

Subtitle

Great American Smokeout.vtt

No.	TC In	TC Out	Subtitle
1.	00:00:10:06	00:00:14:09	Welcome to Q-tips for your Ears podcast series. During each
2.	00:00:14:09	00:00:18:16	session, we will highlight a new topic to improve health care
3.	00:00:18:16	00:00:22:22	quality and patient outcomes. My name is Tammy Wagner and my
4.	00:00:22:22	00:00:26:08	colleague DK zur is with me today. We are quality
5.	00:00:26:08	00:00:30:13	improvement advisors for the Great Plains Quality Innovation
6.	00:00:30:13	00:00:34:23	Network. Thanks for taking the time to join us today. The topic
7.	00:00:34:23	00:00:37:16	today is the Great American smoke out.
8.	00:00:38:08	00:00:42:14	ID. Hello. Let's start by having you explain what the Great
9.	00:00:42:14	00:00:47:04	American smoke out is all about. Sure. So for more than 40 years,
10.	00:00:47:04	00:00:51:17	the American Cancer Society has hosted the Great American smoke
11.	00:00:51:17	00:00:55:17	out on the 3rd Thursday of November. It's an opportunity
12.	00:00:55:17	00:00:59:24	for people who smoke to commit to healthy smoke, free lives,
13.	00:00:59:24	00:01:04:04	not just for a day, but year round the Great American smoke
14.	00:01:04:04	00:01:08:15	out provides an opportunity for individuals, community groups,
15.	00:01:08:15	00:01:13:04	businesses, healthcare providers and others to encourage people.
16.	00:01:13:06	00:01:17:09	The use the date to make a plan to quit or plan in advance and
17.	00:01:17:09	00:01:21:06	initiate a smoking cessation plan on the day of the event.
18.	00:01:21:06	00:01:25:06	The Great American smoke out event challenges people to stop
19.	00:01:25:06	00:01:29:06	smoking and helps people learn about the many tools they can
20.	00:01:29:06	00:01:33:06	use to help them quit and stay. Quit. Quitting smoking isn't
21.	00:01:33:06	00:01:37:07	easy, it takes time and plan. You don't have to stop smoking
22.	00:01:37:07	00:01:41:07	in one day. Just start with day one. Thousands of people who
23.	00:01:41:07	00:01:45:05	smoke across the country take an important step on this day
24.	00:01:45:05	00:01:45:18	towards.

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25.	00:01:45:20	00:01:50:18	The healthier life and reducing their cancer risk. Great. Thanks
26.	00:01:50:18	00:01:54:14	for explaining that D why is this event important?
27.	00:01:55:19	00:01:59:17	Well, unfortunately, about 34 million American adults still
28.	00:01:59:17	00:02:03:09	smoke cigarettes and smoking remains the single largest
29.	00:02:03:09	00:02:06:20	preventable cause of death and illness in the world.
30.	00:02:07:12	00:02:13:19	Smoking causes an estimated 480,000 deaths every year, or
31.	00:02:13:19	00:02:18:12	about one in five deaths is due to smoking.
32.	00:02:19:20	00:02:24:17	While the rates of cigarette smoking have declined over the
33.	00:02:24:17	00:02:29:11	past several decades, from 42% in 1965 to 14% in 2019, the
34.	00:02:29:11	00:02:34:13	gains have not been consistent. Some groups smoke more heavily
35.	00:02:34:13	00:02:39:15	or at higher rates, and suffer disproportionately from smoking
36.	00:02:39:15	00:02:43:22	related cancer and other diseases such as CHF, heart
37.	00:02:43:22	00:02:48:02	attack and stroke. CHF is congestive heart failure.
38.	00:02:48:17	00:02:51:21	Or COPD, which is.
39.	00:02:53:22	00:02:59:00	Chronic obstructive pulmonary disease. These populations tend
40.	00:02:59:00	00:03:03:21	to be those who experience inequities in multiple areas of
41.	00:03:03:21	00:03:08:20	their lives, including those at lower socioeconomic levels.
42.	00:03:08:20	00:03:14:01	Those without college degrees, American Indian, Alaska natives,
43.	00:03:14:01	00:03:18:14	African American black communities, LGBTQ communities,
44.	00:03:18:14	00:03:23:05	those in the military, and those with behavioral health
45.	00:03:23:05	00:03:26:08	conditions, such as a mental illness.
46.	00:03:26:22	00:03:30:23	And others. So no matter your age or how long you've been
47.	00:03:30:23	00:03:35:03	smoking, quitting improves health both immediately and over
48.	00:03:35:03	00:03:39:09	the long term. Giving up smoking is a journey, and it can be

