

Yuba County Tobacco Cessation

Smoking and Associated Adverse Health Outcomes



Fig 1: Current Smoker Prevalence (Adults & Teens) Yuba County and California, 2003-9. The California Health Interview Survey estimates that 23.8% of Yuba County adult and teen residents are current smokers.¹ This is well above both State average of 12.5% and above the Healthy People 2020 goal of 12.5% or less.

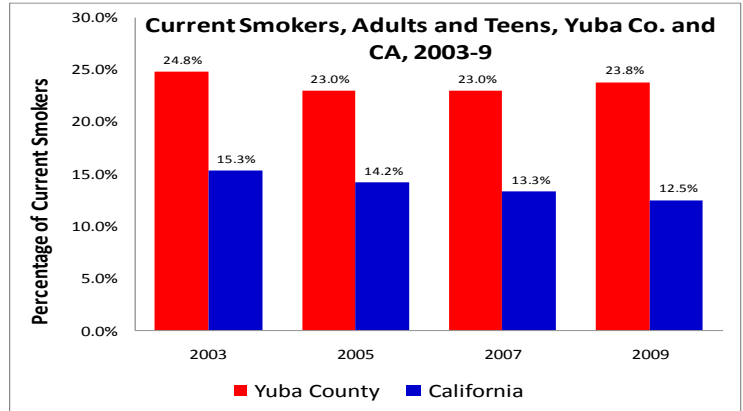


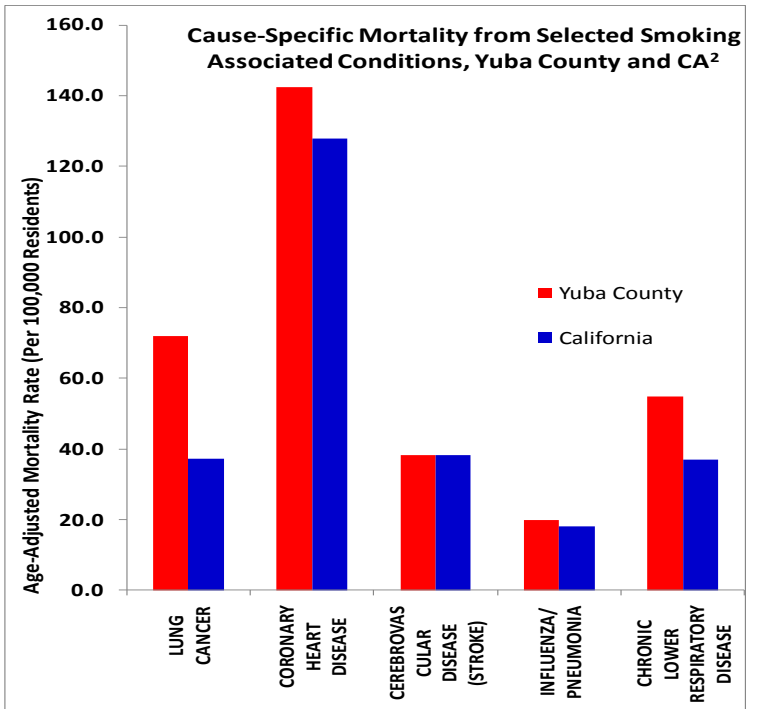
Fig 2: Mortality Rates for Selected Smoking Associated Diseases

Smoking causes:

- 90% of lung cancer deaths in men (80% in women).
- 90% of all deaths from chronic obstructive lung disease.

Smokers' risks increase for:

- Coronary heart disease by 2 to 4 times.
- Stroke by 2 to 4 times.
- Men developing lung cancer by 23 times, women developing lung cancer by 13 times.
- Dying from chronic obstructive lung diseases (e.g. chronic bronchitis and emphysema) by 12 to 13 times.³

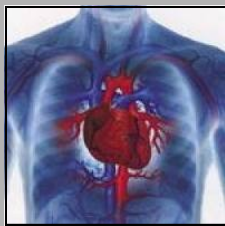
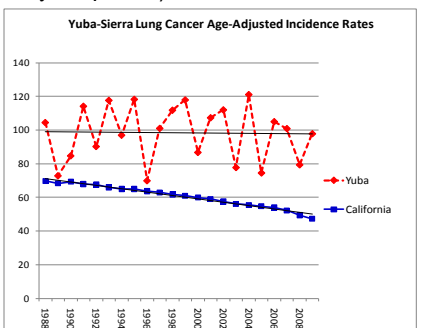


