

NOVEMBER

This month, *Health is Primary* is promoting the importance of smoking cessation to prevent serious health problems. We are showing how smoking can cause both immediate and long-term health issues and how your primary care doctor can be an effective partner in helping you quit because he or she knows you and your lifestyle. We are also highlighting the important connection between primary care and public health – in tackling issues like smoking. **Join us and spread the word. #MakeHealthPrimary #MakeQuittingPrimary**

BE A CHAMPION

- **Distribute** patient information materials (tear sheet) on smoking cessation in your primary care practice. You can find these tear sheets on the bottom of the "act" tab in the red tool library.
- **Distribute** smoking cessation tear sheets to employers in your community. Offer to have a member of your care team host a "brown bag" for employees to share smoking cessation tips.
- **Share** the facts about smoking cessation, prevention and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how you are innovating to fully integrate health promotion and prevention in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.



THE FACTS ABOUT SMOKING CESSATION

- Smoking raises your heartbeat and blood pressure and damages your immune system, making you more susceptible to colds, the flu or pneumonia. (AAFP)
- Smoking can shorten your life by as much as 14 years. (AAFP)
- Smoking can cause many diseases, including lung cancer, mouth cancers and heart disease. It can also cause a cough that won't go away, and it may make it hard for you to breathe. (AAFP)
- In the United States, the states with higher ratios of primary care physicians to population have lower smoking rates, less obesity and higher seat belt use than states with lower ratios. (Shi, L., & Starfield, B., 2000)
- Good primary care, as determined by peoples' ratings of its main characteristics, is positively associated with smoking cessation and influenza immunization, as shown in an ongoing 60-community study in the United States. (Saver 2002)




SEE THE FOREST AND THE TREES



EMAIL US AT CHAMPIONS@HEALTHISPRIMARY.ORG
FOR UP-TO-DATE INFORMATION

NOVEMBER FOCUS: SMOKING CESSATION

11 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
			NOVEMBER IS <u>NATIONAL FAMILY CAREGIVERS MONTH</u> AND <u>NATIONAL CHILD MENTAL HEALTH MONTH</u>		 #DYK? Smoking can shorten your life by as much as 14 years #MakeHealthPrimary	
5	6	7	8	9	10	11
🕒 DAYLIGHT SAVINGS TIME ENDS						VETERANS DAY
12	13	14	15	16	17	18
	 If smoking continues to be a challenge, learn how you can take control of your addiction: http://bit.ly/SChip #MakeHealthPrimary					
19	20	21	22	23	24	25
		 Nicotine is highly addictive and can make it very challenging to stop smoking. Even a few cigarettes a day is harmful. #MakeHealthPrimary		THANKSGIVING DAY		
26	27	28	29	30	<div>10 2017</div> <div>12 2017</div>	
					<div><div>12 2017</div><div>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</div></div>	

EVERYBODY KNOWS YOUR NAME



WHERE HEALTH IS PRIMARY.



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America's Family Physicians

Long-term relationships between doctors and patients build trust and lead to better outcomes.

