**

3) **THERE IS A SIGNIFICANT ASSOCIATION BETWEEN SMOKING & PAIN**

2) **DAILY & INTERMITTENT SMOKERS ARE 3X MORE LIKELY TO REPORT PAST-YEAR NONMEDICAL PRESCRIPTION OPIOID USE**

# 85%

4) **OF PATIENTS IN TREATMENT FOR OPIOID ADDICTION SMOKE**

(HIGHER THAN ALCOHOL USE DISORDER)

5) **NICOTINE MAY ENHANCE THE REWARDING PROPERTIES OF OPIOID MEDICATIONS TO THE NEURAL SYSTEM**

6) **PAIN CAN INCREASE SMOKING AND THE MAINTENANCE OF TOBACCO ADDICTION CREATING A POSITIVE FEEDBACK LOOP**

7) **ACTION STEP: ALWAYS TAKE INTO ACCOUNT TOBACCO USE WHEN ASSESSING THE ABUSE POTENTIAL OF PRESCRIBING OPIOIDS**

[For References Click Here](#)

Smoking Cessation  
Leadership Center

UCSF

University of California  
San Francisco



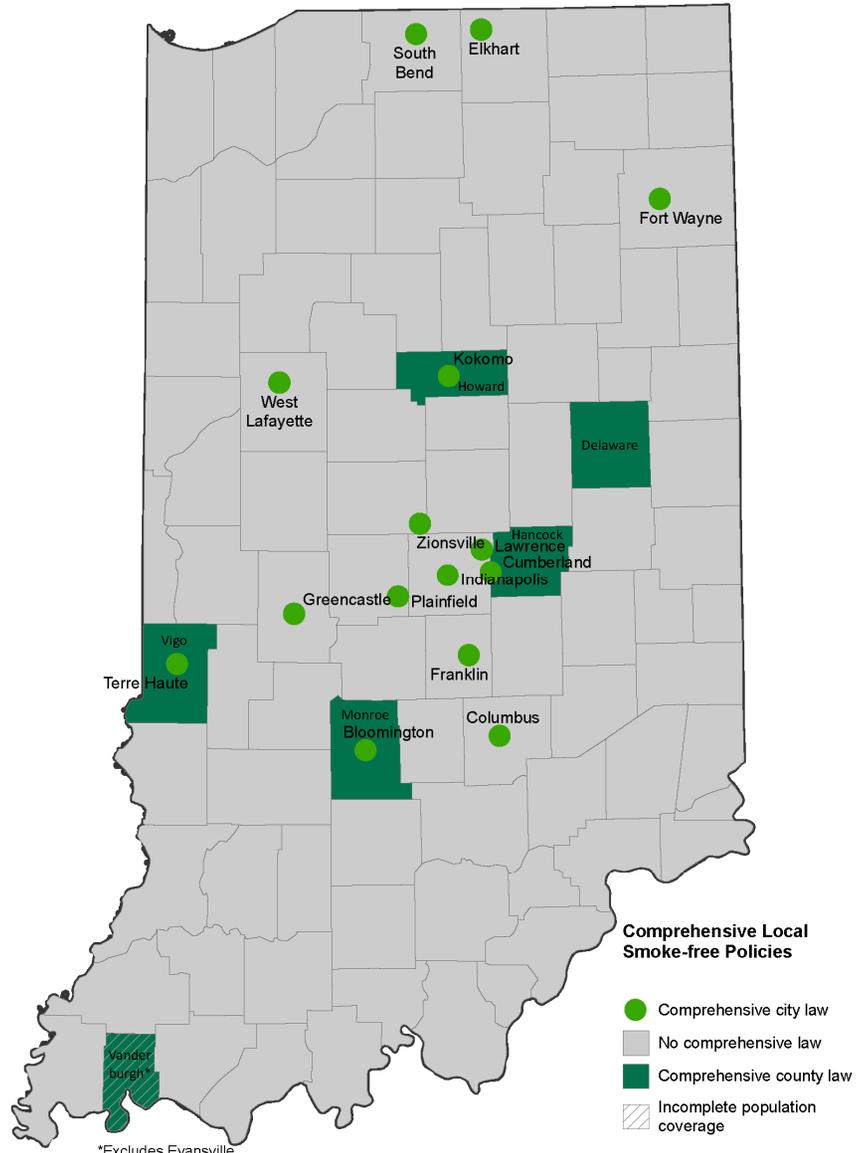


**There are Fewer  
Places to Smoke,  
so Why Not Quit?**



**1.800.QUIT.NOW**  
Indiana's Tobacco Quitline  
[QuitNowIndiana.com](http://QuitNowIndiana.com)

**QUIT NOW**  
**INDIANA**



\*Excludes Evansville

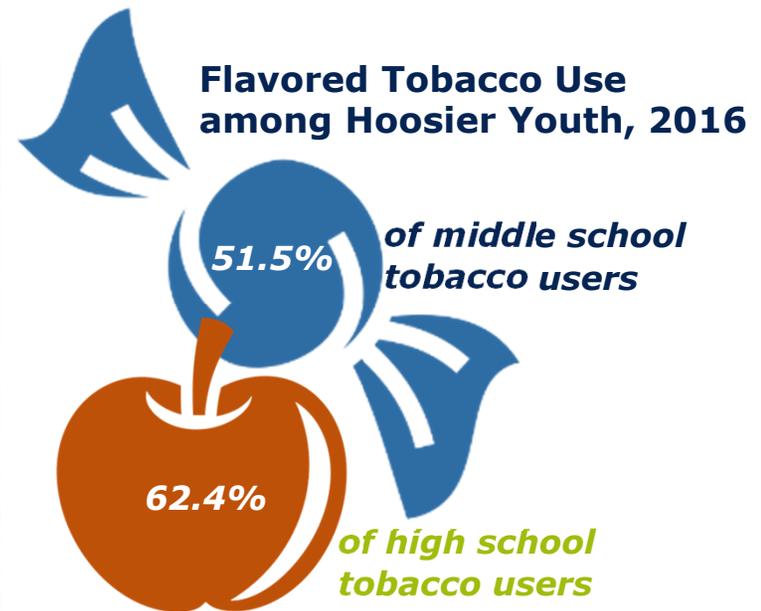


Image source: CounterTobacco.org

# Flavored Tobacco Product Use



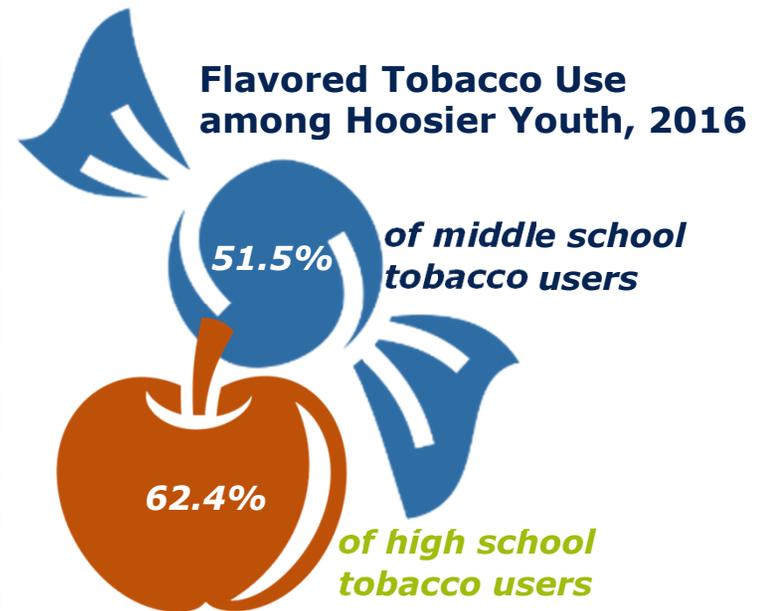
Image source: CounterTobacco.org



# Flavored Tobacco Product Use



Image source: CounterTobacco.org



# Youth Exposure to Tobacco Marketing

- **7 in 10** youth were exposed to tobacco ads in convenience stores, supermarkets, or gas stations.
- **4 in 10** youth were exposed to tobacco ads on the internet.
- **3 in 10** youth were exposed to tobacco ads in newspapers or magazines.
- **7 in 10** youth saw actors using tobacco on TV or in movies.

