

NICOTINE ADDICTION

***Inside Looking out
to
Outside Looking in***

Marshall L. Post, BHS, RRT, AE-C
Respiratory Therapist

1

What is nicotine?

**A colorless, poisonous alkaloid derived from the
tobacco plant**

***It is the substance in tobacco to which
smokers can become addicted***

The American Heritage® Stedman's Medical Dictionary
Copyright © 2002, 2001, 1995 by Houghton Mifflin Company. Published by Houghton Mifflin Company.

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10 most Common Substance Dependencies Across the U.S.

Tobacco (Nicotine) >40,000,000

Alcohol – 18 Million	} ~ 25,000,000 Combined
Marijuana – 4.2 Million	
Painkillers – 1.8 Million	
Cocaine – 821,000	
Heroin – 426,000	
Benzodiazepines – 400,000	
Stimulants – 329,000	
Inhalants – 140,000	
Sedatives (barbiturates) – 78,000	



February 2018

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ADDICTION:

A Primary, chronic disease of brain reward, motivation, memory, and related circuitry

Wanting to quit but being unable to is a telltale sign of addiction



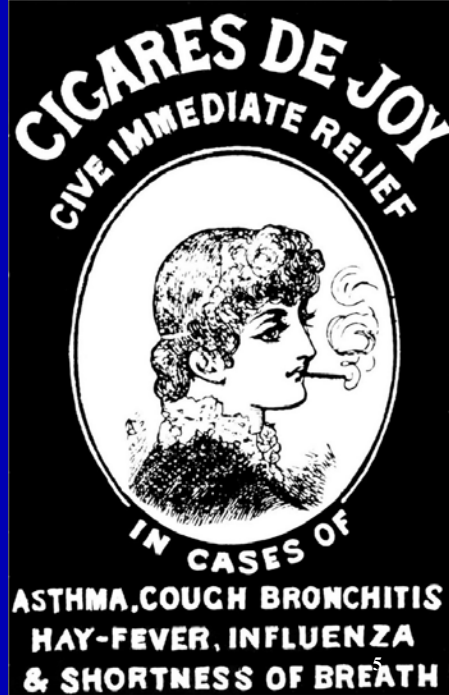
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Recommended in publications such as the **London Medical Journal** and the **British Medical Journal**

1881

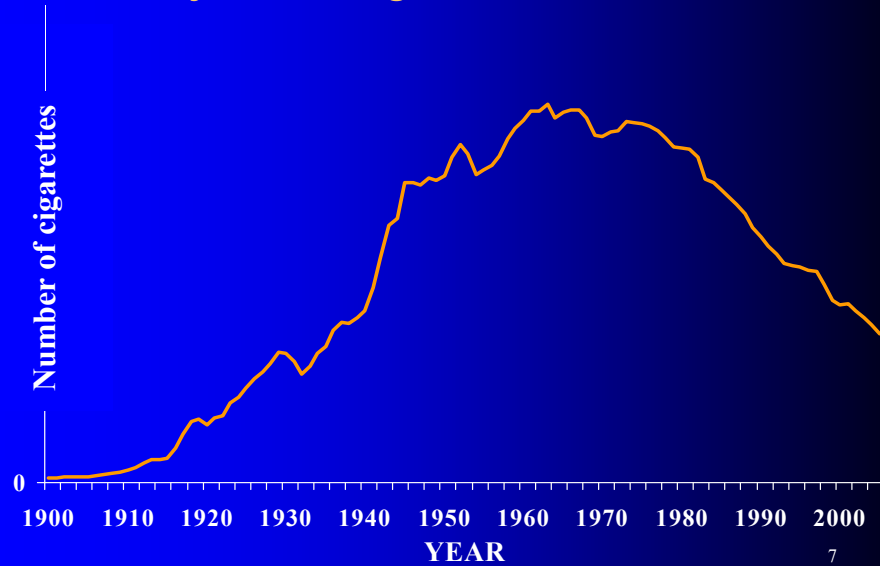
Manufacturers claim:

Joy's Cigarettes afford immediate relief of asthma, wheezing, winter cough, and hay fever, and, *with a little perseverance, effect a permanent cure.*