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49.	00:03:39:09	00:03:43:19	hard, but you can increase your chances of success with a good
50.	00:03:43:19	00:03:44:23	plan and support.
51.	00:03:45:16	00:03:49:05	Getting help through counseling and medications, double s or
52.	00:03:49:05	00:03:52:06	even triples your chances of quitting successfully.
53.	00:03:52:23	00:03:57:02	Thanks Dee. I am a former smoker. That's the best thing
54.	00:03:57:02	00:04:01:10	that I ever did was quit. I I remember. I found out I was
55.	00:04:01:10	00:04:05:23	pregnant with my oldest child and I thought a few cigarettes
56.	00:04:05:23	00:04:10:16	left and I I went to smoke them and all I could think about was
57.	00:04:10:16	00:04:15:03	that little tiny baby inside me choking and coughing on the
58.	00:04:15:03	00:04:19:18	cigarette smoke. So yeah, I I quit. But you're right, it is a
59.	00:04:19:18	00:04:23:14	journey. There were times that I still craved them.
60.	00:04:23:16	00:04:28:06	Over the years, so it's been a long time, 2829 years, but good
61.	00:04:28:06	00:04:33:00	for you. It's a. It's difficult. Yeah. So why is it so hard that
62.	00:04:33:00	00:04:37:05	to quit tobacco use? Ohh well, addiction to nicotine and
63.	00:04:37:05	00:04:41:07	cigarettes is it's one of the strongest and most deadly
64.	00:04:41:07	00:04:43:01	addictions one can have.
65.	00:04:43:23	00:04:48:07	Quitting is hard for many people who smoke. It takes commitment,
66.	00:04:48:07	00:04:52:13	as you know, starts with a plan often takes more than one quit
67.	00:04:52:13	00:04:56:07	attempt and requires a lot of support. And one thing is
68.	00:04:56:07	00:05:00:12	oftentimes the younger you were when you started to smoke, the
69.	00:05:00:12	00:05:04:13	more intense the addiction you know makes sense. People who
70.	00:05:04:13	00:05:08:18	smoke are strongly advised to use proven cessation methods and
71.	00:05:08:18	00:05:12:22	cessation just means to stop such as prescription medications
72.	00:05:12:22	00:05:13:22	and counseling.
73.	00:05:14:01	00:05:17:14	Quit smoking. It's a good idea to talk to your doctor or your

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74.	00:05:17:14	00:05:20:22	pharmacist and get their advice and success. Success looks
75.	00:05:20:22	00:05:24:07	different for different people. There are many ways to quit
76.	00:05:24:07	00:05:26:16	smoking and some work better than others.
77.	00:05:27:07	00:05:31:15	But the research has shown that people who smoke are most
78.	00:05:31:15	00:05:36:09	successful in their efforts to stop when they have support, and
79.	00:05:36:09	00:05:41:00	that support can come in many different forms. One of the best
80.	00:05:41:00	00:05:45:08	are telephone quit lines, which are a free, confidential,
81.	00:05:45:08	00:05:47:23	telephone based cessation council.
82.	00:05:49:23	00:05:53:24	Also, the American Cancer Society has a program called
83.	00:05:53:24	00:05:58:10	Fresh Start or there are state or local cessation programs.
84.	00:05:59:05	00:06:04:17	Then a person can access. There are nicotine anonymous meetings.
85.	00:06:04:17	00:06:09:11	I didn't know that. Yeah. Self help books and materials,
86.	00:06:09:11	00:06:13:21	smoking counselors or some might call them coaches.
87.	00:06:14:16	00:06:17:20	And then, of course, the biggest is encouragement and support
88.	00:06:17:20	00:06:19:11	from friends and family members.
89.	00:06:21:01	00:06:24:21	I hope you had that when you were I I did. You had that
90.	00:06:24:21	00:06:29:06	little baby in there. That was your? Yeah. The baby. And and my
91.	00:06:29:06	00:06:33:12	husband at the time smoked as well. And it was strange. I was
92.	00:06:33:12	00:06:37:12	pregnant. He hadn't stopped smoking. But he got pneumonia.
93.	00:06:37:12	00:06:41:17	Ohh. OK. Just a couple months after I quit. And then he quit
94.	00:06:41:17	00:06:45:17	because of the the. Yeah. Because we know that that second
95.	00:06:45:17	00:06:50:00	hand smoke. Yeah. Can be just as bad as the person who smokes.
96.	00:06:50:07	00:06:54:08	Uh, so using two or more of those.
97.	00:06:55:17	00:06:59:17	Measures that I just mentioned to quit smoking works better

