



Consumers Helping
Others Improve
Their Condition by
Ending Smoking

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The Cost of Smoking Prevention Is Worth It

By Deidre Stenard
Consumer Tobacco Advocate, CHOICES Program

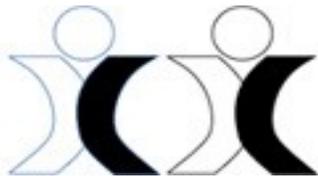
I have been fortunate to quit smoking with the help of the Tobacco Dependence Program in New Brunswick, New Jersey, which used to be funded by the State of New Jersey. I attended a support group and got help from doctors in my journey toward quitting smoking and I attended one of the support groups there for 3 or 4 years. I have gone on to work for CHOICES, and in spreading the message about the dangers of tobacco, I realize that the same help afforded me when I was quitting smoking is no longer available due to funding cuts from the State of New Jersey.

New Jersey had been funding its comprehensive tobacco control program at a level of \$30 million a year in 2001. Those funds came from a Master Settlement Agreement with the tobacco companies.

That money is gone because the funds were used to balance the budget. The Centers for Disease Control and Prevention recommend that the state provide \$119.8 million on tobacco cessation and prevention. Next month, the New Jersey Legislature will be voting on the Fiscal Year 2013 budget, and the current plan is to continue to fund Tobacco Control at \$1.2 million – less than 1% of the funding recommended by the CDC. In fact, the State of New Jersey actually turned people away who wanted to stop smoking because of lack of funding. Obviously, I'm glad I'm not one of those people who were turned away, but I'd like for people to have the same experience I had and get support for quitting smoking.

Each person who stops smoking

Continued on page 2



Inside this Issue

One Day Workshop Advertisement	2
Healthy Living By Wayne Holland	3
My Story By Mary Franco	3
CHOICES at CSPNJ	4
Heart of CHOICES By Trish Dooley Budsock	4
Graphic Anti-Smoking Ads Hit TV, Newspapers By Deidre Stenard	4-5
Sandra's Story By Sandra Hanlin	5-7
MAAP helps Canadians in Nova Scotia stop smoking with help of Peer Specialists	6-7
CHOICES on Twitter	7

Continued from cover page

is greatly improving their health and will save money. I personally have saved \$24,000 because I'm no longer buying cigarettes. My health has improved immeasurably, and I've also earned over \$21,000 additional dollars working for CHOICES in the 4 ½ years since I've stopped smoking. I don't know if I would have been able to stop smoking without the help of the Tobacco Dependence Program in New Brunswick, because I was a heavy 3-pack-a-day smoker and I needed the help of a support group.

The danger of smoking lives on. According to the American Cancer Society's projections, 4,160 New Jerseyans will die of lung cancer this year. It would be nice to see New Jersey put its dollars into smoking prevention!

This letter to the editor appeared in several publications throughout the state of NJ in June 2012.



Featuring presentations by the CHOICES Team

Thursday, September 13, 2012

8:30am-4:30pm

ONE DAY WORKSHOP

FREE

Peers Helping Peers: Innovations in Tobacco Dependence Education and Intervention

Please join us for a full day of training focused on the important role of peer support and peer delivered services to address tobacco.

We will teach participants how to develop and implement a peer outreach program to address tobacco using the example of the CHOICES program, our award winning peer initiative.

Peers who are non-smokers deliver the vital message to smokers with mental illness, that addressing tobacco is important, and try to motivate them to seek treatment. Promoting community based advocacy and education via peer delivered services are important steps to increase

the demand for tobacco treatment.