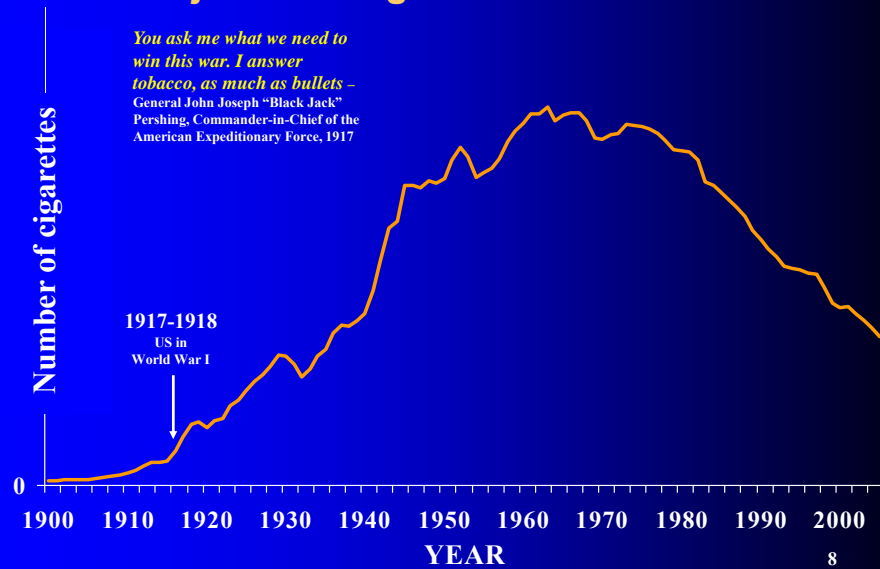
**A Century of Smoking
(and Nicotine Addiction)
in the United States**

Adult Per Capita Cigarette Consumption and Major Smoking and Health Events



Source: United States Department of Agriculture; Centers for Disease Control and Prevention

Adult Per Capita Cigarette Consumption and Major Smoking and Health Events



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OUR BOYS WANT SMOKE

COMPLETE SMOKERS' KITS

\$1.00 KIT | **\$1.50 KIT**

FRENCH BRIAR PIPE | SILVER FRENCH BRIAR

50 HELMAR CIGARETTES | **50 HELMAR CIGARETTES**

ARMY & NAVY WIND LIGHTER

TIN STAG TOB. | TIN STAG TOB.

**READY FOR MAILING
RETURN POSTAL ATTACHED
SEND IT NOW**

1917
World War 1

Every little Helps!
"Don't be angry Daddy,
it's for **ST. DUNSTAN'S**"

SMOKE
ST. DUNSTAN'S
VIRGINIA CIGARETTES

The quality is as excellent as the name.

20 FOR 1/- | 10 FOR 6^D

Issued by the Blinded Soldiers and Sailors After-care Organization. (Registered under the Blind Persons Act. 1920).

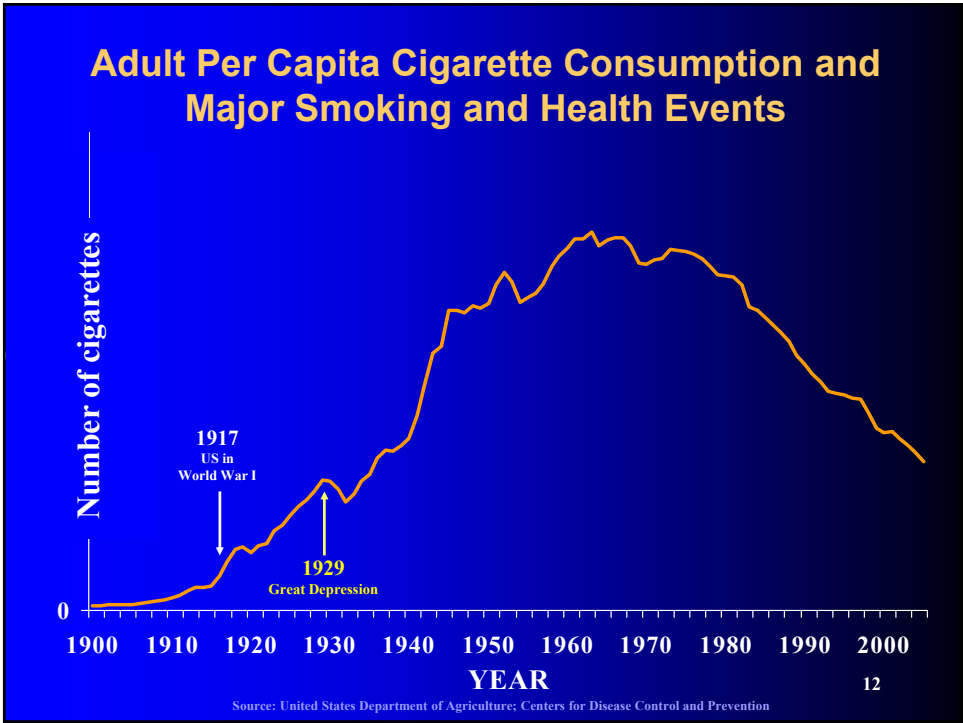
"I'm a 'Lucky Girl' because I've found a new way to keep my figure trim. Whenever the desire for a sweet tempts me, I light up a Lucky Strike. It's remarkable how nicely the toasted flavor of Luckies satisfies me. Toasting has taken out all impurities—all that is left is the thrilling Lucky aroma. I certainly am lucky to be 'The Lucky Girl.'"