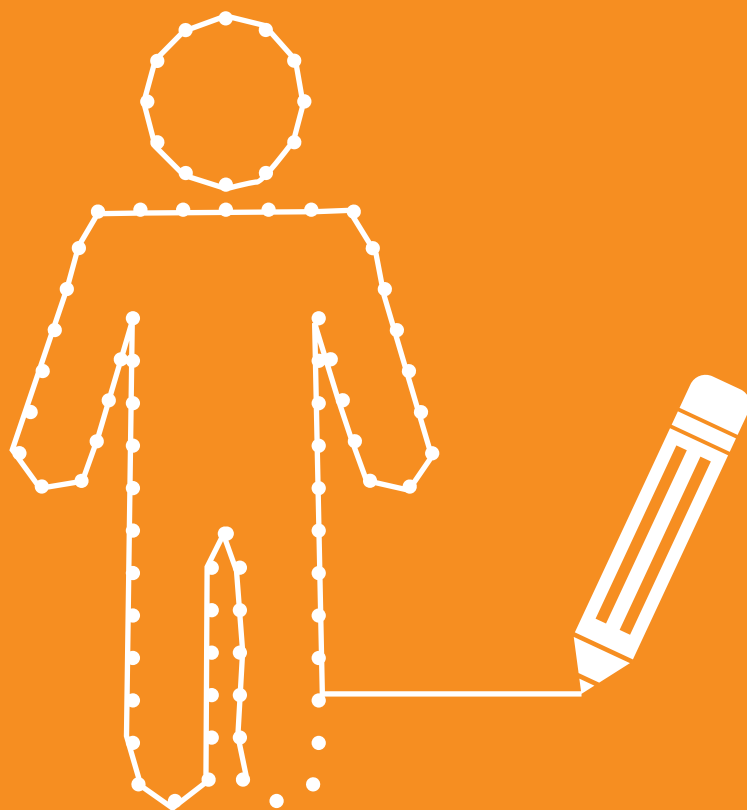
Family doctors work with their patients throughout their lives. We want to give all patients access to this kind of continuing care.

Let's make health primary in America.
Learn more at healthisprimary.org.

 **HealthIsPrimary**

#MakeHealthPrimary

DOTS CONNECTED



WHERE HEALTH IS PRIMARY.



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America's Family Physicians

A growing body of evidence shows that chronic medical conditions are best managed in a primary care setting. That's because patients with access to coordinated, comprehensive care have better outcomes.

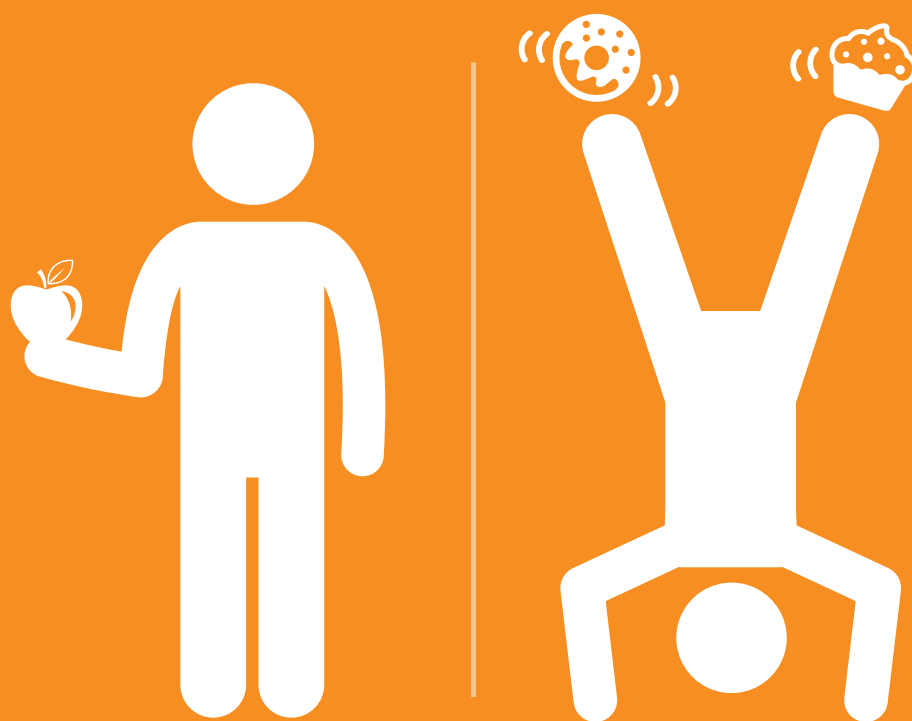
Family doctors treat patients, not conditions. We want everyone to have a doctor who sees them as a whole person and provides them with quality, coordinated care.

Let's make health primary in America.
Learn more at healthisprimary.org.

 **HealthIsPrimary**

#MakeHealthPrimary

FACTS, NOT FADS



WHERE HEALTH IS PRIMARY.



