



**CITY OF MANCHESTER HEALTH DEPARTMENT
MONTHLY BULLETIN – NOVEMBER 2010**



MANCHESTER TAKES ON TOBACCO



Each November, elections are held, we honor veterans, and we give thanks with our families. November is also the month of the American Cancer Society’s **Great American Smokeout**, which reminds us to support our family members and friends in making healthy choices, including encouraging those who smoke to quit. The City of Manchester Health Department asks you to join us in supporting this event on **November 18th** and help to create a community free of tobacco-related death and disease. **If you or someone you love is looking to quit, please contact the New Hampshire Smokers’ Helpline at 1-800-Try-To-Stop (1-800-879-8678) or visit their website at www.TryToStopNH.org.** The Manchester Health Department, in collaboration with community partners, will be concentrating its efforts in the months ahead on promoting smoke-free environments and neighborhoods, access to cessation services, and the prevention of the initiation of tobacco use among expectant mothers and youth. During the month of November, we hope to:



INCREASE COMMUNITY AWARENESS ABOUT THE BURDEN OF TOBACCO USE.

Tobacco use is the leading cause of premature and preventable death in the United States and is responsible for **more than 443,000 deaths each year**, with secondhand smoke claiming 50,000 of those deaths. Currently, over 15,000 or 18.0% of Manchester adults age 18 and older smoke cigarettes and close to 800 Manchester high school students report that they have smoked cigarettes on one or more of the past 30 days. Half of all people who continue to smoke will die from smoking-related diseases (Cancer Facts and Figures 2008).

The list of diseases caused by smoking has been expanded to include abdominal aortic aneurysm, acute myeloid leukemia, cataract, cervical cancer, kidney cancer, pancreatic cancer, pneumonia, periodontitis, and stomach cancer. These are in addition to previously known diseases including bladder, esophageal, laryngeal, lung, oral, and throat cancers; chronic lung diseases; coronary heart and cardiovascular diseases; reproductive effects; and sudden infant death syndrome.

City of Manchester Current Smokers	% of Population
Mothers Smoking During Pregnancy	19.0%
Mothers Enrolled in Medicaid Who Report Smoking During Pregnancy	34.0%
High School Students	16.9%
Women Age 18 Years and Older	26.1%
Men Age 18 Years and Older	23.6%
Adults Age 18-34 Years	30.5%
Adults Age 35-44 Years	33.9%
Adults Age 45-54 Years	22.7%
Adults Age 55-64 Years	17.0%
Adults Age 65 Years and Older	10.8%
Residents with Incomes <\$25,000	37.0%
Residents with Incomes \$25,000-\$34,999	33.3%
Residents with Incomes \$35,000-\$49,999	22.9%
Residents with Incomes \$50,000-\$74,999	17.1%
Residents with Incomes \$75,000	15.7%

SOURCE: 2007 Birth Data, NHDHHS 2009 Youth Risk Behavior Survey, Makin It Happen Coalition, 2005-7 NH Behavioral Risk Factor Surveillance System, NHDHHS, Tobacco Free Kids, 2007 NHDHHS Medicaid Office

MISSION STATEMENT

To improve the health of individuals, families, and the community through disease prevention, health promotion, and protection from environmental threats.



Tobacco use causes more deaths than HIV/AIDS, alcohol use, cocaine use, heroin use, homicides, suicides, motor vehicle crashes, and fires combined (USDHHS, 2010). In addition, the financial burden of tobacco use is enormous. Cigarette smoking alone **costs the nation \$193 billion in health care costs and lost productivity** each year (USDHHS, 2010).



HELP ALL RESIDENTS WHO ARE READY TO QUIT GET CONNECTED.

According to the most current *Clinical Practice Guideline for Treating Tobacco Use and Dependence*, "Tobacco dependence is a chronic disease that often requires repeated intervention and multiple attempts to quit." The Manchester Health Department encourages all residents who are interested in quitting smoking to call the **New Hampshire Smokers' Helpline at 1-800-Try-To-Stop (1-800-879-8678)**. The toll-free helpline offers telephone-based counseling, free print materials, and referrals to local tobacco treatment programs. Additional information and resources can also be found on the NH Department of Health and Human Services (NHDHHS) Tobacco Prevention and Control Program's www.TryToStopNH.org website. For two weeks during the month of November, yard signs promoting this website will be placed in various locations throughout Manchester.