Rosalie Adels Nelson
The Original Lucky Poster Girl

"I'm a 'Lucky Girl' because I've found a new way to keep my figure trim. Whenever the desire for a sweet tempts me, I light up a Lucky Strike. It's remarkable how nicely the toasted flavor of Luckies satisfies me. Toasting has taken out all impurities—all that is left is the thrilling Lucky aroma. I certainly am lucky to be 'The Lucky Girl.'"

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"It's toasted"—No Throat Irritation—No Cough



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

DON'T SURRENDER
When tempted to over-indulge
"Reach for a Lucky instead"

In addition to the benefits of all other good cigarettes, the extra secret heating process of the "toasting" process makes the smoke of the "Lucky" cigarette less irritating to your throat.

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"
Your Throat Protection—against irritation—against cough.

*It's almost all smoking habits that lead to that shadow. We do not, when tempted to over-indulge, "Reach for a Lucky instead."

Scientific research has, at last, enabled Philip Morris to replace personal opinion with this scientific fact:

Philip Morris Cigarettes have been **PROVED** by actual tests on the human throat measurably and definitely milder than ordinary cigarettes.

A fact ethically presented to and accepted by the medical profession.

NO OTHER CIGARETTE CAN MAKE THIS STATEMENT!

The Throat Tested Cigarette

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AMERICA'S FAVORITE 15 CIGARETTES

Call for PHILIP MORRIS

1930's

Give your throat a vacation...

Smoke a **FRESH** cigarette

CAMELS



20,679¹ Physicians
say "LUCKIES
are *less irritating*"
"It's toasted"
Your Throat Protection against irritation against cough

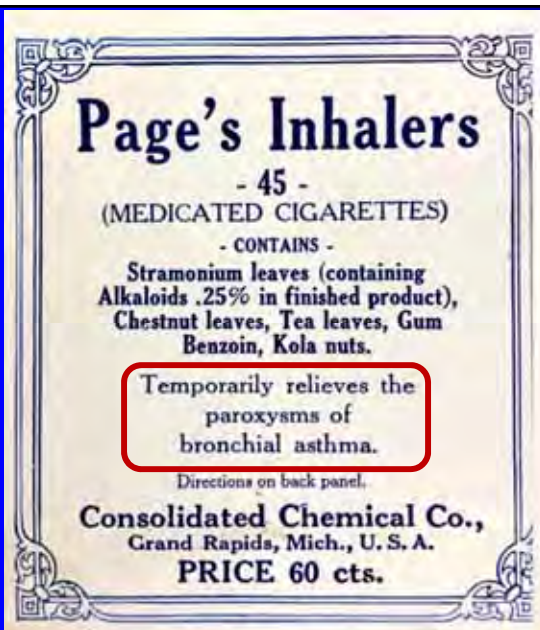
15

Page's Inhalers
- 45 -
(MEDICATED CIGARETTES)
- CONTAINS -
Stramonium leaves (containing
Alkaloids .25% in finished product),
Chestnut leaves, Tea leaves, Gum
Benzoin, Kola nuts.

Temporarily relieves the
paroxysms of
bronchial asthma.

Directions on back panel.

Consolidated Chemical Co.,
Grand Rapids, Mich., U. S. A.
PRICE 60 cts.



Pre 1940's

Source: <http://museum.aarc.org/gallery/asthma-management/>

DIRECTIONS

Exhaust the lungs of air, then after taking a mouthful of smoke, inhale the air into the lungs through the mouth, allowing the smoke to go down with the air filling the lungs.

A great many at first swallow the smoke as they would a mouthful of water, therefore deriving no benefit.

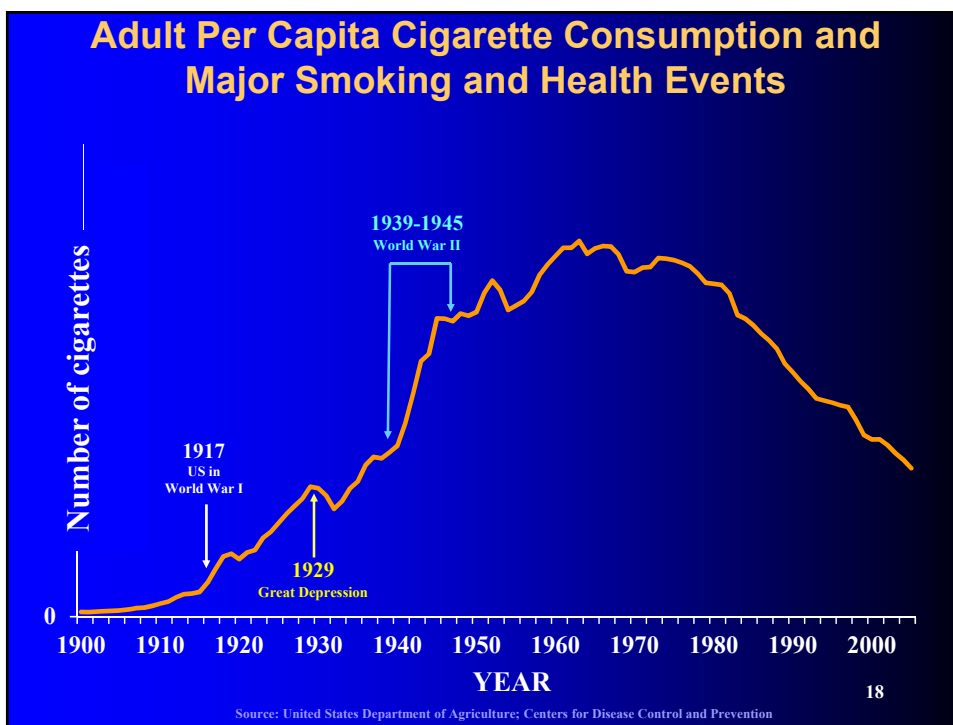
WARNING!

