



Celebrating Cessation

Iowa/Nebraska Primary Care Association
Tobacco Cessation Program

News

Nicotine Addiction Highest in 15 Years

A recent study published in *Medical News Today* suggests that nicotine addiction in the United States is the highest it has been in 15 years. Nearly three quarters of people asking for tobacco cessation treatment are classified as highly dependent. Researchers deduced that the less addicted tobacco users have quit and left only the highly dependent left seeking treatment. The severity of nicotine dependence has gone up 12% between 1989 and 2006 while the percentage of people classified as highly nicotine dependent has gone up by 32%.

It seems that many highly addicted smokers do not even know they are. According to the study, many classify their behavior as merely a 'bad habit'. A good "bedside" method for determining whether or not a person is highly nicotine dependent is if he/she has the first cigarette of the day within 30 minutes of waking up in the morning.

The researchers conclude that more intensive therapies are needed for the highly dependent person. One approach they suggest is to increase the dose and duration of medication or to try different combinations of drugs. Putting more emphasis on minimizing withdrawal symptoms is also important. Severely nicotine dependent patients may not respond to standard or traditional treatments since much of it is based on nicotine dependence data and outmoded treatment concepts from 15 years ago.

RJ Reynolds Cuts Jobs

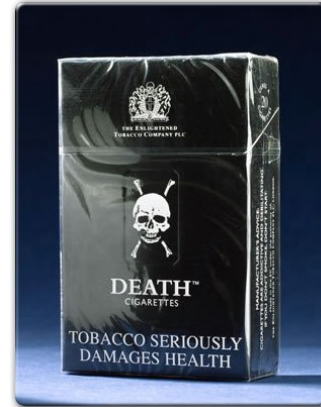
A recent article published September 9, 2008 in the New York Times, reports R.J. Reynolds will be cutting 570 jobs, or about 10% of their American workforce. This cut is resulting from declining cigarette sales. According to the article, Americans are buying 3-4% fewer cigarettes a year. Unfortunately, sales of smokeless tobacco are growing at a faster rate of about 5-6% each year.

*** * Share The News * * Share The News * ***

If you have outreach activities that you are willing to share, please include them along with success stories in your monthly reports or email them to Sarah at sdixongale@ianepca.com.

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Kick the Habit!



Center News

Linn Community Care kicked off the tobacco program at their center on November 3! We look forward to hearing success stories from their clinic! Congrats!

Newsletter Spotlight

Tobacco cessation outreach materials in Bosnian and Vietnamese patients are available. Please contact Sarah if you would like these materials, or any others, sent to your clinic.

If you have any training needs, please inform staff so we can accommodate your needs!

Questions or Comments?

E-mail us at: sdixongale@ianepca.com or kburgener@ianepca.com OR Call 515-244-9610 and ask for Sarah or Kate.