

Happy Friday Friends!!

Sometimes we get so enmeshed in a subject that the lines between expertise and common knowledge gets blurry.

Or we get so wrapped up in our buzz words that we forget how it sounds to others.

My husband is a heat and air guy.
He knows those systems inside and out.
And he tells me about them.
Often.

Nightly...

Now, I appreciate the fact that our home is always comfortable, at least in room temperature... (we do still have teenagers living there...)
But once you get past the "change the filter" I'm pretty oblivious.
So I smile at my handsome half and nod when I think I'm supposed to.
But I am clueless!!

This makes me wonder just how many times we talk about tobacco in a way that makes people "smile and nod" in placating understanding.

So, in honor of National Drug and Alcohol Facts Week....

A drug is defined as "a medicine or other substance which has a physiological effect when ingested or otherwise introduced into the body."

Considering the physiological effects of tobacco, it is important to remember that it falls under this category.

But these facts need to be put into words that make them important to those who aren't 'in the business' of tobacco cessation.

What's the Big Deal?

The National Institute on Drug Abuse has a [fact sheet](#) that explains tobacco as a drug.
But here are a few facts to keep in mind.

Fun facts



1. A Crocodile Cannot stick out its tongue.



2. CoCa Cola was originally green.



3. Termites are the largest producers of farts.



4. There are more than 150 million sheep in Australia, and only some 20 million people.

that is the same as two people per 15 sheep



5. Hippo milk is pink.



6. The world's smartest pig, owned by a mathematics teacher in Madison, WI, memorized the multiplication tables up to 12.



7. Flies are deaf.



8. Ice Cream is chinese food!



9. A hummingbird weighs less than a penny.



10. Elvis Presley had a twin.



Tobacco is the leading preventable cause of disease, disability and death in the US.
Tobacco kills more people than AIDS, murder, suicide, illicit drugs and car crashes combined.
About one in five deaths are caused by tobacco.

Cigarette smoking results in more than 480,000 deaths each year.

This is the equivalent of **3 jumbo jets crashing EVERY DAY.**

Think back to the Malaysian Flight Mh370 from March 2014. What happened with that flight rocked the world. (And it should have.)

But what would society demand if that happened **THREE TIMES A DAY, FOR A YEAR?**

It is happening.

THAT is a big deal.

What are we going to do about it?

An additional 16 million people suffer with a serious illness caused by smoking.

For every person who dies from smoking, about 30 more suffer from at least one serious tobacco-related illness.

These effects continue beyond the smoker.

Each year, 41,000 nonsmokers die from diseases caused by secondhand smoke.

What About Our Youth?

Across the US, 9 out of 10 smokers started smoking before their 18th birthday.

Every day, 3,800 youth try their first cigarette and 2,100 become regular smokers.

88,000 of today's Oklahoma kids will die prematurely because of smoking.

88,000 of our kids, our friends kids, our kids friends... Our future.

CME, Educational & Research Opportunities Cessation

[Free Services help Oklahomans go tobacco free](#) -- Leap Year 2016 gives tobacco users an extra day to think about quitting tobacco. The Oklahoma Tobacco Helpline — a program of the Tobacco Settlement Endowment Trust — encourages tobacco users to use this time to explore the new free services the Helpline has to offer.

Resources

The [Hospitals Helping Patients Quit](#) program through the Oklahoma Hospital Association. (Yes, that's us! ☺)

The [Oklahoma Tobacco Helpline](#) has FREE materials that are available to you.

The [Oklahoma Health Care Authority](#) also has a great handout on the "Timeline of Quitting Benefits" for you to share with your patients.

The [Oklahoma Department of Mental Health and Substance Abuse](#) has staff who can provide additional support specifically for patients with mental health and substance abuse issues.

Remember...

*"There are three principal means of acquiring knowledge...
observation of nature, reflection and experimentation.*

*Observation collects facts; reflection combines them;
experimentation verifies the result of the combination."*

Our original question was "What's the big deal about tobacco?"

We've come so far, but we still have a ways to go.

And we have to remember that the way we relate our knowledge and facts have to be meaningful to our patients, employees and family.

We've communicated (very well) that tobacco is still bad.

People know that.

But we have to relate WHY it is so bad.

Think back to the three jumbo jets. *Every day.*

And don't give up.

Until next week,

Oklahoma Strategic Tribal Alliance for Health (OSTAH)
Margie Burkhart
Cherokee Nation Healthy Nation



Oklahoma Hospital Association (OHA)
Jennifer W. Roysdon
Hospitals Helping Patients Quit



"There is no clinical treatment available today that can reduce illness, prevent death, and increase quality of life more than effective tobacco treatment interventions."

-Treating Tobacco Use and Dependence, US Public Health Service, US Dept. of Health and Human Services