Avoid frequent or continued use. Use cautiously where throat dryness occurs and discontinue if rapid pulse or blurring of vision appears. Not to be taken by elderly people except on competent advice.

Back Panel

Pre 1940's

Source: <http://museum.aarc.org/gallery/asthma-management/>



KEEP 'EM SMOKIN'

Our fighting men rate the best
See that they get plenty of milder cooler-smoking Chesterfields.
Everybody who smokes 'em likes 'em.

It's CHESTERFIELD

THEY TREAT YOU RIGHT . . . They keep you happy because they're Milder . . . they let you know how good a cigarette can be because they Taste Better. You'll like them these hot days because Chesterfields smoke Cooler.

TODAY'S MILDER BETTER-TASTING CIGARETTE

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Every doctor in private practice was asked:
—family physician, surgeon, specialist...
Doctors in every branch of medicine—
“What cigarette do you smoke?”

According to a recent *Nationwide survey*
More Doctors Smoke Camels
than any other cigarette!

Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.

THE “MILDER” TASTE OF THE TASTE

Camel

www.visitingtheamericandiv.com

“Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations”

1950's



Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

TIPALET **TIPALET** **TIPALET** **TIPALET**

Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet.**

New from Muriel. About 5 for 25¢. 21



TASTE ISN'T THE ONLY REASON I SMOKE

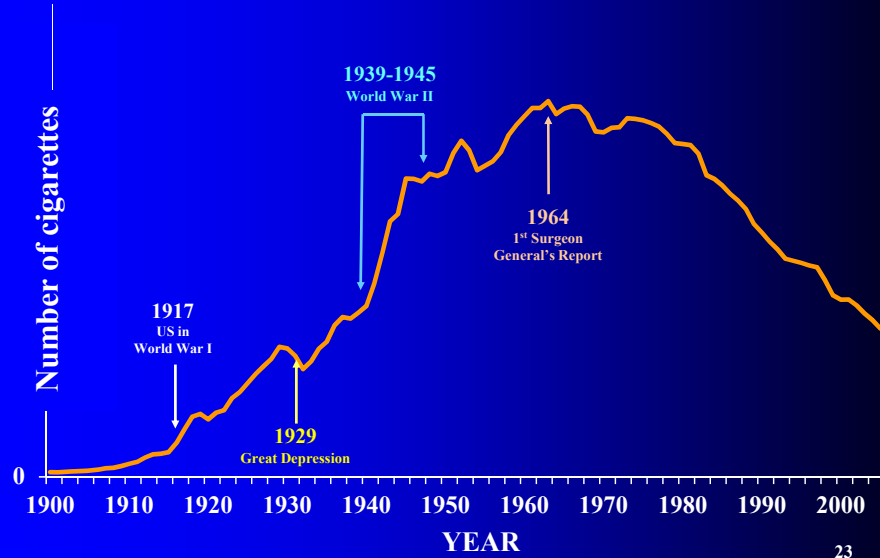
"People are always telling me that smoking causes low birth weight. Talk about a win-win-win! An easy labor, a slim baby, and the Full Flavor of Winston!"

Winston
when you're smoking for two

WINSTON CIGARETTES: MILD, SMOOTH, FULL FLAVOR. 100% TOBACCO. MADE IN U.S.A. ©1960 W.D. & H.O. WILLS LTD. BRISTOL, ENGLAND.

1960's

Adult Per Capita Cigarette Consumption and Major Smoking and Health Events



Source: United States Department of Agriculture; Centers for Disease Control and Prevention

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1964 Surgeon General's Report

Highlighted the deleterious health consequences of tobacco use



Concluded that cigarette smoking is—
 Responsible for a 70 percent increase in the mortality rate of smokers over non-smokers
 A cause of lung cancer and laryngeal cancer in men
 A probable cause of lung cancer in women
 The most important cause of chronic bronchitis

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The Cigarette Labeling and Advertising Act of 1965

**CAUTION: CIGARETTE SMOKING
MAY BE HAZARDOUS TO YOUR
HEALTH**

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1970's

Introduction of "Light" Cigarettes



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What gives
Tareyton the
taste worth
fighting for?