Focus on Lung Cancer

Fig 3: Lung Cancer Incidence 1988-2009, Yuba & Sierra Counties and California. According to California Cancer Registry data, California has demonstrated significant decreases in newly diagnosed lung cancer cases during the past 22 years while Yuba County has not demonstrated similar decreases. This may largely be explained by elevated smoking rates in Yuba County compared to the State, both in the

past and presently. According to the National Cancer Institute, Yuba County had the highest rate of new lung cancer cases of any California county for the years 2003-7 (the latest data available) at 100.0 cases per 100,000 residents (or about 69 cases per year on average). California's rate over this time period was 53.7 cases per 100,000 persons.⁴ This excess rate may have resulted in ap-

proximately 32 extra lung cancer cases on average per year (approx. 160 extra cases over the 5 year period).



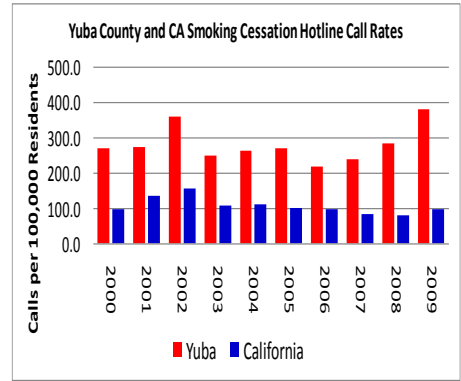
Smoking Cessation



Cessation can significantly reduce the risk of suffering from smoking-related diseases and premature death. Tobacco dependence is a chronic health condition that generally requires repeated interventions, but effective treatments and helpful resources exist. Smokers can quit smoking. Although health benefits of quitting are greater for people who stop at earlier ages, cessation is beneficial at all ages.

68.8% of current U.S. adult smokers report that they want to quit smoking completely and millions have attempted to quit smoking. There are currently more former smokers than current smokers in the U.S.⁵ The higher rate of calls to California's Smoking Cessation Helpline (1-800-No-Butts) among County residents compared to CA overall suggests that County residents also want to quit smoking.

Most Yuba County residents who call the Smoking Cessation Helpline report hearing about the Helpline from their medical care provider.



Asking and advising patients to quit is not just good patient care, but can actually double the chance a smoker will make a quit attempt.

Cessation Facilitation: Ask, Advise, Refer

Asking and advising patients to quit is not just good patient care, but can actually double the chance a smoker will make a quit attempt. Helpline services have also been proven in clinical trials to double a smokers' chance of successfully quitting.

Ask all your patients about smoking.

"Do you smoke?"

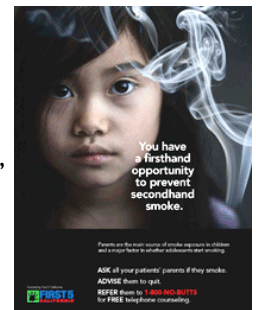
Advise your patients who smoke to quit.

"Make it a priority to quit, it's important for your health"

Refer smokers to the California Smokers' Helpline for a FREE personalized plan to quit smoking.

"Call 1-800-NO-BUTTS and your chances of successfully quitting will at least double."

Free helpline materials such as brochures, cards, posters and other materials, are available at <http://www.nobutts.org/>



Cessation Facilitation: Tobacco Cessation Web Page

<http://www.co.yuba.ca.us/Departments/HHSD/Public%20Health/tobacco.aspx>

Smoking cessation resources on the internet provide an easy access to knowledge and support. Linking County, State-wide, and Federal information provides many more resources than any one organization can provide. Phone-based resources are also available.

Yuba County Smoking Cessation Resources are available by calling (530) 749-6366 and asking for Tobacco Cessation.

No-Cost Smoking Cessation Classes and Self-help materials and referrals to treatment are also available. Services are provided at no-cost. English, Spanish and Hmong languages are served.



1. California Health Interview Study (CHIS) Teen and Adult Smoking Prevalence data.
 2. 2011 California County Health Status Profiles, Yuba County, California Department of Public Health
 3. CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health accessed online at: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/
 4. National Cancer Institute statecancerprofiles.cancer.gov on 07/11/2011
 5. CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health accessed online at: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm
 6. C-STATS Database for Calls to California Smokers' Helpline, California Department of Public Health / California Tobacco Control Program.