

QUIT TOBACCO

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QUIT BRIEF



OCTOBER 2017

CAMPAIGN FEATURE

One day. That is all you need to begin your commitment to finally give up smoking cigarettes. It's time to change your life by setting your quit day for the [Great American Smokeout](#) on November 16, 2017.

ONE DAY IS JUST THE BEGINNING

Great American Smokeout - November 16, 2017



Commit to quit tobacco for just one day on the **Great American Smokeout - November 16, 2017**. Get support, advice and tips on how to quit and stay quit by texting **MIL** to **47848**.



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Whether you have struggled through multiple quit attempts or just decided it's finally time to make it happen, the Great American Smokeout is the perfect day to take that step toward a healthier, tobacco-free life. Get through one day smoke free and you'll quickly improve your health, save money and make your friends and family proud. If you can get through one day, you'll get through two days, then three days, and so on. It will be tough, but you are tougher.

WHAT'S NEW

New Classroom Materials: New handouts are now available for download in the [Campaign Materials](#) section of UCanQuit2.org. The handouts include a Quit Smoking Timeline and Cigarette, Smokeless Tobacco, and E-Cigarette Infographics.



MILITARY + TOBACCO

Why Smoking Rates in the Military Are So High

Last month the Truth Initiative launched a new campaign highlighting how Big Tobacco has been targeting members of the military. According to tobacco industry documents, Big Tobacco referred to service members as “plums that are here to be plucked” and that they were a high potential group because they are “less educated” and have “limited job prospects”. Big Tobacco has been targeting the military for decades, from using military members in ads, holding special events on bases, and even in the past going as far as giving away free samples. In addition to these efforts, peer influence plays a big role in the prevalence of smoking in the military with 38% of cigarette smoking service members picking up the habit after enlisting.

Read the article from [How Stuff Works](#).

TOBACCO INDUSTRY

Philip Morris Pledges \$1 Billion to Fight Smoking

Phillip Morris International Inc. has announced the development of the Foundation for a Smoke-Free World, a new group that will fund research, evaluate the impact of smoke-free alternatives, measure progress toward eliminating smoking, and consider ways to prepare tobacco farmers for reduced demand. The maker of Marlboro cigarettes said it plans to spend about \$80 million annually, starting in 2018, over the next 12 years on this project, which will be led by a former World Health Organization official.

Read the article from [Bloomberg](#).

CESSATION RESEARCH

UW-Madison Study Links Nicotine Addiction to Genetic Variation in Brain

Researchers from the University of Wisconsin – Madison, have identified a reason why some smokers have more of an urge to light up a cigarette right after they wake up. The team studied brain enzymes of over 1,500 smokers, most of who were trying to quit, and found that smokers with genes that produce more FMO3, an enzyme that metabolizes nicotine in the brain, were more likely to smoke first thing in the morning. This discovery could someday allow researchers to create tobacco cessation treatments that will target this enzyme, which could help smokers with more FMO3 to quit.

Read the article from [The Wisconsin State Journal](#).

Trying to Quit Smoking? Put Your Lungs to Work

Recent research out of Canada shows a correlation between running and smoking cessation. 168 smokers enrolled in Run to Quit, a program that consisted of weekly classes and outdoor walking or running, culminating in a 5K run. Almost half of the enrollees stayed with the program through the last week, and about 22% of the participants passed a carbon monoxide test that showed they quit smoking. A six month follow-up found that of the participants who had completed the program, 91% had at least reduced their smoking.

Read the article from [Men's Fitness](#).

Access the full text through [Mental Health and Physical Activity](#) (subscription required for full text).

ELECTRONIC NICOTINE DELIVERY SYSTEMS

Most Family Physicians do not Recommend E-Cigarettes for Smoking Cessation

A recent 12-item survey of family physicians found that a majority of physicians do not recommend e-cigarettes for smoking cessation. Researchers from the University of Kansas School of Medicine surveyed family physicians about multiple topics, and ultimately found that 82% of responding physicians did not recommend e-cigarettes for quitting smoking, and of the 18% who did recommend them, their main reason was because “e-cigarettes can serve as a bridge for smokers to quit smoking cigarettes.” When asked about the effectiveness of e-cigarettes, 46% of physicians believed e-cigarettes were either ineffective or very ineffective.

Read the article from [Healio](#).

Just One E-Cigarette Might Raise Adrenaline in the Heart

While it's long been known that smoking traditional cigarettes increases the level of adrenaline in the heart, a small experiment suggests that smoking just one e-cigarette with nicotine can do the same thing. Thirty-three healthy nonsmokers were asked to try an e-cigarette with nicotine, a nicotine-free e-cigarette, and a fake e-cigarette, while wearing a heart rhythm monitor. It was only when participants smoked the e-cigarette containing nicotine did the level of adrenaline in their heart increase. Increased adrenaline levels in the heart can lead to abnormal heart rate, increased heart rate, and increased blood pressure.

Read the article from [Reuters](#).

Quit Brief:

Quit Tobacco - UCanQuit2.org's monthly e-newsletter for the newest Quit Tobacco product features, latest news in the tobacco industry and information on e-cigarettes.

Be in the POC Spotlight

Share your cessation activities! We would like to hear about how you are promoting tobacco cessation and using our materials on your installation. Email us at info@UCanQuit2.org.

Join Us on Social Media

Find us on [Facebook](#), [Instagram](#) and [Twitter](#) to check out our daily posts. Your participation helps to create an online community to support and encourage those you are helping to quit tobacco.



For more information, please contact info@UCanQuit2.org.