The standard by
which we judge the taste of Tareyton is the
taste of the mouth that Tareyton is
America's 11th standard by cigarette

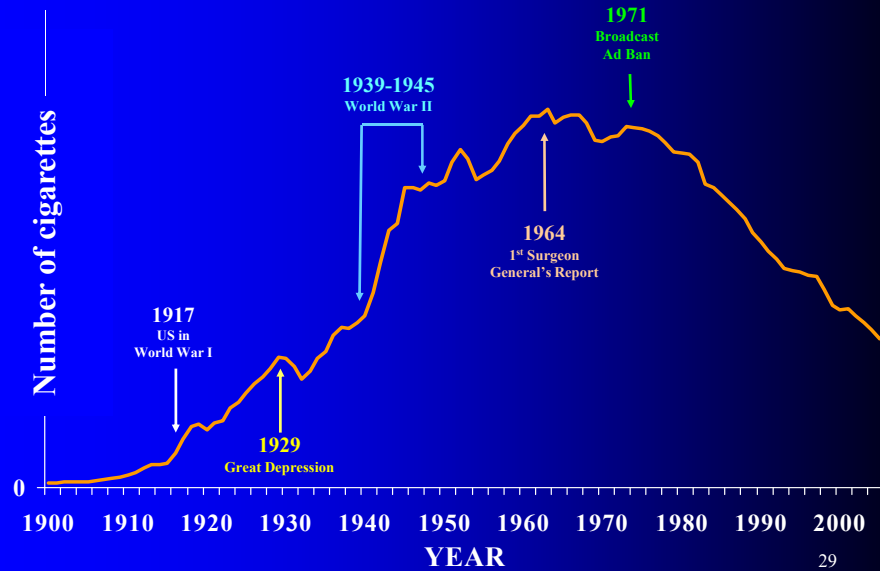
"Us Tareyton
smokers would
rather fight
than switch!"



1970's

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Adult Per Capita Cigarette Consumption and Major Smoking and Health Events

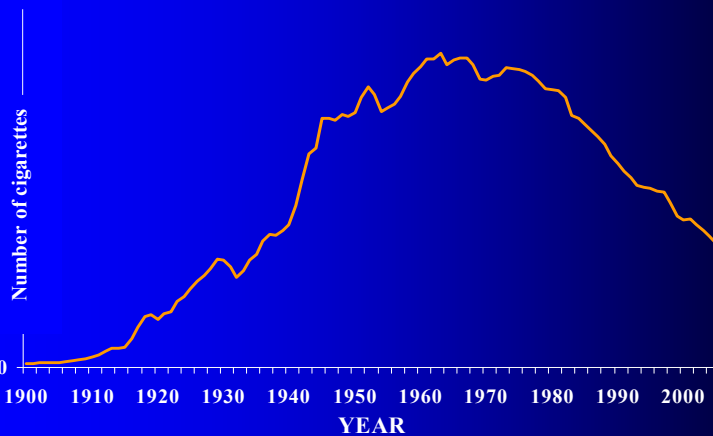


Source: United States Department of Agriculture; Centers for Disease Control and Prevention

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1980's

Americans' collective view of smoking has been transformed from an accepted national pastime to a discouraged threat to individual and public health.



Source: United States Department of Agriculture; Centers for Disease Control and Prevention

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1988 Surgeon General's Report

- Examined why people persisted to smoke despite recognition of its harms
- Concluded that smoking was not just a “habit” but was in fact *addictive* in ways similar to the dependency-creating powers of heroin, cocaine and other drugs of abuse

United States Department of Health and Human Services. The Health Consequences of Smoking: Nicotine Addiction. A Report of the Surgeon General, 1988. Rockville, Maryland: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, Center for Health Promotion and Education, Office on Smoking and Health, 1988.

32

Smooth character.

