



Celebrating Cessation

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Tobacco Cessation Program

Iowa/Nebraska Primary Care Association

Newsletter Spotlight

Heart Disease Facts*

- Heart diseases is the leading cause of death for women and men in the United States.
- In 2004, a total of 869,724 people died of cardiovascular disease accounting for 36.3% of all U.S. deaths. Heart disease crude death rates per 100,000 people for the five largest U.S. racial/ethnic groups are as follows: blacks, 206; whites, 259; American Indians, 80; Asian and Pacific Islanders, 78; and, Hispanics, 72.
- In 2002, age-adjusted death rates for diseases of the heart were 30% higher among blacks than among whites. Age-adjusted rates are used to compare populations with differing age distributions.
- The estimated direct and indirect costs of cardiovascular disease in the U.S. in 2008 is \$448.5 billion.
- Coronary heart disease is the principle type of heart disease.
- **Risk factors for heart disease among adults include:**
 - Physical Inactivity: 37.6% of adults aged 18 years and older engage in no leisure-time physical activity
 - Obesity: 30.5% of persons aged 20 years and older are obese
 - Hypertension: 30.2% persons over 20 years old with hypertension/taking hypertension medications
 - Cigarette Smoking: 21.6% of adults aged 18 years and older are current cigarette smokers**
 - High Blood Cholesterol: 17.3% of persons aged 20 years and older have high blood cholesterol
 - Diabetes: 6.5% of persons aged 20 years and older with physician-diagnosed diabetes

*Courtesy of the Centers for Disease Control and Prevention and the American Heart Association

February is:



- Black History Month
- American Heart Month
- Valentine's Day on the 14th

Make sure to celebrate!!



News

Quit Smoking Diet: Veggies, Milk

A Duke University Study from 2007 showed that fruit, vegetables, water, and dairy foods make cigarettes taste terrible. Meat, coffee, and alcoholic beverages make smoking much tastier. The study involved 209 smokers who were asked to name foods that worsened or enhanced the smoking experience. 70% named foods that made cigarettes taste better, and a surprising 45% named foods that made them taste worse.

Those who smoked menthol cigarettes were very likely to say their cigarettes tasted the same, no matter what they ate or drank. 90% of the African Americans in the study smoked menthol cigarettes, which is a common figure. A person is more likely to be addicted if he is not affected by variations in the taste and pleasure. This could also explain, in part, why black smokers have a particularly difficult time quitting smoking.

While eating healthier foods may not help everyone to quit smoking, it is a healthy behavior change in its own right.

Lower Quit Rates Among African American and Latino Menthol Cigarette Smokers

A recent study assessed the relationship between menthol smoking, race/ethnicity, and smoking cessation among 1,688 patients attending a specialist smoking cessation service.

46% of the patients smoked menthol cigarettes. Blacks were most likely to smoke menthols (81%) followed by Latinos (66%). Only 32% of whites smoked menthols. Black and Latino menthol smokers smoked significantly fewer cigarettes per day than non-menthol smokers.

Those who smoked menthol cigarettes, albeit fewer cigarettes per day than their racial/ethnic counterparts, were less likely to be successful in their quit attempt and for those who were successful, less likely to remain abstinent at the six-month follow up.

Questions or Comments?

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