



PRAIRIE RIDGE

PREVENTION SERVICES

“CLEAN MIND; CLEAN BODY; CLEAN SPIRIT; DRUG FREE”

Contents:

Walk Away for a Day

National Drug Facts Week

Treating Tobacco Dependence
in Substance Abuse Treatment

Upcoming Events

**American Cancer Society
Great American Smokeout!**



**Great American Smokeout
November 17, 2011**

Newsletter

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Walk Away for a Day- November 17, 2011- Great American Smokeout

By Melissa Deckard, CPS

Cigarette smoking remains the leading preventable cause of death in the United States, accounting for approximately 1 of every 5 deaths each year. According to the American Cancer Society, cigarette smoking is probably the most dangerous substance commonly consumed by people. It is nicotine, the psychoactive drug in tobacco products that produces dependence. Research suggests that nicotine is as addictive as heroin, cocaine, or alcohol. The false feeling of relaxation and pleasure in fact, increase blood pressure and constricts vessels, resulting in stress to the body.

Most people know that smoking can cause lung cancer. However, not everyone is aware the dangers of second or even third hand smoke. According to the World Health Organization, secondhand smoke is defined as the combination of smoke emitted from the burning end of a cigarette or other tobacco products and smoke exhaled by the smoker. Third hand smoke results from residual tobacco smoke pollutants that adhere to the clothing and hair of smokers and to surfaces, furnishings, and dust in indoor environments. These pollutants persist long after the clearing of secondhand smoke.

Independent scientific studies have found that people exposed to secondhand tobacco smoke suffer more respiratory infections and miss more work. Nonsmokers forced to breathe in these chemicals, day after day, suffer the same lung damage as if they had smoked themselves. Approximately 47,000 people die every year from heart attacks due to prolonged exposure to secondhand smoke. The Environmental Protection Agency estimates another 3,800 people die yearly from lung cancer caused by environmental tobacco smoke.

A study published by Dr. Jonathan Winickoff and his colleagues from the Massachusetts General Hospital in Boston underscores the adverse health impact on children from residual tobacco smoke contamination that remains after the cigarette is extinguished. The authors point out that exposure to low levels of tobacco smoke affects the neurological development of children, leading in some cases to reduced reading and thinking skills. Additionally, children are the most vulnerable to ingesting poisonous tobacco dust, taking in two times the amount of this dust compared with adults.

Since the 1970's, the American Cancer Society's Great American Smoke Out has taken place on the third Thursday of November. This tradition has encouraged millions of individuals to trade in their smoking rituals for a healthier life. This observance has also dramatically increased awareness to the dangers of smoking, helping to bring about a cultural revolution in society's attitudes towards smoking.

Today, nearly all workplaces are smoke free, and we have data that reveals nonsmokers are also reaping huge health benefits from the lack of second hand smoke in their environment. Smokers are more successful at quitting when they have at least two means of support including nicotine replacement products, counseling, telephone smoking cessation hotlines and encouragement and support from friends and family members. If you smoke, seek the support you need or if you know of someone struggling to quit, provide the support and encouragement that they need.

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Excessive Alcohol Consumption Costs the U.S. \$2 per Drink

National Drug Facts Week is Monday, October 31st through Sunday, November 6th, 2011. National Drug Facts Week is a health observance week for teens that aims to shatter the myths about drugs and drug abuse. The National Institute on Drug Abuse estimates the total overall costs of substance abuse in the United States, including productivity and health- and crime-related costs to exceed \$600 billion annually. This includes approximately \$181 billion for illicit drugs, \$193 billion for tobacco, and \$235 billion for alcohol.

According to a most recent study conducted by the Centers for Disease Control and Prevention (CDC), the costs to society from excessive drinking add up to \$2 per drink. The costs include lost work productivity, medical expenses and property damage from car crashes. The CDC study calculated the excess costs of heavy drinking and binge drinking. The researchers defined heavy drinking as having an average of more than one alcoholic drink per day for women, an average of more than two alcoholic drinks per day for men, and any drinking by pregnant women or underage youth. Binge drinking was defined as having four or five alcoholic drinks on one occasion

They estimated excessive drinking cost society nearly \$224 billion—or about \$1.90 per drink—in 2006, most of it related to binge drinking. Losses in workplace productivity accounted for 72 percent of the total cost, while health care expenses accounted for 11 percent.

Research-based prevention programs can be cost-effective. Recent research shows that for each dollar invested in prevention, a savings of up to \$10 in treatment for alcohol or other substance abuse can be seen. This National Drug Facts Week educate your community with these important facts and emphasize that responsible individual behavior combined with successful policies can change our perception, just like we used to decrease smoking in the United States.

Treating Tobacco Dependence in Substance Abuse Treatment

by Jeannie Giordano Shanks, LISW, CADC

If you were trying to stop your use of a harmful substance whether it is through treatment, AA, NA, or other means, and I told you I have a way for you to increase your chances of success by one-fourth... would you be interested?

Many people are interested, until they hear what it is. The “IT” meaning quitting tobacco. There is a myth, that quitting the use of cigarettes (or any other type of tobacco) is simply too unrealistic of an expectation when trying to quit alcohol, prescription pills or other illicit substances. That myth perpetuates the idea that it will be too difficult and relapse will occur. That myth perpetuates the idea that quitting one thing at a time will have better results. However, studies show the exact opposite.

Tobacco abstinence correlates with abstinence from other substances. Therefore, if a person quits tobacco use at the same time they quit use of other substances, they are more likely to stay quit. Those who keep using tobacco are more likely to relapse.

As if that weren't compelling enough, ironically, more people who seek treatment for substance use disorders will die from a tobacco related illnesses, than from their other substance use. This doesn't mean their use of other substances has fewer consequences, because clearly the potential for consequences are great. What it does mean is that long-term tobacco use is more likely to kill. We have more than 400,000 tobacco related deaths each year in the United States from diseases such as heart disease, lung cancer, strokes and emphysema. That amount is equal to three full 747 airplanes crashing daily, with no survivors!

Tobacco use is a concern for anyone, but it's an even larger concern for people with substance use disorders and/or mental health disorders. Over 44 percent of the cigarettes consumed in the United States, are consumed by someone with either a mental health and/or a substance use disorder.

In the field of substance use treatment, treating tobacco dependence has been either avoided, or minimally addressed. Prairie Ridge hopes to change that by developing programs for tobacco dependence treatment. Our goal is to have group treatment available agency-wide by January 2012.

It's time we start taking this as seriously as we do all other dependencies. For more information on Prairie Ridge's tobacco free facility policy contact Jeannie Giordano Shanks, Outpatient Clinical Manager at 641-424-2391 ext. 246.

Upcoming Events

January 7, 2011 Youth Diversion Program at Prairie Ridge, Mason City. The program will be from 8:00-4:30p.m. Saturday.

For more information please contact the Prairie Ridge Mason City Office 1-866-429-2391.

January 7 & 9, 2011 Adolescent Prime for Life at Prairie Ridge, Mason City. The program will be from 8:00-4:30 p.m. Saturday & Monday 4:00-8:00 p.m.

For more information please contact the Prairie Ridge, Mason City Office 641-424-2391.