



Welcome Pioneers for Smoking Cessation

Women and Tobacco

Wednesday, March 30, 2011 – 1:00 pm ET

Agenda

- Welcome
 - Catherine Saucedo, Deputy Director, SCLC, *moderator*
 - Steve Schroeder, MD, Director, SCLC
- Presentation from Maria Perno Goldie, RDH, BA, MS President, International Federation of Dental Hygienists
 - Questions & Answers
- Technical Assistance and Closing Remarks


During the Webinar

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- Press *6 to mute your phone line
- All phone lines will be muted during the presentation
- Do NOT put phone on hold
- Webinar is being recorded
- Questions are encouraged throughout via the chat box

Greetings

- **Steven A. Schroeder, MD**
 - Director, Smoking Cessation Leadership Center ,
 - Distinguished Professor of Health and Health Care, Department of Medicine, UCSF




Welcome



- **Catherine Saucedo**
 - *Moderator*
 - Deputy Director
Smoking Cessation Leadership Center
University of California, San Francisco
csaucedo@medicine.ucsf.edu

Today's Presenter



- **Maria Perno Goldie, RDH, BA, MS**
 - Professional Member, National Speakers Association
 - President, International Federation of Dental Hygienists

Women and Tobacco



Maria Perno Goldie, RDH, MS

An Epidemic Of Smoking-related Cancer And Disease In Women

When calling attention to public health problems, we must not misuse the word "epidemic." But there is no better word to describe the **600-percent** increase since 1950 in women's death rates for lung cancer, a disease primarily caused by cigarette smoking. Clearly, smoking-related disease among women is a full-blown epidemic.

David Satcher, MD, PhD

Maria Perno Goldie, RDH, MS

Professional Member, National Speakers Association

- Member, National Advisory Committee for the Robert Wood Johnson Foundation's Smoking Cessation Leadership Program
- Member, 2004-2006 fellowship of the California Health Care Foundation's Health Care Leadership Program
- Honorary Member of Sigma Phi Alpha
- President, IFDH



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Smoking Is The Most Preventable Cause Of Death

- 23 million women in the US (23 percent of the female population) still smoke cigarettes
- Yet more than 140,000 women die each year from smoking related causes
- The highest rate of smoking (27 percent) occurs among women between twenty-five and forty-four

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Why Quit?

- According to the data collected by U.S. Centers for Disease Control and Prevention (CDC) in the 1990s
 - Adult male smokers lose an average 13.2 years due to smoking
 - Adult female smokers lose 14.5 years



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A History of Women and Smoking

by Phyllis Marie Jensen



Women saw cigarettes as symbols of freedom, a sign that they were their own person, that they had gone beyond society's narrow roles for them.

Smoking-related diseases have become the leading cause of premature death of women. In Canada one woman dies every thirty-five minutes from a smoking-related disease.

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- **Rising status of women linked to more smoking**
- March 1, 2011
- In countries with relatively high female empowerment, such as Australia, Canada, Norway, Sweden and the United States, this gap is small and women smoke almost as much as men do



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Unique to Women

- PID 33% more
- Early menopause
- Abnormal bleeding, amenorrhea
- CVD and estrogen
- Osteoporosis 5-10 % more
- Cervical cancer 80% increased risk!

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- *Red Orbit* reports that the study published in the *World Health Organization Bulletin* analyzed smoking habits in 74 countries



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Breast Cancer and Smoking

- BC patients who smoke may increase their risk of dying at least 25 % *
- The risk of fatal breast cancer rises up to 75% for women who smoke two packs or more per day
- Vulvar cancer 40% percent higher risk

* ACS 1994

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Unique to Women

- Over 1.5 million teenage girls smoke cigarettes
- Women smokers who use oral contraceptives
- PTLBW, premature rupture of membranes, placenta previa, miscarriage, and neonatal death
- Infertility



