

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Quarterly Coalition Meeting!

Hello everyone; W3TFL will be meeting quarterly in 2016. The dates are listed below so mark your calendars!

- **Thursday June 16th 10:00 AM**
- Thursday September 15th 10:00 AM
- Thursday December 15th 10:00 AM

**The meeting will be held at the Polk County Public Health Department. 100 Polk County Plaza Balsam Lake WI 54810*

CDC Launches New 'Tips From Former Smokers' Ads



Remember the hard-hitting – and heart-breaking – ad showing Terrie, a former smoker, getting ready for the day as she talked to viewers from her artificial voice box, a gripping reminder of the oral and throat cancer that eventually killed her?

The Centers for Disease Control and Prevention rolled out its 2016 "Tips From Former Smokers" campaign, featuring five new participants who reveal the devastating health consequences they continue to suffer from past smoking, in an effort to urge others to quit.

The first Tips campaign in 2012 was highly successful and cost-effective, according to a study published December 2014 in the American Journal of Preventive Medicine. The national

antismoking effort prevented more than 17,000 premature deaths, data showed.

The latest round of ads from former smokers includes Brian, who had a heart attack and eventually needed a heart transplant. Becky has chronic obstructive pulmonary disease, or COPD, and needs continuous oxygen to help her breathe. Rebecca quit smoking after getting treatment for depression. Kristy smoked both regular and electronic cigarettes until her lung collapsed. Cancer survivor Rico, who started smoking at 14, also shares his story.

If you're trying to quit smoking, a combined approach using medicines, such as nicotine patches, gums or pills, along with face-to-face counseling or quitlines, might be your best bet, experts say.

Other Tobacco Products (OTPs) Presentations

If your organization/group is interested in learning more about other tobacco products (OTPs), please contact Mary. We would love to come and do a presentation to spread the word!

Mother's smoking may influence child's lung function decades later

Middle aged people whose mothers smoked heavily may be at significantly increased risk for breathing problems according to a new study from Australia. Based on 50 years of follow-up, researchers found that adults exposed as children to their mother's smoking were nearly three times more likely than those not exposed to have chronic obstructive pulmonary disease ([COPD](#)).

"Our findings suggest that mothers smoking might be linked to reduced lung function in middle age offspring by influencing lung growth during childhood," said lead author Jennifer Perret of the Allergy and Lung Health Unit, Centre for Epidemiology and Biostatistics, The University of Melbourne.

"A reduction in lung function potential may predispose to lesser lung function in adulthood," Perret told Reuters Health by email. Current public health messages recommend that no one smokes, especially pregnant women and young mothers, she said.

The researchers used a long-term health study from Tasmania that began in 1968 with more than 8,000 seven-year-old subjects. The children had lung function tests, along with other health assessments, and their parents answered survey questions including about their own smoking habits. In 1968, almost 40 percent of mothers and almost 60 percent of fathers were current smokers. One-third of smoking fathers and 17 percent of smoking mothers were heavy users, smoking more than 20 cigarettes per day. Twelve percent of kids were exposed to smoke from at least 40 cigarettes per day including maternal and paternal smoking.

In 2004, more than 5,500 of the original subjects responded to a follow-up postal survey and more than 1,000 underwent additional lung function testing between 2006 and 2008. About 9 percent of the middle-aged participants who returned for testing had airflow obstruction, according to lung tests.

Men seemed more vulnerable than women, and those with heavy-smoking mothers had 3.9 times the risk of COPD as those without the maternal smoking exposure. For women the maternal heavy smoking was linked to a doubled risk.

An individual's personal smoking history was not linked to additional COPD risk from maternal smoking. But another measure of lung function, the efficiency of oxygen transfer to the blood, was significantly more impaired in smokers with maternal heavy smoking exposure compared to smokers without the maternal exposure.

"We know that smoking during pregnancy results in smaller lungs in the babies and we know that maximally achieved lung function (typically at age 25) is lower if parents smoked," said Dr. Jorgen Vestbo, a professor of respiratory medicine at Manchester University in the U.K.

"However, this study has followed subjects for a very long time and can therefore show that in addition to affecting growth, the parental smoking also leads to actual lung disease later in life," said Vestbo, who was not involved in the study.

In general, all passive smoking, whether during pregnancy or early childhood, is bad for children, Vestbo told Reuters Health by email. Lungs continue to grow for a few years after birth, the number of alveoli, or terminal lung sacs, increases and smoking exposure limits this growth, he said.

"In addition, secondhand smoke exposure leads to irritation and inflammation in the airways and if this becomes chronic there will be scarring (deposition of connective tissue) in the walls of the airways making them smaller and stiffer," he said. In COPD, airflow is limited due to airway inflammation or emphysema.



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