When it comes to nutrition and exercise, there is no shortage of fads. But the facts remain the same: most of what makes us healthy results from the choices we make each day. Patients with a primary care doctor have someone who can provide on-going, personalized, fact-based guidance about nutrition and exercise habits—and the support needed to follow it.

Family doctors have improved the health of their patients for generations by focusing on strong, long-term relationships. We believe every patient should have access to sound advice from a trusted source to help make smart choices about health.

Trends are temporary, your health is forever.

Let's make health primary in America.

Learn more at healthisprimary.org.

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SEE THE FOREST AND THE TREES



WHERE HEALTH IS PRIMARY.



Increased collaboration between primary care and public health is key to addressing the biggest health challenges facing our country today.

Family doctors are working to bridge the gap between personal and public health.

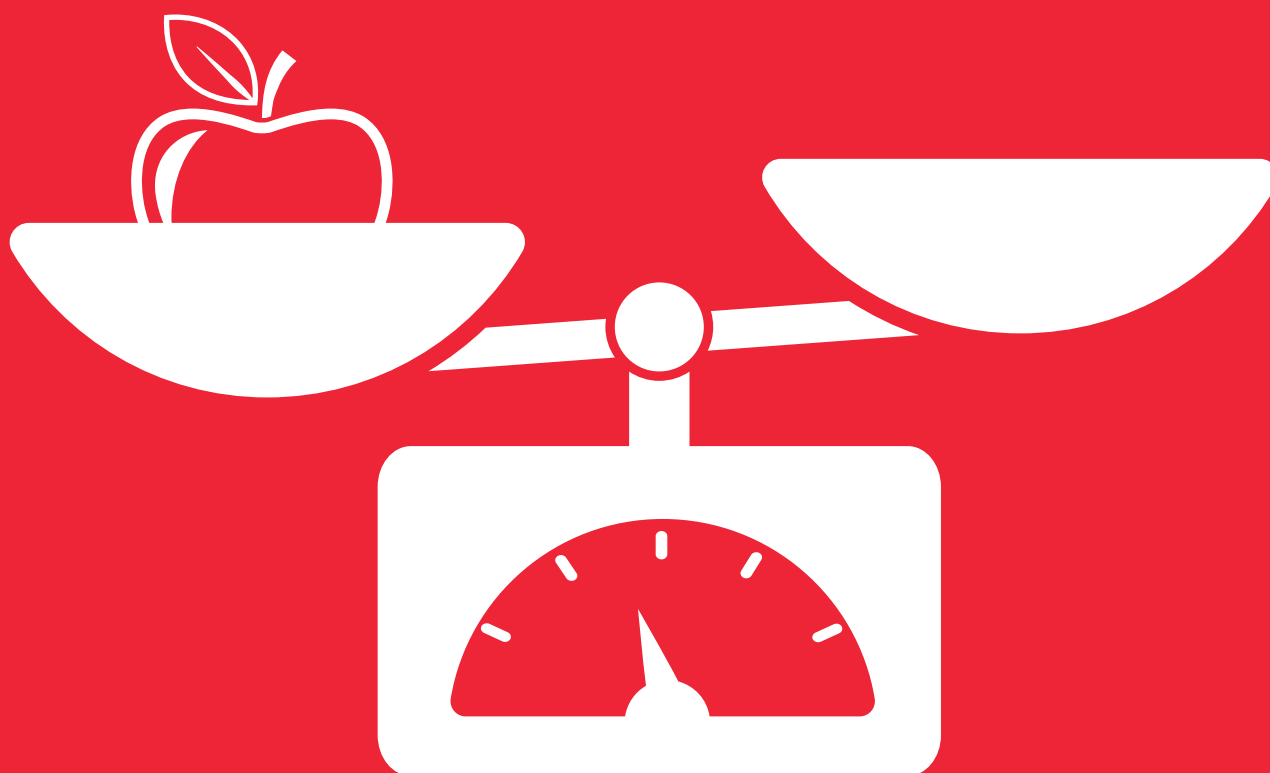
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AN OUNCE OF PREVENTION



WHERE HEALTH IS PRIMARY.