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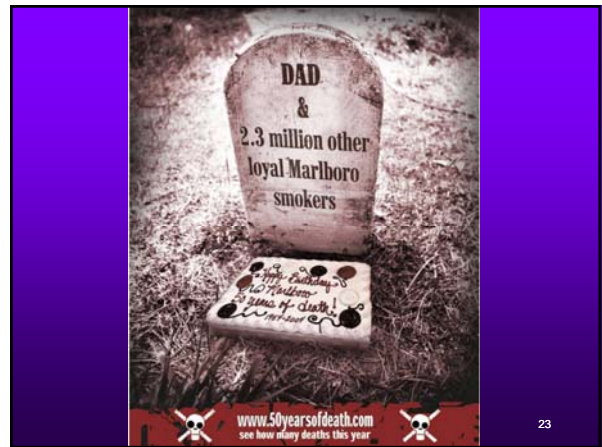
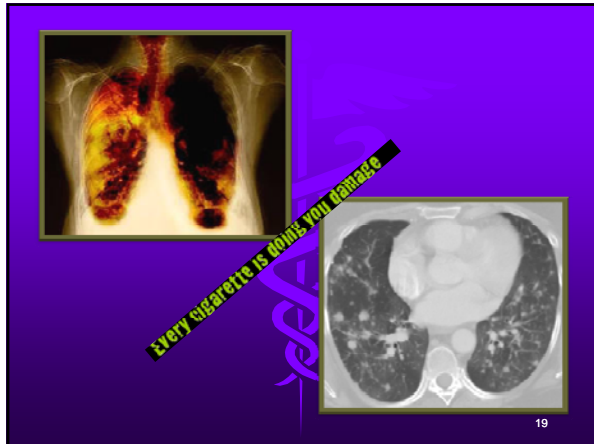
Breast Cancer Linked To Passive Smoking

- Mar 10, 2011
- Women who had never smoked but had lived or worked with smokers for the longest period **work**—had an increased cancer risk of 32%



March 1 in the *British Medical Journal online*

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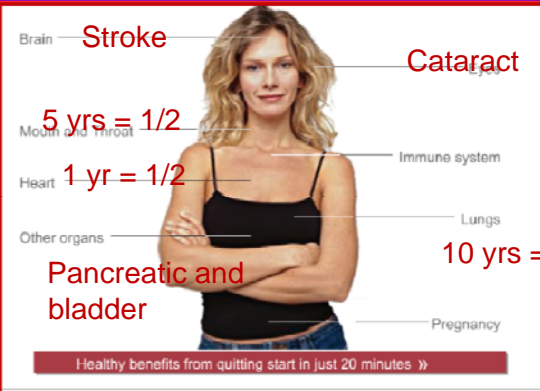
Q: What do these people have in common?



A: They died from smoking

Every cigarette is doing you damage

25



Brain — Stroke

Mouth and Throat — 5 yrs = 1/2

Heart — 1 yr = 1/2

Other organs — Pancreatic and bladder

Cataract

Immune system

Lungs — 10 yrs = 1/2

Pregnancy


Healthy benefits from quitting start in just 20 minutes >>

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NYS Smokers' Quitline 1-866-NY-QUITS

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NYS Smokers' Quitline 1-866-NY-QUITS

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Cost Calculator		
Cost per pack	\$	5.00
Number of cigarettes per day	X	20
		Calculate >>
In one year, you will save:		
In one year		\$1825.00
In one month		\$155.00
In one week		\$35.00
In one day		\$5.00

First Identification of Nicotine as Main Culprit in Diabetes Complications Among Smokers

March 27, 2011

May have implications for people with diabetes who are using nicotine-replacement therapy

30

Nicotine Caused Levels Of Hba1c To Rise By As Much As 34 % !!

- Studies also show that smokers with diabetes have higher levels of HbA1c than nonsmokers with diabetes

31

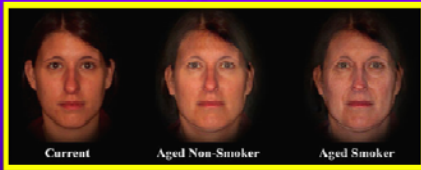
Try a Pipe

- Nov. 20, 1944
- Acute shortage of cigarettes
 - Hoarding,
 - Growing black market,
 - More smoking by more people who are jittery in wartime



34

Wrinkles!