100

CAMEL LIGHTS

LOW TAR
CAMEL TASTE

9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

1990's

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URBAN LITES

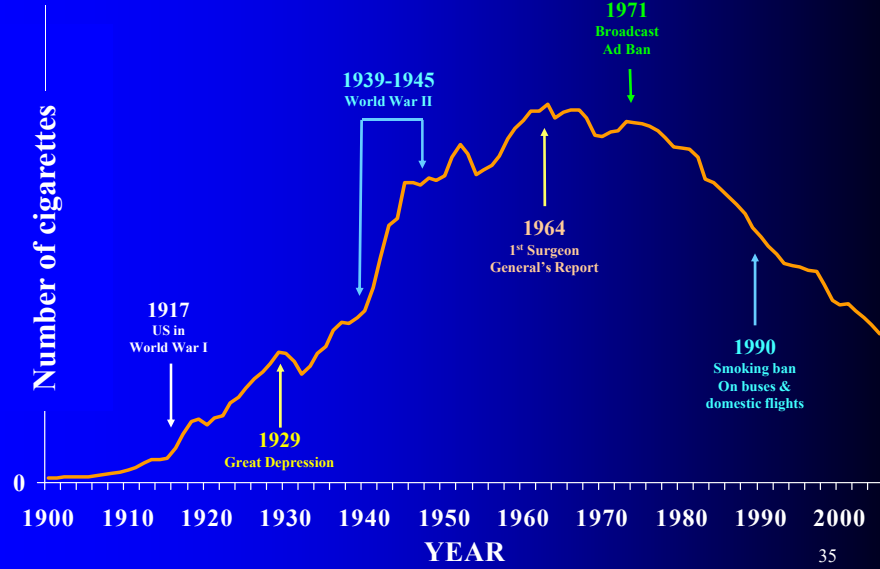
Joe CHEMO

THE SURGEON GENERAL WARNING: Quitting Now Greatly Reduces Serious Risks to Your Smoking. © 1994 Camel Cigarettes. All rights reserved.

THE SURGEON GENERAL WARNS THAT SMOKING IS A FREQUENT CAUSE OF WASTED POTENTIAL AND FATAL REGRET.

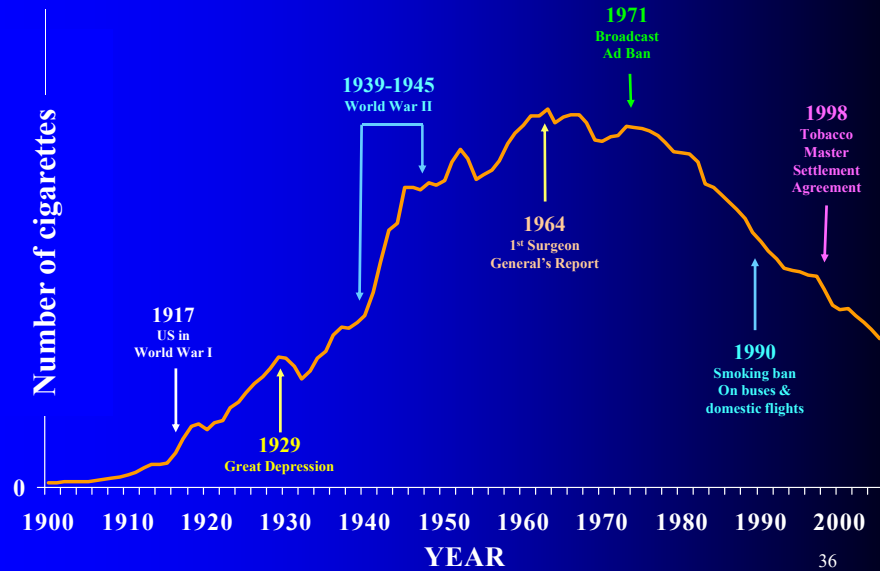
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Adult Per Capita Cigarette Consumption and Major Smoking and Health Events



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Adult Per Capita Cigarette Consumption and Major Smoking and Health Events



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The Tobacco MASTER SETTLEMENT AGREEMENT(1998)

**Attorney Generals of 46 States,
5 U.S. Territories, and
District of Columbia**

VS

Four largest tobacco companies

**States to receive over \$200 billion over 25 years
(Kansas- \$62 million in April 2017)**

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1990 - Present

- **As of January 2018, 33 states have enacted statewide bans on smoking in nearly all enclosed public spaces or workplaces including bars and restaurants**
- **Most of those states (including Kansas) EXEMPT casinos, tobacconists, and private clubs**
- **Many of the remaining states have no statewide bans, but leave the issue up to local municipalities**

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2008

World Health Organization
named tobacco as the *world's single
greatest preventable cause of death.*

WHO Report on the Global Tobacco Epidemic, 2008

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2009-2010

Family Smoking Prevention
and Tobacco Control Act



2014: A Report of the U.S. Surgeon General : How Tobacco Smoke Causes Disease

Any exposure to tobacco smoke - even an occasional
cigarette or exposure to secondhand smoke - is harmful

