

**SPECIAL  
POINTS OF  
INTEREST:**

- Amador County's 1st Smoke-Free Apartments
- Helping a Smoker Quit: Do's & Don'ts
- Smokeless Tobacco - What are the Risk?
- Youth Focus
- Cessation Information

# BREATHE EASY NEWS

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## Amador County's 1<sup>st</sup> Smoke-Free Apartments

Sutter Hill Apartments has the honor of being the first apartment complex within Amador County to declare all apartment units as 100% smoke-free. Albert Issaco, the owner of the complex, signed a voluntary policy this month declaring each apartment as smoke-free at 116 Valley View Way in Sutter Creek.

"This is a valuable precedent that has been set by Sutter Hill Apartments," commented Dr. Bob Hartmann, Amador County Health Officer. "By maintaining this complex as totally smoke-free, they are conveying the importance of the health of their residents by protecting them from the poisons in secondhand smoke and reducing the fire risk."

"Beyond the multiple health benefits for the residents, apartment owners understand the high maintenance costs associated with allowing smoking in their units," said Diana Evensen, Health Educator for Amador County Public Health, "including cigarette burn marks, nicotine and tar-stained walls, and

carpets that reek of tobacco smoke. Smoke-free policies dramatically reduce maintenance costs when the apartment units have to be refurbished for new tenants."

According to local apartment managers, the costs of turning over an apartment to get it ready for a new tenant can reach upwards of \$4,000 to \$5,000 if the vacating tenant smoked inside the unit. For many apartment complexes, much of this cost far exceeds the deposit amount applied to repairs or damages.

Smoke-free multi-unit housing is fast-becoming the "hot" new amenity in California rental housing, as well as across the country. The National Apartment Association, the National Multi Housing Council and the Department of Housing & Urban Development (HUD) have all issued policy memoranda stating that smoke-free policies are legal in all states and make good business sense, as well as being good for their residents' health.



The Centers for Disease Control estimate that second-hand smoke is responsible for as many as 73,000 deaths among non-smokers each year in the United States. Exposure also increases the risk of coronary heart disease and causes respiratory tract infections, such as pneumonia and bronchitis, in as many as 300,000 children in the United States each year.

## Helping a Smoker Quit: Do's & Don'ts

**Do** respect that the quitter is in charge. This is their lifestyle change and their challenge, not yours.

**Do** ask the person whether he or she wants you to ask regularly how they are doing. Let the person know that it's OK to talk to you whenever they need to hear encouraging words.

**Do** help the quitter get what she or he needs, such as hard candy to suck on, straws to chew on, and fresh veggies cut up and kept in the refrigerator.

**Do** help the quitter with a few chores, some child care, cooking — whatever will help lighten the stress of quitting.

**Do** try to see it from the smoker's point of view — a smoker's habit may feel like an old friend that has always been there when times were tough. It's hard to give that up.

**Do** spend time doing things with the quitter to keep his or her mind off smoking — go to the movies, take a walk to get past a craving, or take a bike ride together.

**Do** celebrate along the way. Quitting smoking is a BIG DEAL!

**Don't** judge, nag, preach or scold. This may make the smoker feel worse about him or herself. You don't want your loved one to turn to a cigarette to soothe hurt feelings.

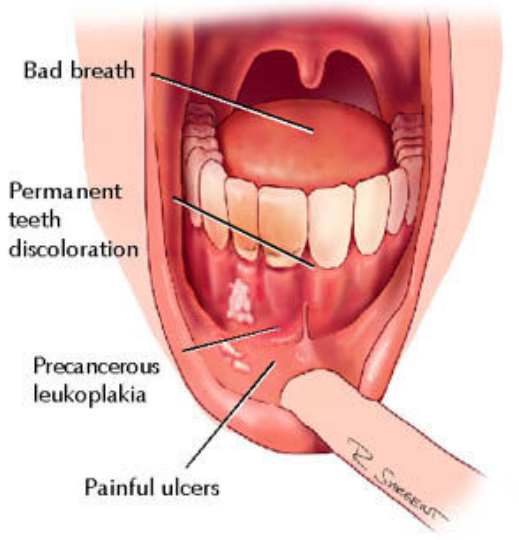
**Don't** take the quitter's grumpiness personally during nicotine withdrawal. The symptoms usually pass in about 2 weeks.

**Don't** offer advice unless you are asked. Just ask them how you can help with the plan or program they are using.



# Smokeless Tobacco - What are the Risks?

## Effects of smokeless tobacco



Smokeless tobacco products are not a safe substitute for smoking.

Harmful health effects include:

- ✦ oral (mouth) and throat cancer
- ✦ cancer in the esophagus (the swallowing tube that goes from your mouth to your stomach)
- ✦ stomach cancer
- ✦ pancreatic cancer
- ✦ increased risk of heart disease, heart attacks, and stroke
- ✦ addiction to nicotine
- ✦ leukoplakia (white sores in the mouth that can become cancer)
- ✦ receding gums (gums slowly shrink from around the teeth)
- ✦ bone loss around the roots of the teeth
- ✦ abrasion (scratching and wearing down) of teeth
- ✦ tooth loss
- ✦ stained teeth
- ✦ bad breath

Leukoplakia is a white sore or patch in the mouth that can become cancer. Study after study has found high rates of leukoplakia at the place in the mouth where users place the "chew." One study found that almost 3 of 4 of daily users of moist snuff and chewing tobacco had non-cancerous or pre-cancerous lesions (sores) in the mouth. The longer you use oral tobacco, the more likely you are to have leukoplakia.

Tobacco can irritate or destroy gum tissue. Many regular smokeless tobacco users have receding gums, gum disease, tooth decay, and bone loss around the teeth. The surface of the tooth root may be exposed where gums have shrunk. All this can cause teeth to loosen and fall out.

**63,984 kids have become regular smokers in 2010. 20,475 will die prematurely from their addiction.**

- Campaign for Tobacco Free Kids

"Each year about 400,000 new young people become regular smokers," says April Schweitzer, associate director for The Campaign for Tobacco Free Kids, a youth advocacy group that fights smoking among teenagers.

Schweitzer says the tobacco industry spends about \$30 billion a year to market cigarettes to young people. For the past 15 years, her group has run the "Kick Butts Campaign." Along with teaching kids about the health risks of smoking, it highlights the tobacco industry's marketing strategies.

"When we talk to youth, we really take on a kind of anti-marketing approach... making them aware of the types of deceptive

advertising and the tactics that the tobacco industry uses in order to convince a youth to smoke," says Schweitzer. "Because the same way that teenagers like to rebel against their parents, they will also rebel against an industry, if they think that that industry is trying to take advantage of them or dupe them in some way."

Giving young people the facts about smoking, she says, proved to be an effective way to keep them from trying that first cigarette. One approach that some college networks use is called 'social norming,' which is to point out that most people are not smoking.

## Youth Focus



The California Smokers' Helpline is a telephone program that can help you quit smoking. Every month, thousands of Californians call and receive help. When you call, a friendly staff person will offer a choice of services: self-help materials, a referral list of other programs, and one-on-one counseling over the phone.



**1-800-NO-BUTTS**

## Cessation Information

**Want to Quit?  
Let us help!**

Tobacco Reduction of Amador County offers a free "Freedom From Smoking" Class - the American Lung Association's 8 Session Course. Sign-ups are now taking place for June 2010 classes. These are held in the evening, beginning at 4:30 pm. To learn more about the no cost Freedom From Smoking Course or to obtain an individual quit kit to begin the path to a healthier lifestyle:

**Call 209-223-6638**