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TOBACCO: The Controversial Princess

- Apr. 11, 1960
- Industry undergone crisis after crisis
- Recovered from the cancer scare
- Turning the unsettling side effects of the debate to its own advantage



35

The Press: Smoke-Crusade

- To allow a woman in the unholy precincts of a cigarette advertisement would be to affront U. S. womanhood



- 1929!!

33



Targeting Asian women in the USA



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Women Smoking in Movies

- Smoking behavior was depicted on-screen 28% of the time
- Women in lead or supporting roles were more likely to smoke than men
- Movie characters of both sexes smoked more than the general population

40



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The Results Of This Study Raise Concerns

- Exposure to smoking in popular movies
- According to *social learning theory*, by paying attention to the behaviors of a person who possesses the qualities, skills, and capacities one hopes to achieve, a young observer learns to model these behaviors

Greaves L. *Mixed Messages: Women, Tobacco and the Media*. Ottawa, Ontario: Health Canada; 1996.

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Women and Smoking in Hollywood Movies: A Content Analysis

Gina Escumilla, BA, Angie L. Craddock, MS, and Ichiro Kawachi, MD, PhD

- Smoking is highly prevalent in Hollywood films featuring popular actresses and may influence young audiences for whom movie stars serve as role models
- *Am J Public Health*. 2000;90:412-414)

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FDA-approved Smoking Cessation Aids

- Nicotine
 - Gum
 - Skin patches
 - Lozenges
 - Oral inhaled products
 - Nasal spray
- 1-800-QUIT-NOW
- www.smokefree.gov



E-Cigarettes

FDA U.S. Food and Drug Administration

- Deliver nicotine or other substances to a user in the form of a vapor
- FDA has not evaluated any e-cigarettes for safety or effectiveness
- Quality control processes
- <http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm172906.htm>




FDA Warns of Health Risks Posed by E-Cigarettes

JULY 2009

The potential health risks posed by e-cigarettes are not yet fully understood, but the FDA has issued a warning that they may pose health risks to users. The agency has received reports of adverse health effects from e-cigarette use, including coughing, throat irritation, and shortness of breath. The FDA is currently conducting research to better understand the risks associated with e-cigarettes.

The agency is also conducting research to better understand the risks associated with e-cigarettes. The agency is currently conducting research to better understand the risks associated with e-cigarettes. The agency is currently conducting research to better understand the risks associated with e-cigarettes.

See The Future Of Smoking For Yourself



A new cigarette that:

- May present less risk of certain smoking-related diseases.
- Has 80% less secondhand smoke.
- Has no lingering odor.

If you want to know, you've got to go.

www.newstik.com

Time Magazine
August 4, 2003

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Videos

- <http://smokestik.com/video-home/viewvideo/10/videos/how-does-smokestik-work/Page-1.html>
- <http://smokestik.com/videos.html>
- <http://smokestik.com/videos/viewvideo/9/videos/can-you-use-a-smokestik-in-public-places/Page-1.html>

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SmokeStik
ALTERNATIVE SMOKING

SHOP BY COUNTRY

CALL US 9AM-5PM EST. 30 DAY MONEY BACK GUARANTEE LIFETIME WARRANTY




50



Robo Smoke



FLAVOR CARTRIDGES

53

Cartomizer Technology - SmokeStik®

- More vapor and a more realistic feeling
- Without tar, carbon monoxide, or known carcinogens of traditional cigarette



51

Nicotine Replacement Products

- OTC: Patches, gum, lozenges



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Nicotine Replacement Products

- Prescription-only nicotine replacement products are available only under the brand name Nicotrol: nasal spray and an oral inhaler (Chantix®)
- Zyban® (bupropion)



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Do NOT use Nicotrol Inhaler if:

- You are allergic to any ingredient in Nicotrol Inhaler or to menthol
- You have had a recent heart attack
- You have severe or worsening chest pain or a severely irregular heartbeat
- You continue to smoke, chew tobacco, use snuff, or any other nicotine-containing products

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ZYBAN®

ZYBAN® is indicated as an aid to smoking cessation treatment

Clinicians should not prescribe doses over 300 mg/day for smoking cessation

Potential Problems

- If you are pregnant, planning to become pregnant, or are breast-feeding
- If you are taking any prescription or nonprescription medicine, herbal preparation, or dietary supplement
- If you have allergies to medicines, foods, or other substances