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America's Family Physicians

Patients with access to primary care are more likely to receive preventive services and timely care before their medical conditions become serious – and more costly to treat.

Family doctors work with their patients to keep them healthy. We want to ensure that all patients have access to and use regular preventive care.

Let's make health primary in America.
Learn more at healthisprimary.org.

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TAKE CONTROL OF YOUR TOBACCO ADDICTION

WHY DOES IT SEEM SO HARD TO STOP SMOKING?

Smoking causes changes in your body and in the way you act. The changes in your body are caused by an addiction to nicotine. The changes in the way you act developed over time as you bought cigarettes, lit them and smoked them. These changes have become your smoking habit.

WHAT'S IN CIGARETTES?

Cigarettes contain substances that you would never think about putting in your body. For example, cigarettes contain tar, carbon monoxide and chemicals like DDT, arsenic and formaldehyde. The tobacco in cigarettes also contains nicotine—the drug that makes smoking addictive. Nicotine raises your risk of heart attack and stroke. Tar and carbon monoxide cause serious breathing problems. Tobacco smoke also causes cancer.

HOW CAN I STOP SMOKING?

- ✓ **Pick a stop date.** Choose a date 2 to 4 weeks from today so you can get ready to quit.
- ✓ **Make a list of the reasons why you want to quit.** Keep the list on hand so you can look at it when you have a nicotine craving.
- ✓ **Keep track of where, when and why you smoke.** Make notes for a week to know when and why you crave a cigarette. Plan what you'll do instead of smoking.
- ✓ **Throw away all of your tobacco.** Throw away your ashtrays and lighters--anything that you connect with your smoking habit.
- ✓ **Tell your friends that you're quitting.** Ask them not to pressure you about smoking. Find other things to do with them besides smoking.
- ✓ **When your stop date arrives, STOP.** Plan rewards for yourself for each tobacco-free day, week or month.



WHAT ABOUT NICOTINE REPLACEMENT PRODUCTS OR MEDICINE TO HELP ME STOP SMOKING?

Nicotine replacement products are ways to take in nicotine without smoking. These products come in several forms: gum, patch, nasal spray, inhaler and lozenge. You can buy the nicotine gum, patch and lozenge without a prescription from your doctor. Prescription medicines such as bupropion and varenicline help some people stop smoking. These medicines do not contain nicotine, but help you resist your urges to smoke. Talk to your doctor about which of these products is likely to give you the best chance of success.

HOW DOES SMOKING AFFECT ME RIGHT NOW?

There are several reasons to quit smoking right now, including:

- ✗ Gives you bad breath
- ✗ Makes your clothes and hair smell bad
- ✗ Turns your teeth and fingers yellow
- ✗ Makes your skin wrinkle
- ✗ Makes you get tired more quickly when you exercise
- ✗ Raises your heartbeat and blood pressure
- ✗ Damages your immune system
- ✗ Affects your sexual performance
- ✗ Weakens your tendons and ligaments
- ✗ Affects the people around you as second-hand smoke is dangerous
- ✗ Costs you money
- ✗ Sets a bad example for your children

HOW DOES SMOKING AFFECT ME IN THE LONG-TERM?

Smoking causes many adverse health conditions, including an increased risk of:

- ✗ Lung cancer and many other types of cancer
- ✗ Heart disease
- ✗ Serious breathing problems
- ✗ Stomach ulcers and acid reflux
- ✗ Gum disease
- ✗ Damage to babies of pregnant women who smoke
- ✗ Smoking can also cost you time lost working or having fun because you're sick

HOW CAN I GET SUPPORT AND ENCOURAGEMENT?

Tell your family and friends what kind of help you need. Also, ask your family doctor to help you develop a plan for stopping smoking. He or she can give you information on telephone hotlines, such as 1-800-QUIT-NOW (784-8669), or self-help materials that can be very helpful. Your doctor can also recommend a stop-smoking program at a local hospital or health center.



REFERENCES

All information sourced from FamilyDoctor.org, a resource operated by the American Academy of Family Physicians (AAFP)