Topics covered include:

- ◆ Health Consequences of Tobacco Use
- ◆ Prevalence of Tobacco Use Among Mental Health Consumers
- ◆ Delivery of CHOICES Educational and Personalized Feedback Sessions

For more information, and to register, please visit our website: njchoices.org, or call (732) 235-4341

FREE Registration

This training is made possible by a grant from Healthy People 2020



Call today to register

Healthy Living

By Wayne Holland
Consumer Tobacco Advocate, CHOICES Program

It's all about Healthy Living, choosing good habits over bad ones. We all know it's better not to smoke. We know it's better to diet and exercise. We know it's better to avoid alcohol and drugs. For some people it's all more of a struggle than it is for others. The important thing is to try; for it's better to try than not to try and

keep the faith. For a lot of people who kept trying, their lives became a lot healthier and easier, they were able to quit bad habits. Key point here is to keep on trying. Many of us have seen what happens to people who continue bad habits, many get sick, and some die. All we can hope is that the sick get better and for those



who have died let it be known they are loved and missed. We can only hope they're at peace in a world better than this one. ☺



My Story

By Mary Franco

My mother's smoking caused her to die at the early age of 69 as she contracted COPD. Watching her suffer was one of the hardest things I went through in my life. I still continued to smoke and my brother said to me; "You are seeing your future in 20 years and I cannot believe you are still smoking." This gave me a lot to think about. He was right and after struggling with this addiction for years I finally

decided that I had to stop smoking because I wanted to live as long as I could to watch my beautiful granddaughter grow up. I also knew I would fail if my husband did not quit with me. We needed to do this together. Also by this time I was diagnosed with chronic bronchitis and my husband was diagnosed with COPD. We had to stop smoking. Besides the health problems we were giving ourselves, the expense of buying cigarettes was too much. So we chose the day of July 24, 2010 to quit smoking

together. We purchased the nicotine patches and finished our last cigarette on that day.

So now here we are two years later and very glad we gave up this habit. It has given us the freedom of being in control of ourselves and not letting cigarettes control us. Our breathing has improved. Overall, we feel better about ourselves and we have saved a lot of money that would have gone up in smoke! ☺



CHOICES at CSPNJ Wellness Conference

CHOICES Presentation conducted at Collaborative Support Programs of NJ (CSPNJ) Annual Wellness Conference. Deidre and Trish presented information about the CHOICES program, and tobacco dependence treatment for an audience of providers, consumers, and family members. The topic of this year's wellness conference was, "Wellness: Moving from Words to Deeds." ☺



Heart of CHOICES

By Trish Dooley Budsock, M.A., LPC

CHOICES has received national recognition through a grant awarded by SAMHSA (Substance Abuse and Mental Health Services Administration). The "Million Hearts Social Marketing Programs for Peer-Run/Recovery Community Organization

Award" will enable the CHOICES team to enhance their already existing intervention to include utilization of the American Heart Association's "My Life Check" assessment. This assessment will help enhance the CHOICES



mission, by adding an additional area of focus, specifically on cardiovascular health for mental health consumers. Please visit our website at www.njchoices.org and follow the links to try this assessment out for yourself! ☺

Graphic Anti-Smoking Ads Hit TV, Newspapers

In March of 2012 the CDC or Centers for Disease Control and Prevention started an anti-smoking ad campaign, starring people who have been gravely affected by smoking. The ads are graphic and include an ad starring Terri Hall, 51, who has suffered from mouth, head and neck cancer, breathes through a tracheotomy tube, and has no hair or teeth. Terri is

By Deidre Stenard
Consumer Tobacco Advocate, CHOICES Program

enthusiastic about the campaign and wishes that someone had warned her about the dangers of smoking before it was too late. The ads are meant to be graphic so that they scare people into stopping smoking. The ads have been funded by the federal government in the amount of \$54 million dollars.

These graphic ads have been on television, the internet and in newspapers, and include an ad that shows people suffering limb loss or Buerger's disease due to smoking. Also, there is an ad featuring a woman who had her lung removed due to smoking, and an ad about a man who has had

Continued on Page 5

stints put in his heart as well as heart surgery due to smoking. The ads are graphic and even gruesome, showing scars from surgery and limb loss.

