



CAVALIER COUNTY HEALTH DISTRICT NEWSLETTER

Public Health
Prevent. Promote. Protect.

Cavalier County Health District

BreatheND

Saving Lives, Saving Money with Measure 3.

Cavalier County Health District

January 2011

Let's Work Together or Die Together

by Dr Grandison DO, Cavalier County Memorial Hospital

Dana Reeve, the wife of former %superman+

(Christopher Reeve) never smoked a cigarette but yet she succumbed to lung cancer sec-

ondary to secondhand smoking; she left behind a teenage son (Will) who is now an orphan being that his father Christopher Reeve also succumbed to his paralytic injury! Dana Reeve lost her battle to **Secondhand Smoking (SHS)** a %known human carcinogen,+as described by the USA Environmental Protection Agency (EPA). **Secondhand smoking (SHS) is the smoke inhaled involuntarily by nonsmokers; it is otherwise called environmental tobacco smoke.**

In 2006, the Surgeon General Report came out with 6 major conclusions regarding SHS: **1.** Many millions of Americans are still exposed to SHS in their homes and work places despite substantial progress in tobacco control. **2.** SHS exposure causes disease and



premature death in children and adults who do not smoke. **3.** Children exposed to SHS are at an increased risk for Sudden Infant Death Syndrome (SIDS), acute respiratory infections,

ear problems, and more severe asthma. **Smoking by parents causes respiratory symptoms and slows lung growth in children.** **4.** Exposure of adults to SHS has immediate adverse effects on the cardiovascular system and causes cardiac heart disease and lung cancer. **5. The scientific evidence indicates that there is no risk free level of exposure to SHS** **6.** Eliminating smoking in indoor spaces fully protects nonsmokers from exposure to SHS. Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposures of nonsmokers to SHS.

SHS is a problem in many settings. The breakdown product of nicotine is called cotinine and the presence of cotinine can be tested in the

laboratory setting. **About 50% to 75% of children in the US have detectable levels of cotinine in their blood**

It is obvious that if we do not deter cigarette smoking that we will eventually die together instead of living together! Many well meaning folks genuinely desire to quit smoking; I completely understand that the nicotine in tobacco is highly addictive. However, it takes discipline and all the health care providers here at Cavalier County Memorial Hospital are willing to work with the smokers not only for the benefit of the smokers but also for the nonsmokers! There are various treatment approaches that can be offered for the smoker who desires to quit.

Individuals interested quitting tobacco are encouraged to contact their healthcare provider or call the North Dakota Quitline at 1-800-QUIT-NOW. For more information on secondhand smoke check out www.breatheND.com.

“The chemicals in tobacco smoke reach your lungs quickly every time you inhale causing damage immediately. Inhaling even the smallest amount of tobacco smoke can also damage your DNA, which can lead to cancer.”
Surgeon General Regina Benjamin

Surgeon General Report

On December 9th, 2010 Surgeon General Regina M. Benjamin released *How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease*. This 30th Surgeon General report relating to tobacco outlines the immediate and long term harms which result from both firsthand and secondhand tobacco smoke. The myriad of disease detailed range from heart and respiratory disease to diabetes complications and reproductive difficulties. While the report clearly states the damage begins with the very first exposure to tobacco smoke the risk and severity of disease is increased with longer and more frequent exposure.

The report also discusses how cigarettes are intentionally designed to be more addictive and

attractive than ever before. This combination of elaborate marketing and a highly addictive product make it appealing for young people to start smoking and difficult for current smokers to quit. Quitting, never starting, and avoiding secondhand smoke remain the only proven way to reduce the risk of tobacco-related disease and death.

“Today’s report makes it clear, once again, that there is no such thing as a safe cigarette and no such thing as a safe level of exposure to secondhand smoke for nonsmokers,”

said John R. Seffrin, PhD, chief executive officer of the American Cancer Society Action Network. “With 4,100 children picking up their first cigarette every day and 20 percent of adults smoking regularly, this report only adds ur-

gency to the need to discourage children and adults from smoking, protect nonsmokers from deadly secondhand smoke and improve access to proven tobacco prevention and cessation programs that help people quit. State and local smoke-free laws, higher tobacco excise taxes, and fully funded and implemented tobacco prevention and cessation programs will achieve these goals.+

North Dakota continues to have room to improve in these proven prevention efforts as our tobacco tax is one of the lowest in the nation at \$0.44 and our statewide smoke-free law has many exemptions including bars.