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FDA category C

The effects in the nursing infant are unknown

Varenicline Pregnancy Warnings

- Shown to have nonteratogenic adverse effects on the fetus in animal reproduction studies at doses up to 23 to 50 times the recommended human dose
- Reduced fetal weights were reported in pregnant rabbits and the offspring of pregnant rats showed decreases in fertility and increases in auditory startle response

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Special Precautions

- Anticoagulants as warfarin (Coumadin)
- Insulin
- Bupropion (Wellbutrin, Zyban) and nicotine gum, inhaler, lozenges, nasal spray, or skin patches; and theophylline (Theo-24)
- Do not drive a car or operate machinery

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Laryngeal Cancer

“Almost All Cases Reflect The Use Of Tobacco And Alcohol And Could Be Prevented”



The Health Consequences of Smoking, SG Report 2004
Chapter 2, Page 62

Risks of Using Tobacco

- 46 million Americans smoke
- Half of lifelong smokers will die prematurely if they do not quit
- 1 American dies every hour from oral cancer



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Risks of Using Tobacco

- Tobacco is consumed in a variety of different ways, though **smoking** of manufactured cigarettes is the most prevalent form of its use



THE HEALTH CONSEQUENCES OF
SMOKING
A REPORT OF THE SURGEON GENERAL

65

30,000 Americans Are Diagnosed With Oral And Pharyngeal Cancers Each Year

3 percent of all cancers diagnosed

More than a quarter of these patients will die

Tobacco factors into 75 percent of all cases

Tobacco Companies Want Women To Believe That...

- Smoking is sexy.
- Smoking keeps you thin.
- Smoking is cool.
- Smoking is attractive.

Smoking is NOT Sexy!

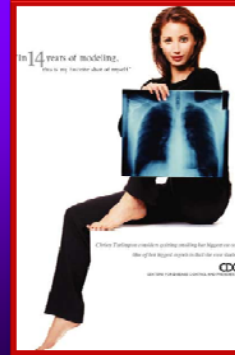


Yellowed teeth and nicotine-stained fingertips and fingernails!

Wrinkles! Especially around the mouth!

Odors! Smoking makes your breath, hair, clothes, and car stink!

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- You don't have to smoke to look great!

70

Cigarettes contain:

- The same stuff used to preserve dead frogs
- The same poison used to kill rats
- Nicotine, an insecticide found in bug killer



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Tobacco Companies Want You To Believe Their Products Make You...

- Don't fall for their gimmicks!



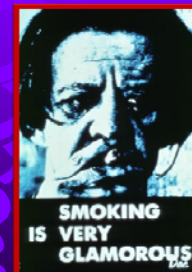
71

“Smoking makes me look glamorous.”

Myth? or Reality?

69

Smoking Causes Wrinkles



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Who Wants To Date a Smoker?

- 72% of 12th graders do not want to date smokers



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These are your lungs on smoke...



76

“Smoking can’t kill me.”

Myth? or Reality?

74

Joe Camel or Joe Chemo?

Joe Camel?
Joe Chemo?



77

Smoke Yourself into a Total Wreck



75

“Smoking is a good way to stay thin.”

Myth? or Reality?

78

Physical Fitness and Smoking Don't Mix



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Don't Let the Pretty Packages Fool You

- Be smarter than someone's marketing schemes.
- Bidis are pretty but deadly.



82

"Smoking may be a bad habit, but I can stop anytime I want to."

Myth? or Reality?

80

Cigars Are Not Safe

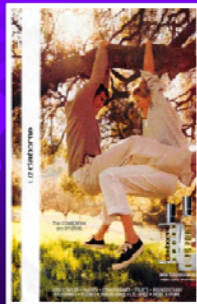
Cigars are *not* safe alternatives to cigarettes!



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Rewards for Quitting

- Freedom from addiction
- Better health
- Food tastes better
- Save money
- Feel better about yourself
- Breath, hair, and clothes smell better
- Better at sports



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Are Stogies Safer Than Cigarettes?

No!