The ads are horrifying, but when you get sick from smoking it IS horrifying. I quit smoking when I was 45 years old and I escaped getting sick from smoking. I am lucky and the graphic ads hit close to home because most of the people in the ads are about my age. I have been completely off of cigarettes for 5 years and while it's been hard, it would be even harder to get sick from smoking.

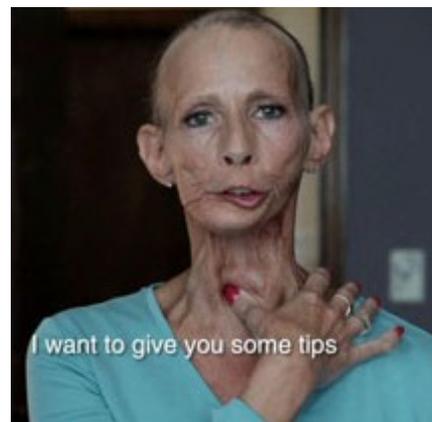
I quit because I was afraid of getting lung cancer and emphysema. I was a three-pack a day smoker and I had a horrible cough and I ALWAYS wanted a cigarette. I was chained to

the addiction, starting my day first thing with 2 cups of coffee and about a pack of cigarettes. I would chain smoke about a pack in 2 hours. It was costing me \$320 a month to smoke, which, at that time, was more than my rent. The graphic ads are a good reminder to stay off cigarettes completely.

Recently, in another effort by the US government to warn the public against the dangers of smoking, the FDA required the tobacco companies to include graphic cigarette warning labels on each cigarette pack they sell. In March 2012, a federal judge in Washington ruled that the graphic cigarette warnings required on cigarette packs were an infringement on the tobacco companies' first amendment rights. The government has appealed the ruling, but the

ruling stalls the action that the tobacco companies are required to take. The graphic anti-smoking ads on television are not being contested because the ads don't require the tobacco companies to do anything.

I'm glad I quit smoking when I did. I'm not sure what my reaction would have been if I were still smoking and I saw one of the graphic ads. The graphic ads would probably get me thinking about quitting, which is the first step. Here is a photo of Terri Hall:



Sandra's Story

By Sandra Hanlin

My name is Sandra Hanlin and I am 58 years old. I grew up in Baltimore, Maryland most of my life. I am a recovering alcoholic and drug user. In 2007, I reached my limits and was well on the road to my

destruction. Like 3 previous times in my life, I was ready to give up.

This alarmed my older brother, my baby sister and my adult daughter. My brother who also had lived in Livingston, Montana for a couple of months, helped me

find the desire to live and I moved to Montana. It only took fourteen days to find the road to a new start in recovery. I was guided to the best mental health adult day program and peer to peer drop in center you can ever imagine. I still attend

Continued on Page 7

MAPP helps Canadians in Nova Scotia stop smoking with help of Peer Specialists



The Mental Health Services, Addiction Services,

Public Health Services, Program Project, or MAPP, is a smoking cessation program targeted to mental health consumers with a tobacco addiction. The Colchester East Hants Health Authority (CEHHA) in Truro, NS received funding from Health Canada in 2009 to develop and implement MAPP in CEHHA. The MAPP Program includes an individual assessment and 14 weekly group sessions that cover topics including healthy eating and physical activity as well as a strong focus on the recovery process for nicotine addiction (stopping or reducing cigarette use). In addition to the group sessions, nicotine replacement therapy (NRT) and varenicline (Champix[Chantix in U.S.]), a smoking cessation medication, are offered to participants free of charge. In 2011-12 a weekly support group was offered to all MAPP graduates.