With funding support from the NHDHHS Tobacco Prevention and Control Program, the Manchester Health Department is also in the process of developing a targeted tobacco treatment intervention for expectant mothers, especially those living with low-income or Medicaid assistance. The pilot will provide individual counseling with a Certified Tobacco Treatment Specialist, carbon monoxide testing for compliance, and "healthy baby" incentives for motivation. For more information, please contact Brita Nettleton, MPH, CHES, Tobacco Coordinator at bnettleton@manchesternh.gov or (603) 628-6003 ext. 317.



REDUCE THE INITIATION OF TOBACCO USE AMONG YOUTH.

Each day in the United States, approximately 4,000 young people between 12 and 17 years of age smoke their first cigarette, and an estimated 1,000 youth become daily cigarette smokers (Centers for Disease Control and Prevention, 2010). In Manchester, 9.0% of high school students report smoking their first whole cigarette before the age of 13 years. Tobacco advertising has special appeal for children and adolescents. In 2006, the major U.S. cigarette manufacturers spent approximately \$12.5 billion—or more than \$34 million *every day*—to attract new users, retain current users, increase consumption, and generate favorable attitudes toward smoking and tobacco use (USDHHS, 2010).

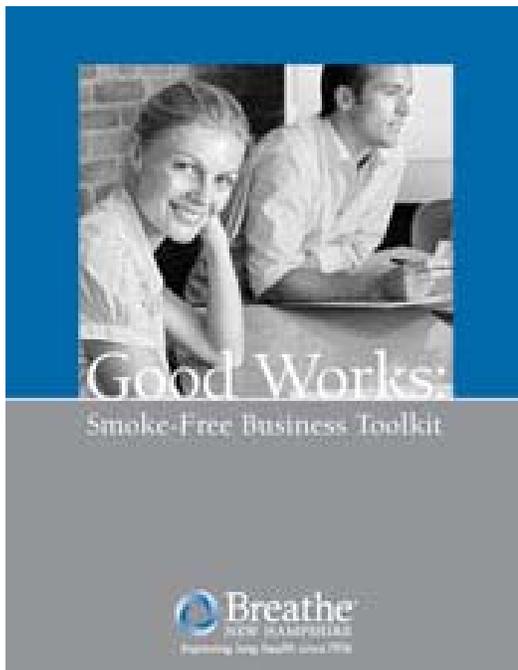
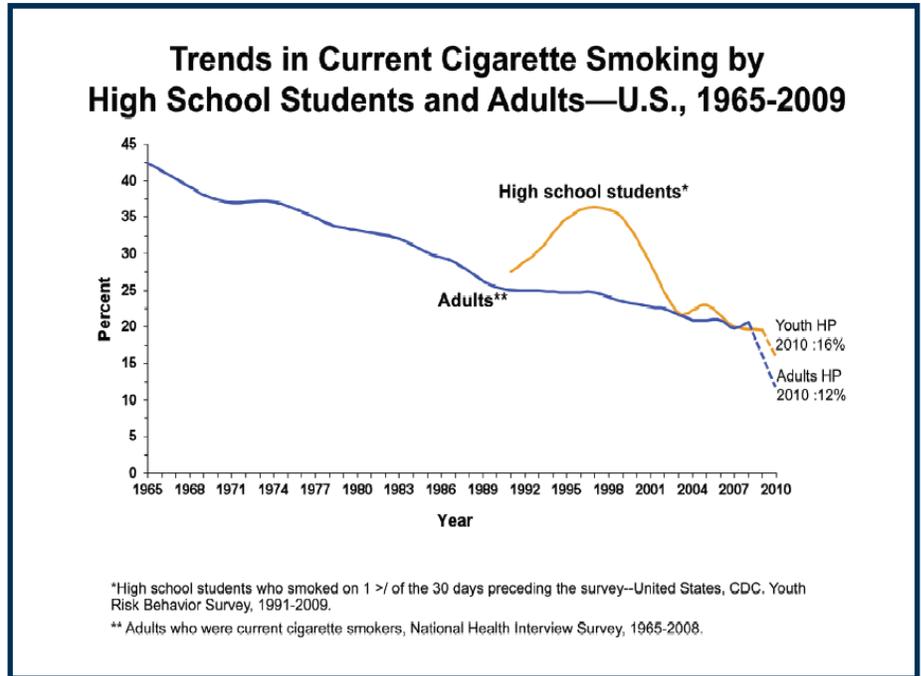
ACCORDING TO THE AMERICAN LUNG ASSOCIATION, 90% OF SMOKERS ARE ESTIMATED TO HAVE BEGUN SMOKING BEFORE THE AGE OF 21.

