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January 2017

TCS News

Tobacco Cessation Information for All Mississippians, Including People with Disabilities

Know the Five Signs— Campaign and PSAs Support Mental Health in Communities

With one in five Americans now having a mental health condition, it is becoming more important for us to recognize emotional suffering.

Through the **Campaign to Change Direction**, the Substance Abuse and Mental Health Services Administration in partnership with Give an Hour, has released new public service announcements (PSAs) to raise awareness about the signs of emotional distress.

View the PSAs to learn the five signs of emotional suffering:

- change in personality
- agitation
- withdrawal
- decline in personal care
- hopelessness

Also learn how to help individuals in need.

www.changedirection.org



Pamela Luckett, BA, MCC, LPC, CTTS, Director (standing)
Melissa Rodrigues, CTTS, Counselor (seated)



Bonnie Mangum, MS, CRPS, CTTS
Community Outreach Coordinator

New Year's Resolution—Call the Tobacco Quitline

Do people make New Year's resolutions to quit using tobacco? Absolutely. "The first three months of the year always have the highest number of calls," said Pamela Luckett, director of the Mississippi Tobacco Quitline, "and, yes, it's directly related to people making resolutions to stop using tobacco."

Luckett says the flip side to the busy first months of each year are the slower months at the end of the year around the holidays. "People will call the Quitline, but say 'I don't want to quit until after the first of the year.' There's no reason to wait. Quitting tobacco is a complete lifestyle change, and it's hard. It's our job to help people determine their best paths for cessation."

Mississippians have three choices for quitting tobacco. The Quitline provides two of the three tobacco cessation services, one available by telephone and one online. "Many people don't understand that the Mississippi Tobacco Quitline is a tobacco cessation program," said Luckett. "The Quitline is not just a hotline or a patch distribution program. It's not an information-only program that will refer you to another program. It is a complete treatment program accessed either by telephone or online."

Luckett said the Quitline, which has been operating in Mississippi since 1999, is especially suited to people who can't interact in person, which makes it particularly able to assist people who live in rural areas, people with disabilities and mental illness, or people without transportation.

"The Quitline is efficient," said Luckett. "It is easily accessed. And we have specialized protocols that are used based on clients' needs." Quitline treatment begins via intake

by a counselor. Master's-level counselors work with clients on tracking their habits and recognizing their triggers. Lifestyle changes are considered, and nicotine replacements are available for up to eight weeks. Counselors ensure clients with mental illness receive a balanced dosage of their medications and nicotine replacement.

Melissa Rodriguez, a Spanish-speaking counselor, provides outreach to the Hispanic community across the state. She said it has been a challenge to reach clients with the limited Spanish language media available. She finds Hispanic events helpful. The Quitline is qualified and ready to serve Native Americans, the LGBT community, the hearing-impaired as well as people with disabilities and mental illness.

Bonnie Mangum, a cessation counselor and community outreach coordinator at the Quitline, provides training to clinics across the state. She often counsels nurses on making referrals, finding that nurses reach clients well. She often discovers that health care providers and potential clients don't realize the Quitline service is free.

The Quitline is open at 1.800.QUITNOW or 1.800.784.8669 from 7 a.m. to 9 p.m., Monday through Thursday, 7 a.m. to 7 p.m. on Friday, and 9 a.m. to 5:30 p.m. on Saturday. Voice mail is available on Sunday.

www.quitlinems.com



Know the Risks: E-Cigarette Use Among Youth and Young Adults

- E-cigarette use has increased rapidly, from 1% by high school girls and 2% by high school boys in 2011, to 13% by girls and 19% by boys in 2015.
- In 2015, more than three million middle school and high school youth had used e-cigarettes in the past 30 days.
- E-cigarettes are the most commonly used tobacco product among youth, surpassing conventional cigarettes.
- More than 85% of e-cigarette users ages 12 to 17 use flavored e-cigarettes, and flavors are the leading reason for youth use.

These emerging e-cigarette facts and many more were released in "E-Cigarette Use Among Youth and Young

Adults: A Report of the Surgeon General" on December 8, 2016, by the U.S. Surgeon General Vivek H. Murthy. This 298-page report is the first issued by the federal government to comprehensively review the public health issue of e-cigarettes and the impact on young Americans.

"Most e-cigarettes contain nicotine, which can cause addiction and can harm the developing adolescent brain," said Surgeon General Murthy, M.D., in the preface to the report. "Compared with older adults, the brains of youth and young adults are more vulnerable to the negative consequences of nicotine exposure. The effects include addiction, priming for use of other addictive substances, reduced impulse control, deficits in attention and cognition, and mood disorders."

The report concludes with a *Call to Action* for families, communities, health professionals and others to work together to reduce e-cigarette use by young people. A comprehensive website has been developed that provides the report, a fact sheet, a tip sheet for parents, and sample social media posts.

e-cigarettes.surgeongeneral.gov

TCS News is published and emailed monthly by the Institute for Disability Studies at The University of Southern Mississippi through the Tobacco Control Strategies (TCS) project. TCS is funded by the Mississippi State Department of Health Office of Tobacco Control.

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