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98.	00:06:59:17	00:07:03:11	than using just one of them alone, and some people use a
99.	00:07:03:11	00:07:07:09	prescription medicine along with nicotine replacement. Now
100.	00:07:07:09	00:07:11:08	nicotine replacement comes in the form of patches and gums.
101.	00:07:11:24	00:07:16:00	OK. And a lot of people have to use three or four different
102.	00:07:16:00	00:07:19:21	methods, they might have a prescription medication, they
103.	00:07:19:21	00:07:23:14	might be using the quit line, they've got their family
104.	00:07:23:14	00:07:27:07	support, they're going to nicotine anonymous meetings.
105.	00:07:27:07	00:07:31:08	Yeah. So professional guidance is always the best to get so
106.	00:07:31:08	00:07:34:19	that you get the approach that's the best for you.
107.	00:07:36:11	00:07:40:21	OK, how does a person go about finding resources to quit
108.	00:07:40:21	00:07:45:07	smoking or using smokeless tobacco? Sure, and I just want
109.	00:07:45:07	00:07:48:24	to mention that smokeless tobacco is like the E
110.	00:07:48:24	00:07:53:10	cigarettes, OK, not just chew. Nope, not just chew it can
111.	00:07:53:10	00:07:57:12	includes vaping, the E cigarettes, those cartridges,
112.	00:07:57:12	00:08:02:00	the jewels and of course, chew like you just mentioned or.
113.	00:08:02:00	00:08:05:15	Yeah, so all of those things have the tobacco.
114.	00:08:06:05	00:08:09:18	Addiction. They have the nicotine in them, so you might
115.	00:08:09:18	00:08:13:06	not be actually smoking and putting the smoke into your
116.	00:08:13:06	00:08:17:00	lungs, but you still have the addiction from the naked. OK,
117.	00:08:17:00	00:08:20:19	yeah. So a great place to go to find some resources. Is the
118.	00:08:20:19	00:08:22:07	American Cancer Society.
119.	00:08:24:01	00:08:29:19	The best thing you can do is just call one 800, quit now, or
120.	00:08:29:19	00:08:35:18	if you want the actual number for that it's 1-800-784-8669 and
121.	00:08:35:18	00:08:41:09	then if you are someone who wants to help somebody to quit,

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122.	00:08:41:09	00:08:47:05	there are a lot of resources that the American Cancer Society
123.	00:08:47:05	00:08:52:10	has and they do have a phone number that you can call.
124.	00:08:52:12	00:08:56:01	1-800-227-2345.
125.	00:08:56:22	00:09:02:13	And of course, the Great Plains Quinn website has resources and
126.	00:09:02:13	00:09:07:20	tools that are specific to the Dakotas for the area that we
127.	00:09:07:20	00:09:13:08	cover and both North and South Dakota have quit lines that one
128.	00:09:13:08	00:09:18:11	800 quit. Now you can get directed to the state specific.
129.	00:09:19:03	00:09:20:14	Area that you need.
130.	00:09:22:10	00:09:26:21	Well, that is great information. Thank you so much, Dee, for all
131.	00:09:26:21	00:09:31:01	of that. We hope you enjoyed this episode of Q-tips for your
132.	00:09:31:01	00:09:34:22	ears. We look forward to connecting with you next time.
133.	00:09:34:22	00:09:36:02	Have a great day.