



THE  LUNG ASSOCIATION™
Newfoundland & Labrador



Canadian Cancer Society
Société canadienne du cancer

NEWFOUNDLAND AND LABRADOR DIVISION

National Non-Smoking Week Activities Highlight the Benefits of Quitting Smoking and Supports Available **Media Advisory: Monday, January 16th, 2012**

January 15th - 21st is National Non-smoking Week. This week is marked by health organizations across the country as a time to draw attention to the negative impacts of tobacco use and to support individuals in living tobacco free. Workplaces, health institutions and community groups across the province are hosting information displays and presentations in an effort to highlight the benefits of quitting and supports available.

This year's theme "Breaking Up is Hard to Do" focuses on ending the psychological relationship that people who smoke have with their tobacco.

Tobacco is the number one cause of preventable death and illness. While it is well known that tobacco is linked to devastating health consequences, thousands of people in our province struggle to overcome this addiction. Each year in Newfoundland and Labrador an estimated 1100 people die prematurely from smoking.

The good news is that support is available. Studies indicate that both counseling and medication (nicotine replacement therapy, Champix and Zyban) are effective; combining these two sources of support has been proven to maximize success.

The Lung Association's Smokers' Helpline provides services to assist individuals with ending their dependent relationship with cigarettes. Those who would like help with quitting are invited to call the Smokers' Helpline (1-800-363-5864) to speak to a counselor about setting up a personalized quit plan and to receive free materials. There are also online supports (including e-counselling) available through the Smokers' Helpline website (www.smokershelp.net), as well as group programs. In celebration of National Nonsmoking Week new clients who connect with the Helpline this week will have their names entered to win prizes including Tim Hortons gift cards, water bottles and t-shirts.

The Canadian Cancer Society also stresses the importance of living tobacco free. Matthew Piercey, Executive Director says "The mission of the Canadian Cancer Society is the eradication of cancer. We provide educational programs and print material on the harmful effects that smoking has on a person's health." The Canadian Cancer Society has trained volunteers who provide educational seminars on healthy living which highlight the link between smoking and cancer incident rates. Piercey went on to say "We fully support the good work being done by the NL Lung Association Smokers' Helpline and are proud to partner with them this week on this very important initiative".

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More information on the negative health effects linked to smoking:

Quitting smoking is the single most important thing a person can do to improve their health.¹

Smoking is the leading cause of premature death and illness in Newfoundland and Labrador.²

Smoking reduces the effectiveness of treatments³ and delays healing of wounds⁴. For people who smoke, recovery room stays are 20% longer⁵ and broken bones take nearly twice as long to heal.⁶

The vast majority of smokers want to quit, however they may be unaware of the supports available.⁷

37,000 people die each year in Canada due to smoking-related illnesses—over 1000 of them from second-hand smoke.⁸

Each year in Newfoundland and Labrador 1110 people die due to smoking-related illnesses (1000 smokers⁹ and 110 nonsmokers¹⁰)

Studies show that one-half of regular smokers will die from smoking-related illness and one half of those deaths occur prematurely in middle age from ages 35-65.¹¹

Smoking harms the whole body and causes the following health problems:

1. Cancers of the mouth, throat, larynx, lung, esophagus, pancreas, kidney, bladder, stomach, cervix, and acute myeloid leukemia
2. Cardiovascular disease, including subclinical atherosclerosis, strokes, coronary heart disease, and abdominal aortic aneurysm
3. Respiratory diseases, including chronic obstructive pulmonary disease (COPD); and acute respiratory illness, including pneumonia¹³
4. Impaired lung growth in childhood and adolescence¹²

Cigarette smoking has many adverse reproductive and early childhood effects, including increased risk for infertility, preterm delivery, stillbirth, low birth weight and sudden infant death syndrome (SIDS).¹²

Smoking significantly diminishes the health of smokers in general.

In Canada 3,000 cases of oral cancer are diagnosed each year and 75% of these cases are attributable to tobacco use.¹³

Smoking is associated with approximately one half of the cases of periodontitis. Smokers have a two- to six-fold increased risk of developing periodontal disease compared with non-smokers and the risk of developing severe periodontal disease is three times greater for smokers.¹⁴

¹ U.S. Department of Health and Human Services. *The Health Benefits of Smoking Cessation A Report of the Surgeon General 1990* Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1990.

² Makomaski Iling E.M. & Kaiserman M.J. (1999). Mortality Attributable to Tobacco Use in Canada and its Regions, 1994 and 1996. *Chronic Diseases in Canada*, 20(3), 111-117.

³ Browman, G.P., Wong, G., Hodson, I., Sathya, J., Russell, R., McAlpine, L., Skingley, P., & Levine, M.N. (1993). Influence of Cigarette Smoking on the Efficacy of Radiation Therapy in Head and Neck Cancer. *The New England Journal of Medicine*, 328, 159-163.

⁴ Silverstein P. (1992). Smoking and wound healing. *The American Journal of Medicine* 93

⁵ Handlin, D.S., Baker, T., & Woolwich, J. (1990). Effect of smoking on duration in recovery room. *Anesthesiology*, 73 (3A).

⁶ Chen F., Osterman, A.L., & Mahony, K. (2001). Smoking and bony union after ulnashortening osteotomy. *American Journal of Orthopedics*. 30(6), 486-489.

⁷ Canadian Lung Association. *Making Quit Happen*. 2006.

⁸ Health Canada. *Health Concerns Fact Sheets*. www.hc-sc.gc.ca 2009.

⁹ Colman, R., Rainer, R. (2003) *The Cost of Smoking in Newfoundland and Labrador and the Economics of Tobacco Control*. GPI Atlantic.

¹⁰ Colman, R. (2003) *The Cost of Tobacco in Newfoundland and Labrador and the Economics of Tobacco Control and Smoke Free Places*. GPI Atlantic.

¹¹ World Health Organization. Regulation of nicotine replacement therapies: an expert consensus. Copenhagen: WHO, 2001.

¹² U.S. Department of Health and Human Services. *The health consequences of smoking: a report of the Surgeon General 2004* Atlanta, GA: U.S. Department of Health and Human Services, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004.

¹³ National Cancer Institute of Canada. Canadian cancer statistics 200. Toronto, ON: The Institute, 2000.

¹⁴ Johnson, G.K., Hill, M. (2004). Cigarette smoking and the periodontal patient. *J Periodontol*, 75(2), 196-209.