For more information about the Surgeon General’s report go to:

www.surgeongeneral.gov/library/tobaccosmoke/index.html

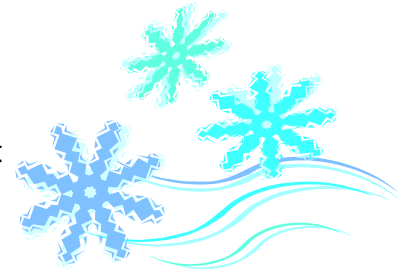
Devils Lake and Pembina Pass Clean Air Laws

On December 20, 2010 the Devils Lake City Commission carried out the wishes of its residents by passing a smoke-free ordinance making all public workplaces, including bars, smoke-free. This commission ruling follows an advisory vote of Devils Lake

citizens in November which showed that 58% supported such a law. The new law is slated to take effect July 1, 2011.

The Pembina City Council passed a similar ordinance January 12, 2011 which is set to go into effect February 1, 2011.

Devils Lake and Pembina join Fargo, West Fargo, Grand Forks and Napoleon in the list of cities which have passed clean air laws stricter than the state law which has numerous exemptions, including bars.



FDA Looking at New Cigarette Warnings

On November 10, 2010 the U.S. Department of Health and Human Services announced a proposed rule, *Required Warnings for Cigarette Packages and Advertisements*, requiring bold graphic

health warnings on cigarette packages and advertisements. This proposed rule would be the first change in these warnings in over 25 years. The complete list of proposed images and warnings are

available to be viewed at: <http://www.fda.gov/TobaccoProducts/Labeling/CigaretteProductWarningLabels/default.htm> and are due to take effect in 2012.



WARNING: Tobacco smoke can harm your children.



WARNING: Cigarettes cause fatal lung disease.

Did you know?

1. Tobacco is a real problem. Each year, 910 North Dakotans die from tobacco related disease and \$247 million is spent annually to treat tobacco related disease in ND.
2. Measure 3 funded efforts are working. The Center for Tobacco Prevention and Control contributed to the 33% 12 month quit rate for the Tobacco Quitline in fiscal year 2010 and tobacco tax records show that for fiscal year 2010 1.8 million fewer packs of cigarettes were sold in North Dakota.
3. North Dakotans voted to direct the tobacco funds toward tobacco control. This work is the will of the people.

To learn more about *Saving Lives—Saving Money, North Dakota's Comprehensive State Plan* go to: www.breathend.com/about/

2010 Year in Review

Looking back at 2010 Cavalier County had many reasons to celebrate. Successes in the area of tobacco prevention include:

- Langdon Area Schools become the first school in Cavalier county to adopt a Comprehensive Tobacco Free Policy protecting 359 students.
- 13 Cavalier County residents received assistance with quitting tobacco use by enrolling in the North Dakota Tobacco Quitline.
- 2 Cavalier County residents received assistance with quitting tobacco use by enrolling in the North Dakota Quitnet.
- Tom's lounge joined the Pain Reliever and American Legion Post #98 in offering smoke-free bar alternatives.
- Cavalier County Health District implemented the Ask, Advise, Refer (AAR) brief tobacco intervention in all client based programs.
- Ask, Advise, and Refer training was provided for the staff of Cavalier County Memorial Hospital and Cavalier County Memorial Hospital Clinic.
- Cavalier County Health District partnered with Cavalier County Memorial Hospital to provide educational packets, including cessation information, focusing on tobacco related chronic disease to clients receiving outpatient services.
- Posters displaying North Dakota Quitline information were hung in 10 bars throughout the county for the second year in a row.
- The traveling North Dakota Tobacco Quitline banner was displayed by 10 different businesses and healthcare providers for approximately 4-6 wks at a time.

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Saving Lives, Saving Money with Measure 3.

Measure 3 provides funding to Cavalier County Health District to diminish the toll of tobacco in our state by addressing the number one preventable cause of death and disease: tobacco use.



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