

**Q&A: Final Post-Prep
12 October 2012**

ECHO Questions and Answers

15-Minute Conversation

“THE HARM OF COMMERCIAL TOBACCO IN OUR COMMUNITY”

1. Why is using tobacco so dangerous?

Tobacco can harm bodies in many ways:

- Leading cause of preventable death and disease in Minnesota
- 5,100 Minnesotans die each year due to tobacco related diseases
- Cancer, several different kinds.
- Other internal organs.
- Lung diseases, difficulty breathing.
- Mouth, throat, gum diseases.
- Other physical risks.
- Addiction.
- Each year, 6,800 Minnesota kids become new daily smokers

2. What other kinds of tobacco are there besides cigarettes?

- Chewing tobacco (and all “smokeless” types) [PROPS, SHOW ALL TOBACCO TYPES]
- Cigars
- Cigarillos and little cigars (small cigars that look and smoke like a cigarette, but are wrapped in brown paper. Are cheaper and often flavored in kid-friendly flavors such as grape, strawberry or chocolate)
- Hookahs and pipes (explain), shisha, “bong”
- TicTac-style, strips and orbs
- Electronic “e-cigarettes”: use nicotine cartridges, unregulated contents, no evidence they’re safer or help quitting, not a safe alternative

3. Is smokeless tobacco safer than smoking?

- Smoke does add additional toxins, but all tobacco is harmful.
- Smokeless tobacco still causes a wide range of diseases.
- Addiction likely no matter the delivery.

4. Are people smoking more or less than in the past?

- Nationally, Americans are smoking less.
- Teenage smoking also down.
- Immigrant groups often smoke more, so trends aren't true for everyone.
- Still the leading cause of preventable death in Minnesota.

5. What's the difference between commercial tobacco use and traditional/ceremonial use?

Traditional tobacco use is very different because (culture-specific answers?):

- Very small amounts, used very infrequently, and with great respect. Traditional tobacco is naturally grown without additives
- It's not being used to get the feeling from the nicotine and most of the time is not smoked.
- It's usually used in groups where small amounts are shared. (SHOW CEREMONIAL USE PHOTOS)
- Some ceremonial uses don't even involve people using the tobacco.

6. What is addiction and how does it work?

- Chemicals affect the body and/or brain and make a person want more and more of those chemicals.
- Your body wants that feeling all the time.
- Nicotine is the drug in tobacco, and is very addictive.
- The longer you use tobacco, the more addicted you become.
- Even the act of smoking is part of the addiction; rhythms of the day, busy hands and mouth.
- Addiction can make quitting very difficult.

7. How do tobacco companies target children or cultures with advertising?

- Manufacturers want to create next generation of customers.
- It's illegal to advertise tobacco to children directly.
- Candy cigarettes are becoming illegal.
- Certain groups might be more likely to use tobacco: Immigrant populations, women, teenagers, poorer neighborhoods.
- The tobacco industry has a history of targeting non-white populations with heavy advertising: using celebrities or making people appear attractive, rich, and successful
- Use images, photos, words and messages that resonate with certain people.
(SHOW EXAMPLES OF ADVERTISING)
- Immigrant populations, women, teenagers, poorer neighborhoods.
- Remember, tobacco is illegal and harmful for children and youth. Don't buy for them, sell to them, or give to them.

8. How is tobacco dangerous to others besides the person using it?

- Secondhand smoke is deadly. Contains cancer-causing poisons and toxins.
- Can cause cancer, increases risk of heart disease by up to 50%.
- According to the Surgeon General there is no safe level of exposure to secondhand smoke
- Very dangerous to children and elderly.
- Role modeling for children, teaches them using tobacco is okay.
- Even smokeless tobacco is harmful as children see it being used.

9. How does tobacco impact OUR community/culture?

- Ritual use of tobacco varies from culture to culture, for example Native Americans may give raw tobacco to others as a gift.
- Give an example of how tobacco is used for rituals or ceremonies or rituals (if applicable to Spanish, Hmong, Somali, Lao, Vietnamese, Karen, Cambodian, English).
- What are some of the Cultural obstacles to quitting the use of tobacco? (Loss of tradition as cultures become new Americans may be one reason).

10. What differences are there between how men and women use tobacco in the United States? Within our culture?

- In the nation, more men than women tend to use tobacco however in Minnesota Latino and Hmong men more than double the use of tobacco compared to women in those cultures.
- Overall in MN: 18% of men, 15% of women use tobacco
- Latinos in MN: 22% of men, 4% of women
- Hmong in MN: 12% of men, 1% of women
- Cambodian, Lao and Vietnamese: 31% of men, 2% of women
- There are also generational differences of tobacco use in our communities between old and young (HOST: Ask your cultural expert who is more likely to use tobacco)

11. If someone uses tobacco, why is quitting the best thing for their health?

- No matter how young or old you are as a smoker, if you quit using tobacco your health will be better off.
- Children will also learn from parents and family members willing to role model the healthier choices including not using tobacco.
- You will save money too! Tobacco is very expensive, and so is medical care for tobacco related health problems.

12. How does one quit using tobacco?

- First step is to believe quitting is possible.
- Reduce usage vs. “cold turkey” (explain “cold turkey” – quitting without any assistance or medication)
- Support of family and friends.
- Avoiding triggers that make you want to use tobacco.
- Talk with your doctor.
- Programs like QUITPLAN.
- Support others trying to quit, have a “quitting buddy”.

13. How do I find resources and programs to help me quit?

- Talk to your doctor or clinic
- QUITPLAN Services and programs like it.
- Ways to get connected. (SHOW URL & PHONE NUMBER: www.quitplan.com; 1-888-354-7526)
- Website and phone are English and Spanish. Phone offers interpretive services for other languages.
- Resources through a health plan. All major health plans in Minnesota offer tobacco counseling. If you don't have insurance, QUITPLAN has resources for you.

14. What do programs like QUITPLAN do?

- QUITPLAN: you can work by phone with a coach to design a plan to quit, will guide you through triggers, cravings and managing stress, will motivate you to succeed and become tobacco free
- There is a free online program too
- There are other programs out there with similar plans and goals.

15. How I can support others, and make sure my family avoids tobacco?

- How to be a “successful quitter” who helps encourage others.
- Share your story with people trying to quit.
- Join in efforts to reduce tobacco use in our communities. ClearwayMN.org (website is English-only). (SHOW URL: www.clearwaymn.org)
- Discover tobacco-reduction activities in your own communities and languages.
- Create tobacco use policies in your workplace, apartment building, families and neighborhoods.