X

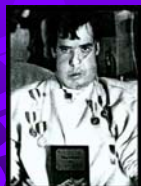
Cigar smokers have:

- 34% increased risk of lung, laryngeal, oral, and esophageal cancer
- 4 to 10% higher risk of COPD



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Chewing Tobacco Can Kill



Photos courtesy of the American Cancer Society

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Proof of global warming!!!



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Smoking Consequences – Menstrual Function & Menopause

- Smoking has serious effects on women's menstrual functions including:
 - Dysmenorrhea—painful menstruation
 - Secondary amenorrhea—lack of menstruation
 - Menstrual irregularity
 - Increased menopausal symptoms
 - Younger menopausal age



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Smoking Consequences – Reproductive Outcomes

- Women smokers have greater risks of:
 - Conception delay
 - Primary infertility
 - Secondary infertility
 - Pre-term premature rupture of membranes, abruption placentae, and placenta previa
 - Pre-term delivery
 - Stillbirth, neonatal deaths, and sudden infant death syndrome (SIDS)



Women and Smoking: A Report of the Surgeon General—2001

89

Smoking Cessation and the Menstrual Cycle

- The menstrual cycle can influence cessation
 - Smoking withdrawal symptoms similar to symptoms of menstrual distress
 - Tobacco withdrawal may affect success of quit attempts for the 70% of women who experience menstrual symptoms
 - Menstrual cycle should be considered when selecting quit date



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Smoking Cessation & Weight Gain

- Women fear weight gain more than men do, leading them to continue to smoke.
- There is no direct link between weight gain and stopping smoking.



www.cdc.gov/tobacco/sgr/sgr_forwomen/
<http://www.smokefree.gov/pubs/FFree3.pdf>

90

The caption next to the picture of Kate Moss tells young readers that the diet regimen that keeps her thin is a cigarette and a beer



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Smoking Consequences – Bones

- Smoking has unfavorable effects on bone density and fracture risk including:
 - Lower bone density among postmenopausal women
 - Increased risk of hip fracture



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Reprinted with permission of the American Academy of Pediatrics

90% of new smokers begin as teenagers; more than 5 million of whom will eventually die as a result

Source: CDC Office of Smoking and Health; National Center for Tobacco-Free Kids

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SMOKING and Women

Following its role in coordinating media for outreach for the *Surgeon General's Report on Women and Smoking* (<http://www.womenshealth.gov/quitsmoking>), OWH established a partnership with the *National Cancer Institute* (NCI) for a "women's cancers initiative."

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Smoking Cessation and Menopause

- Menopause may provide additional challenges to smoking cessation
- Hormonal changes can cause:
 - Greater Difficulty With Weight Control
 - Changes In Body Image
 - Changes In Societal Roles

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Tobacco



- All clients, especially pregnant ones, should be asked about drug habits, including smoking
- Alcohol, tobacco, and abuse of other drugs should be discontinued
- Educate patients about cessation techniques and programs



Smoking during pregnancy accounts for an estimated:

- 20 to 30% of low-birthweight babies
- up to 14% of preterm deliveries
- 10% of all infant deaths
- 4 times the incidence of negative behavior in toddlers

Smoking is the single most powerful determinant of poor fetal growth in the developed world

97

American Lung Association, 2000

Maternal Smoking in Pregnancy, Fetal Development, and Childhood Asthma

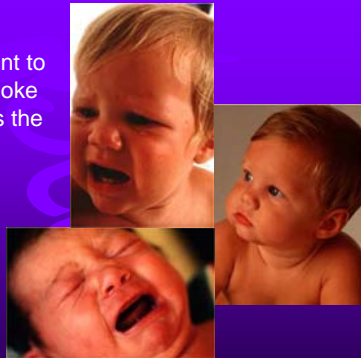
- Maternal smoking in pregnancy increases the risk of asthma during the first 7 years of life, and only a small fraction of the effect seems to be mediated through fetal growth

Jouni J.K. Jaakkola; Mika Gissler. Maternal Smoking in Pregnancy, Fetal Development, and Childhood Asthma. Am J Public Health 94(1):136-141, 2004

100

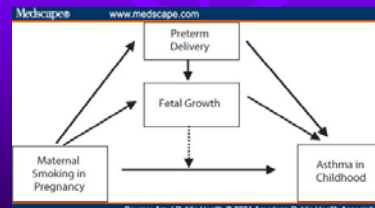
Exposing an infant to second-hand smoke greatly increases the child's risk of:

- Asthma
- Pneumonia
- Bronchitis
- Fluid in the Middle ear



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The Hypothesized Causal Model of the Effect of Maternal Smoking in Pregnancy on Childhood Risk of Asthma



Solid arrows indicate a causal relationship; the broken arrow indicates effect modification

Cessation Programs – Pregnancy

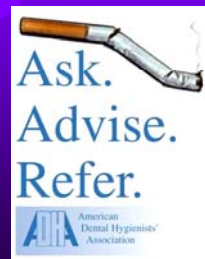
- Women quit smoking at higher rates during pregnancy than at any other time.
- One-third of those who stop smoking during pregnancy are still smoke free one year after delivery.
- Pregnancy cessation programs are cost-effective and beneficial to infant health—with the added value of improving overall cessation rates.

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ADHA Smoking Cessation Initiative

Increasing the number of dental hygienists who assist their clients in tobacco cessation

- **Ask** about tobacco use at every visit.
- **Advise** those who use to quit.
- **Refer** those who wish to quit to statewide quitlines and other tobacco cessation programs.



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Three Minutes or Less Can Save Lives

- 70 percent of smokers want to quit
- Smokers are more likely to quit when advised to do so by healthcare professionals
- Many healthcare professionals never ascertain their clients' smoking status nor help them quit
- 25 percent of dental hygienists ask about tobacco use. The ADHA goal is 50 percent by 2006
- The single most effective health promotion effort dental hygienists can do to improve and lengthen the lives of their clients

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American Tobacco (no page)
<http://ezzy.library.usf.edu/td/0019482>

Smokers' Helpline

1 800 QUIT NOW
<http://www.smokefree.gov/>

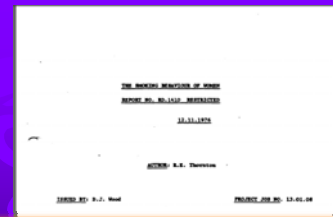


Quit Smoking
TODAY!
we can help



"I've decided to stop smoking with my friends when we go out. I don't see myself as a smoker anymore."

British American Tobacco (1976)
<http://ezzy.library.usf.edu/td/001948300>



It is concluded that there are a number of differences and, somewhat surprisingly, that there is some evidence that women are more highly motivated to smoke than men and find it harder to quit smoking.

...MAN SMOKES as a tribal custom whereas woman smokes as a symptom of insecurity (10). This may be so but it is worth pointing out that women in general are more neurotic than men (6).

Pregnancy Quitline

- 1-866-66-START
- Smoking during or after pregnancy has been linked to one in 10 infant deaths
- Each year about 426,000 American women smoke during pregnancy
- Many of these women want to quit and would if they got help.

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VIRGIL FEMALE DEMOGRAPHIC/PSYCHOGRAPHIC REVIEW		NOT RECOMMENDED
Target Customer		-Manufacturing Male "Dix"
1. Demographic		-Changing packaging with their price
a) Age/Income:	Christian Females, Age 18-30 (secondary) \$1-54	-New pricing to "Circles A" byproduct
b) Education:	No education beyond high school	-Going to "classic" rock concerts
c) Occupation:	Entry level service or factory job	-"Classic" rock music
2. Lifestyle		-Amateur
a) Employment:	Now working at whatever job she can get, high level of unemployment and part-time	-Mother
b) Attitude Toward Work:	Work is a job, not a career, a way to make money	-Misses mother
c) Dress:	Jeans, knit tops, sweaters, shorts, warm-up suits, sweat-shirts/jeans	-Old-fashioned, 1950's to recent couple of years
d) Cosmetics:	Wears little eye shadow or make-up	-Hanging in there
e) Favorites:		
TV Program:	Roseanne	
TV Role:	Roseanne	
Music:	Evening Soap Opera (Dishes)	
Music Groups:	Classic Rock & Roll from the 60's & 70's	
	All Male Groups	
Retail Promotions		
A. Circuits		
1. Travel Recommendations		
- V.F. Book "Circle Awards"		
- Classic Rock Concert		
- V.F. Book Of 1960's		
- Trip to Atlantic City		
- V.F. Treasure Hunt Contest		
2. Other		
- V.F. Seven Powers Trivia Video		
- Madcap Pictures (Two Can Be A Star)		