There is **NO** Safe Level of exposure to tobacco smoke

Damage from cigarette smoke is immediate

Smoking longer means more damage

Cigarettes are designed for addiction

41

1965

42% of adults in the U.S. smoked

2012

that number was down to **18%**

Currently

The number of former smokers **far**
outnumber current smokers

2014 Report of the Surgeon General *The Health Consequences of Smoking—50 Years of Progress* 42

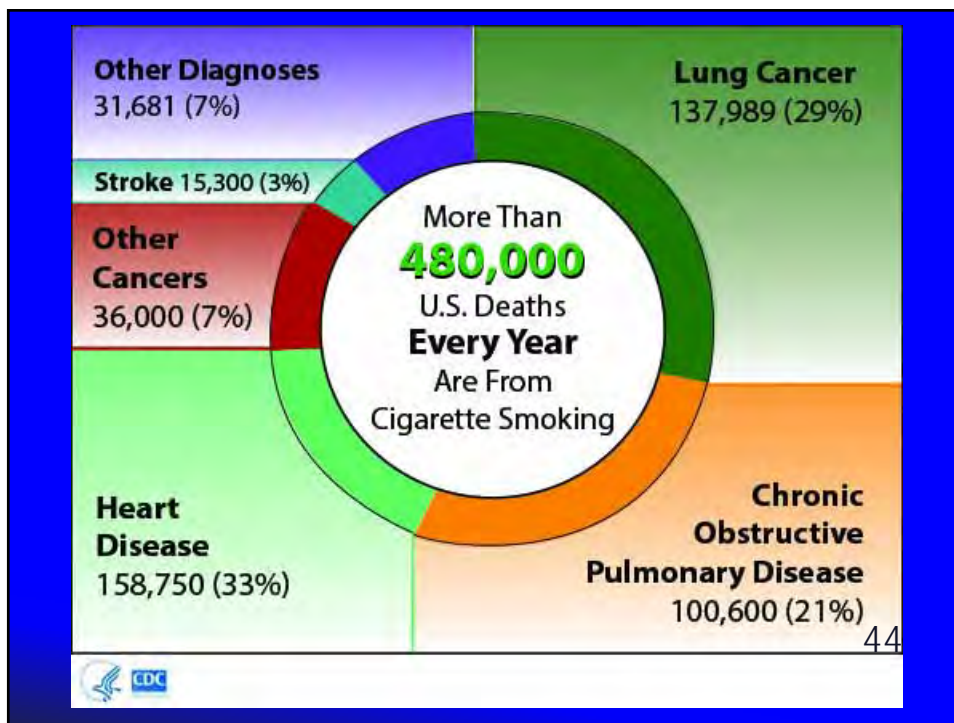
Youth Tobacco Use

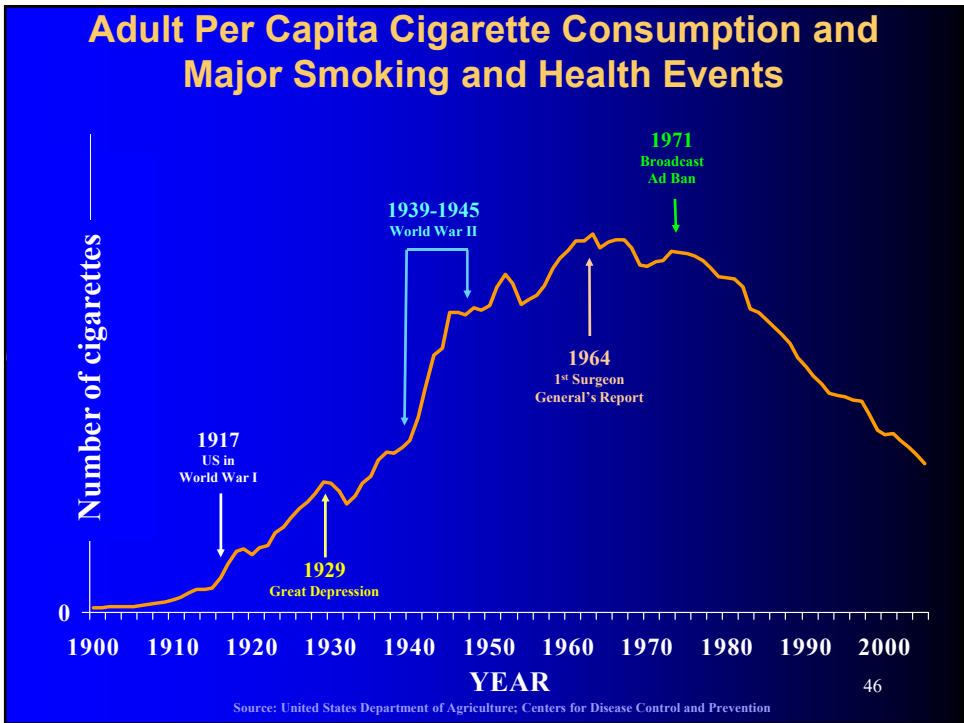
(2014)

Approximately 90% of adult smokers in the US smoked their first cigarette before age 18 years

Each day in the United States approximately 3,200 kids try their first cigarette and another 2,100 youth and young adults become daily smokers