The MAPP program was conducted 14 times in CEHHA from 2010 until 2012. 73 participants completed the program: 64% (n=47) had stopped smoking. The cessation rates for the 3 month, 6 month, and 12 month data, were 56% (n=27 of 48), 39% (n=16 of 41), and 57% (n=17 of 30) respectively. More MAPP participants who stopped smoking had higher attendance rates, attending 91-100% of the sessions. Most participants who did not stop smoking were able to reduce the number of cigarettes that they smoked. MAPP participants experienced a changed relationship with smoking (greater sense of control), increases in other healthy behaviours (e.g. exercise), increased confidence, and financial benefits (reduced amount of money spent on tobacco).

Two mental health consumers who had completed MAPP became volunteer Peer Support Specialists (PSSs). The PSSs received training in peer

By: Neil Morse O. T. (C) Reg. NS, Occupational Therapist, MAPP Facilitator CEHHA Truro, NS

support, in MAPP, and in numerous other areas. They worked with the MAPP project team to develop their role over the course of the project and they provided a range of peer support services to mental health consumers participating in MAPP. The PSSs participated in the MAPP Train-the-trainer sessions and co-facilitated the MAPP support group (55 support group meetings were held over the course of the project, attended by an average of six participants at each meeting). The PSSs also presented at MAPP educational events, and participated in and presented updates at meetings of the MAPP team and MAPP Steering Committee.

MAPP's challenge now is to continue our project without federal funding and continue to develop opportunities for sustaining our PSSs role for persons with mental health problems wanting to stop use of tobacco.

*Sandra's Story**Continued from Page 5*

attend both on a daily basis for emotional and social support.

I'm in a successful mental health recovery that has included groups to address my post traumatic stress disorder, depression, anxiety and panic disorders. Because I abused alcohol for such a long time; I now live with medically managed pancreatitis. Being domestically abused physically, emotionally and sexually is an ongoing struggle for me.

Last March 2011, I was invited to participate in the Livingston pilot program "Tobacco Cessation" group. I had tried to quit smoking at least 10 or 20 times in my life. I had been smoking since I was 11 years old. Julie Eden and John Beck introduced 12 people of various ages and cultures to a new Tobacco recovery plan. It involved tobacco education, emotional and

body awareness regarding tobacco, one-on-one therapy, and group therapy. It also involved a daily journal and withdrawal coping skills. The 12 week program re-introduced wellness, concentration, focus and social interacting for me.

We completed the 12 weeks, and enjoyed a soak and horse back ride at Chico's Hot Springs. LOL. What a horse I had. She almost shook me off. But I squeezed my knees on her, and stayed on. How wonderful to be back in the saddle of life again. The group shared farewells at Yellowstone Lake Hotel. Sad, but full, we enjoyed a special dinner and conversation while looking at the Spiritual Yellowstone Lake.

That summer I had the pleasure of meeting Dr. Jill Williams at Livingston's 1st "Tobacco Recovery and Healthy Living" workshop. It was awesome! I learned

more about how the smoke in cigarettes was damaging my health and interfering with my depression medications. Wow. A lot to think about.

Dr. Williams shared strategies for coping with anxiety, stress, urges and triggers. With this knowledge and skill practice I no longer take anxiety or panic medication.

Dr. Williams is a special person who made it clear to me to change my life. So I ran with that! I facilitate a "Tobacco Recovery and Healthy Living" group on Tuesday at the drop in center. August 10th I will be one year Tobacco Free. At my 9 month I saved over \$1,500.00. It felt so good treating my family from Baltimore to Livingston, Montana's Best!

I now have "Joy and Happiness" in my life without tobacco. Thank you all, who made this possible.



CHOICES is on Twitter
Please follow us @ NJCHOICES





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The CHOICES team will come to you!

The CHOICES team of peer advocates will visit your group or program in New Jersey and provide mental health consumers with education about the consequences of smoking and tobacco products along with information regarding treatment resources available to make quitting easier. Call us at 732-235-8232 to set up a date and time.



CHOICES is a partnership between UMDNJ-RWJMS Division of Addiction Psychiatry, the Mental Health Association of New Jersey (MHANJ) and the NJ Division of Mental Health Services and funded by the NJ Division of Mental Health Services .