FOR MORE INFORMATION

Visit our website at <http://www.manchesternh.gov/CityGov/HLT/Home.html>, or call 624-6466

To counter tobacco's deadly impact from mass marketing, Manchester's high school health class students will be participating in a tobacco prevention contest in recognition of the Great American Smokeout event. The School Health Advisory Council's (SHAC) Great American Smokeout Subcommittee will choose five contest winners from each high school. Each winner will receive a "health promoting" gift bag, and the winning designs will be displayed at City Hall on November 18th.

In addition, middle school students will have the opportunity during the week of the Great American Smokeout to learn about the effects of tobacco use via a hands-on tobacco display in their school cafeterias. And finally, permanent "tobacco-free school" signs will be posted throughout Manchester's middle and high schools.



DECREASE TOBACCO USE THROUGHOUT THE WORKFORCE.

As Manchester's fourth largest employer, the City of Manchester is leading the way to creating a smoke-free workforce by encouraging employees and their family members to quit smoking. The Manchester Health Department will be holding a raffle on the day of the Great American Smokeout for City employees and/or their family members who complete a quit smoking action plan or make a pledge to provide a smoke-free environment for those around them. All City departments have also been asked to promote the NH Smokers' Helpline by displaying posters in public access points and providing inserts in employee paychecks.

The Manchester Health Department also joins the NHDHHS Tobacco Prevention and Control Program in disseminating Breathe New Hampshire's "Good Works: Smoke-Free Business Toolkit" to local businesses. Research has shown

that employers who enact smoke-free policies experience a reduction in maintenance and cleaning costs, insurance premiums, absenteeism, and lost productivity. **It is estimated that businesses lose \$3,400.00 a year for each employee who smokes.** To order a copy of the Toolkit, please call 1-800-835-8647. To calculate how much smoking costs your business, please visit www.breathenh.org.

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PUBLICLY RECOGNIZE AND PROMOTE SMOKE-FREE ENVIRONMENTS.

NeighborWorks Greater Manchester and Stewart Property Management have decided to implement a 100% smoke-free housing policy at all of the NeighborWorks Greater Manchester properties. The first property-wide smoking ban will take effect on March 1, 2011. The Manchester Health Department plans to offer smoking cessation resources to the affected tenants.

In addition, the Surgeon General reports that there is no safe level of exposure to secondhand smoke. In the 2006 report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*, the Surgeon General concluded that children exposed to secondhand smoke face increased risk for sudden infant death syndrome, acute respiratory complications, ear infections, and severe asthma. Smoking by parents also causes respiratory symptoms and slows lung growth in their children. In order to prevent Manchester's children from being exposed to secondhand smoke in the public areas in which they play, the City of Manchester's Parks and Recreation Department has recently posted permanent signs to encourage residents not to smoke at Livingston Park.



EVERY DAY IN THE UNITED STATES

The tobacco industry spends over \$34 million to market and promote its products.

Almost 4,000 adolescents start smoking.

Approximately 1,200 current and former smokers die prematurely from tobacco-related diseases.

The nation spends more than \$260 million in direct medical costs related to smoking.

The nation experiences nearly \$270 million in lost productivity due to premature deaths from tobacco-related diseases.

CDC's Best Practices for Comprehensive Tobacco Control Programs—2007

Funding support for Manchester's tobacco prevention and control initiatives is provided by the Centers for Disease Control and Prevention Office of Smoking and Health through the:



Tobacco Prevention & Control
Division of Public Health Services
NH Department of Health & Human Services
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Concord, NH 03301



FOR MORE INFORMATION

Visit our website at <http://www.manchesternh.gov/CityGov/HLT/Home.html>, or call 624-6466