2014 Report of the Surgeon General *The Health Consequences of Smoking—50 Years of Progress* 43







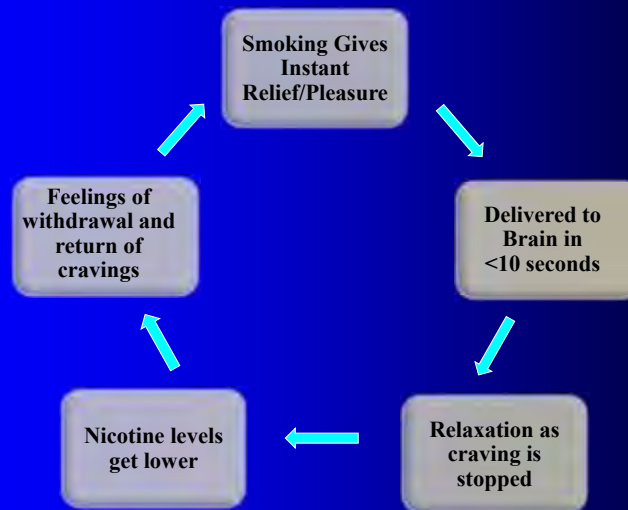
Three-Link Chain of Nicotine Addiction

The body and brain feel different from lack of tobacco

Physical

48

Nicotine Craving Cycle



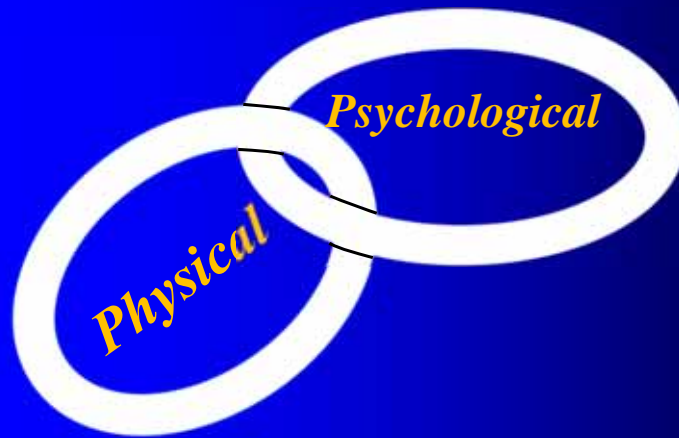
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Nicotine addiction is such a powerful force that even health problems caused by smoking or the heartbreak of watching a family member die of lung disease often isn't enough to convince smokers to quit

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Three-Link Chain of Nicotine Addiction

Tobacco fulfills the need to feel normal or to deal with stress



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Three-Link Chain of Nicotine Addiction

Seeing others smoking triggers the desire want to use tobacco



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FIVE (5) MOST COMMON REASONS FOR QUITTING

1. PERSONAL HEALTH
2. HEALTH OF FAMILY AND FRIENDS
3. SAVING MONEY
4. RETURN OF PLEASURE FROM EATING
5. LOOK BETTER AND SMELL BETTER

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TIPS *From the Inside Looking Out*

Quitting smoking is a personal decision

Quitting smoking is **NOT EASY**

Most smokers require multiple attempts to quit

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Program Design

- ✓ FREE
- ✓ Password protected with individual registration
- ✓ Available via Web, "Text 2 Quit", or toll-free telephone calls
- ✓ Participant focused, can be group participation
- ✓ Quit Coaches highly trained in cognitive behavioral coaching
- ✓ Direct transfer to Quit Coach for first counseling call
- ✓ One reactive counseling call (call 1) followed by four proactive counseling calls (total of 5 calls)

Our Mission: To protect and improve the health and environment of all Kansans.



**Matthew Schrock, MSW
Tobacco Cessation Coordinator**

Bureau of Health Promotion
300 West Douglas, Suite 700

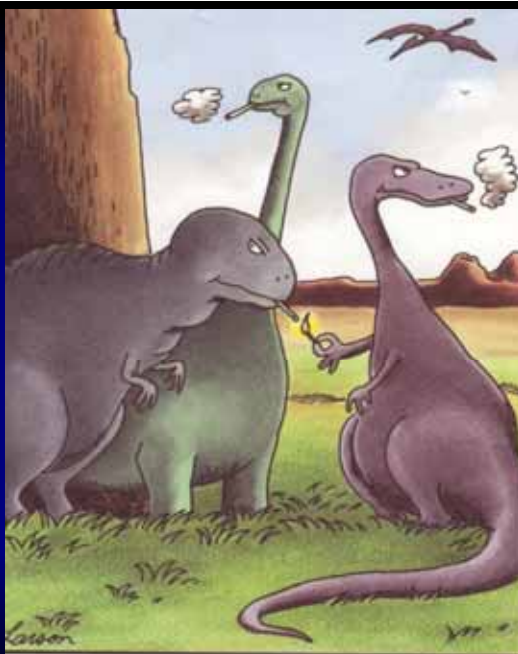
Wichita, KS 67202

Phone (316) 337-6056

FAX: (316) 337-6055

mschrock@kdheks.gov

Our Mission: To protect and improve the health and environment of all Kansans.



The real reason dinosaurs became extinct

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