RJ Reynolds (1988)
<http://ezzy.library.usf.edu/td/001948000>

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Papers from the 1959 A.A.A.A. Region Conventions

HOW AN AGENCY BUILDS A BRAND
... THE VIRGINIA SLIMS STORY

by
HAL WEINSTEIN
 Vice President and Creative Director
 Leo Burnett Company, Chicago

... Virginia, we felt, was a good name for a cigarette with a feminine personality. It not only has traditional tobacco overtones, but it romantically suggests moonlight, gentle breezes, and green hills. This combination seemed too good to be true.

They say that when Pall Malls were originally introduced, women took to them immediately because they felt the extra length made their noses look chubbier. Maybe this thin cigarette similarly could be liked because it makes your head look slimmer and more graceful.

Philip Morris (1969)
<http://legacy.library.ucsf.edu/tid/6k64c0>

Philip Morris (1985)
<http://legacy.library.ucsf.edu/tid/6k64c0>

smoking, or as goofy.

When we talk to women about smoking, it is quite surprising how many of them are so much more defensive about their smoking habits than men.

Many women are angry at the suggestion by those around them that they should not smoke. For these women smoking represents an independent and defiant stance. As women are seeking increasingly to overcome a position that by

However, because of women's nurturing role in society, they are naturally more involved with low tar cigarettes than men (78% of low tar smokers are female). They do not want to stop smoking, yet they are guilt-ridden with concerns for their families if smoking should badly damage their own health. Thus they compromise by smoking low tar cigarettes.

What we have is a large section of the smoking population which is ideally suited to a cigarette of low tar potential, but one which does not compromise its user into the stereotype of a low tar smoker (i.e., someone who doesn't have the real thing).

Research Collection (1982)
<http://legacy.library.ucsf.edu/tid/6k64c0>

mp

new product insights, inc. 8001 w. 42nd ave., south park, denver CO 80231 (303) 671-0772

R. J. REYNOLDS TOBACCO COMPANY
 PROJECT PLANNING
 PREMISES AND POSITIONING HYPOTHESES

APPETITE SUPPRESSANT

PREMISE: A brand that stands for weight control by suppressing appetite.

A brand which contains a natural appetite suppressant (in tobacco or tipping) will be perceived as controlling weight.

Philip Morris (1985)
<http://legacy.library.ucsf.edu/tid/6k64c0>

Respondents were particularly responsive to the "image"/personality of an individual as it was communicated by the brand of cigarette they wanted to order. It seems extremely interesting noting that virtually all the respondents seemed to be placing a good deal of emphasis on how they were perceived by others based on their brand of cigarette.

I don't want to be considered... I prefer to smoke... I like the cigarette because it's a low tar cigarette.

I think women who smoke cigarettes... I think it's a very feminine cigarette... I really like the way it looks -- it's easy-looking.

RJ Reynolds (1981)
<http://legacy.library.ucsf.edu/tid/6k64c0>

To keep a slender figure
 No one can deny...

Reach for a **LUCKY** cigarette.

"It's toasted"

RJ Reynolds (no date)
<http://legacy.library.ucsf.edu/tid/6k64c0>

... women ran a tobacco company, what would it be like?

Who would be running it?

What would it stand for?

How would it be different?

Write me anytime.

Lynn Beasley
 Lynn Beasley, President

The Salem Tobacco Company

RJ Reynolds (1996)
<http://legacy.library.ucsf.edu/tid/6k64c0>

And the Moral of the Story Is.....



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Closing Remarks

Please help us by completing the post-webinar survey.

Thank you for your continued efforts to combat tobacco.

SAVE THE DATE:

Thursday, May 5th from 1-2:30 pm ET

"Menthol: Science, Policy and Advocacy"

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Questions & Answers

- Feel free to ask questions via the chat box.



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Contact the SCLC

Visit us online:

<http://smokingcessationleadership.ucsf.edu>

Call us toll-free:

1-877-509-3786



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