## *Retail Stores*



## *Internet*



## *Newspapers or Magazines*



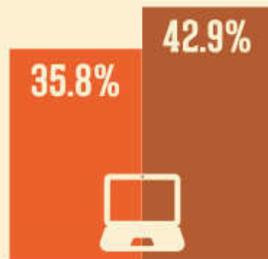
## *Tobacco Use in Movies or on TV*



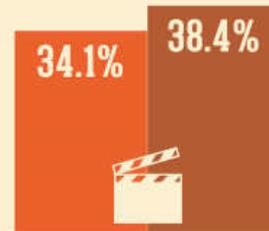
# HIGH TEEN EXPOSURE TO E-CIG ADVERTISING<sup>1</sup>



RETAIL ADS



INTERNET ADS



TV/MOVIE ADS



NEWSPAPER & MAGAZINE ADS

MIDDLE SCHOOL STUDENTS

HIGH SCHOOL STUDENTS

MIDDLE SCHOOL STUDENTS

HIGH SCHOOL STUDENTS

RETAIL ADS

INTERNET ADS

TV/MOVIE ADS

NEWSPAPER & MAGAZINE ADS



**The New York Times**

### ***Did Juul Lure Teenagers and Get 'Customers for Life'?***

The e-cigarette company says it never sought teenage users, but the F.D.A. is investigating whether Juul intentionally marketed its devices to youth.

shots

YOUR HEALTH

### Teenagers Embrace JUUL, Saying It's Discreet Enough To Vape In Class

December 4, 2017 - 11:58 AM ET

**The Washington Post**

*Democracy Dies in Darkness*

To Your Health

### **E-cigarette maker Juul targeted teens with false claims of safety, lawsuit says**

abc **13** **WSET.com**  
LYNCHBURG DANVILLE ROANOKE

Poison center warns of JUUL use; 1 pod has 5% nicotine or 1 pack of 20 cigarettes

**STRANGELY ENOUGH,  
SOME STUDENTS  
COME IN HERE TO  
PUT CRAP *INTO*  
THEIR BODIES.**

Vapes can contain some of the same  
cancer-causing chemicals found in cigarettes.

**THE REAL COST** 

FDA's The Real  
Cost Campaign



# SMOKE TURKEY NOT TOBACCO

Call the Indiana Tobacco Quitline.



**1.800.QUIT.NOW**  
Indiana's Tobacco Quitline  
[QuitNowIndiana.com](http://QuitNowIndiana.com)

# TIPS from Former Smokers

