

# The Nicotine Challenger

Autumn 2000

This issue: Growth & Change

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## 11th World Conference on Tobacco OR Health

by Bernice Order-Connors, L.C.S.W., CADC

Four thousand, five hundred and nine participants from close to 150 countries attended the 11th World Conference on Tobacco OR Health August 6-11 in Chicago. The meeting was designed to provide networking opportunities among national and community health leaders for the sharing of information and ideas as well as the development of a consensus on global approaches to tobacco control. The conference was co-chaired by Dr. Gro Harlem Brundtland, Director-General of the World Health Organization (and former Prime Minister of Norway) and Dr. C. Everett Koop, former US Surgeon General.

Dr. Brundtland issued a challenge to attendees to stand up to the powers that continue to promote the growing global epidemic of tobacco-caused disease, citing that presently tobacco kills 4 million people worldwide annually and is set to cause 10 million deaths annually by 2030, over 70% in developing countries. Dr. Koop in his keynote address said, "We all must work to isolate and contain the tobacco industry, which has never had any self-control of its own." He said, "We must continue to work until people of every culture, of every race, and of every walk of life know the truth about the dangers of tobacco use. The deceptive practice and misinformation campaigns of big tobacco must be challenged. Their behavior is an outrage and only we can stop it."

NIDA Director Alan Leshner addressed conference attendees at the Nicotine Plenary explaining that "people start smoking because they like what it does to their brains." He explained that having quit smoking for 20 years following 27 years of active use, "every time I have a good cup of coffee I still have an overwhelming craving for a cigarette. That's because the people, places and things in your life become associated with the drug." Leshner displayed an MRI showing nicotine-induced cortical stimulation of the brain. Other slides demonstrated how nicotine, cocaine, THC and methamphetamine all produce very similar dopamine spikes. More than 50% of people who smoke daily will become addicted; furthermore, 32% of those who merely try tobacco will become addicted, compared with 23% for heroin, 16% for cocaine, and 15% for alcohol.

The World Conference on Tobacco OR Health can be revisited on the web at <http://www.conferencecast.com/wctoh>. Visitors to the site can hear the Nicotine Plenary and Advocacy Plenary in English, Spanish, French, or Mandarin.



## New Program Director Jonathan Foulds, Ph.D.



*Dear Readers,*

Please help us welcome Jonathan Foulds (pronounced "folds") to the Tobacco Dependence Program, as well as to UMDNJ, New Jersey, and the United States.

Dr. Foulds, who has begun as director of the expanded tobacco program (formerly the *Addressing Tobacco Project*) and as an associate professor in the UMDNJ-School of Public Health, has come from an academic post in London to work with the program here.

Dr. Foulds is a psychologist with extensive training not only in tobacco dependence but also more broadly in the addictions field and in mental health. He is a research scientist as well as a clinician, having conducted ground-breaking studies of nicotine replacement medicines, and important laboratory studies on the nature of tobacco dependence, among other subjects.

He has been the Research Director for the largest quit line in the world, and has played a key role on a team that organized a World Bank-funded tobacco control program in Hungary.

He was a contributor to a landmark report on tobacco addiction from the Royal College of Physicians and is an advisor to the World Health Organization (Europe) on tobacco control policy.

A trim, redheaded Scot, Dr. Foulds is among the brightest young scientists in the field today. While he worries from time to time that Americans may have difficulty understanding him through his brogue, I have not found that to be the case at all.

Please help us make him feel welcome here as he works with us to build the best consultation, training and treatment system for tobacco dependence here in New Jersey.

*Warm regards,*

John Slade, M.D.

Director, Program in Addictions  
UMDNJ-School of Public Health  
[sladejo@umdnj.edu](mailto:sladejo@umdnj.edu)



John Slade, Principal Investigator; Bernice Order-Connors, Special Populations Coordinator; Judith Burriss, Management Assistant; and Diane Lindberg, Project Administrator

## Major Changes at Tobacco Dependence Program

These familiar faces were, less than three months ago, the only staff you'd encounter at the *Addressing Tobacco Project*. But as of September 1, changes began to be put into place that have resulted in major programmatic and staffing expansion. Beginning with a name change to the Tobacco Dependence Program to reflect this broadening scope, the project has added a new director and medical director, a training and education coordinator, consultants in the areas of mental health and adolescents, and a program secretary; and new titles were given to existing staff members to reflect their expanded responsibilities.

In addition, the project will be offering services for tobacco dependence treatment starting in December. A separate mailing will be sent describing this service – or you can call that number directly — (732)846-8660 — for further information.

In line with the expansion, the project will be moving to larger quarters by early next year, but will remain in the downtown New Brunswick area. Look for further details in the next newsletter.

Our new staff members are featured on page 4.



## The Nicotine Challenger

JOHN SLADE, M.D.	PRINCIPAL INVESTIGATOR
JONATHAN FOULDS, Ph.D.	DIRECTOR
DOUGLAS ZIEDONIS, M.D., M.P.H.	MEDICAL DIRECTOR
DIANE LINDBERG, B.A., CADC	PROJECT ADMINISTRATOR
BERNICE ORDER-CONNORS, L.C.S.W., CADC	SPECIAL POPULATIONS COORDINATOR
NANCY SPEELMAN, CSW, CADC	TRAINING & EDUCATION COORDINATOR
MARTHA DWYER, M.A., CADC	ADDICTIONS CONSULTANT
PHILIP McCABE, CSW, CAS	MENTAL HEALTH CONSULTANT
MIA HANOS, B.A.	ADOLESCENT CONSULTANT
JUDITH BURRISS	MANAGEMENT ASSISTANT
IRENE MAYERS	PROGRAM SECRETARY
BONNIE KANTOR	NEWSLETTER EDITOR

*The Nicotine Challenger* is a publication of the *Tobacco Dependence Program*. We welcome your letters, comments and suggestions. Please address all correspondence to:

*The Nicotine Challenger*

78 New Street, 3rd Floor

New Brunswick, NJ 08901-1233

Phone: (732) 846-4338 Fax: (732) 846-4436

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## We Welcome Your Comments and Suggestions

Please let us know what you think about *The Nicotine Challenger*.



Write to us at  
The Nicotine Challenger  
Tobacco Dependence Program  
78 New Street  
3rd Floor  
New Brunswick, NJ  
08901-1233



Or contact us by  
Phone: (732) 846-4338  
Fax: (732) 846-4436  
E-mail: [info@tobaccoprogram.org](mailto:info@tobaccoprogram.org)

The *Tobacco Dependence Program*, a statewide project of UMDNJ-School of Public Health, helps programs, organizations and clinicians deal with tobacco issues and nicotine dependence. The project is funded by a grant from the New Jersey Department of Health and Senior Services, Division of Addiction Services.

Products and services include:

- ◆ consultation
- ◆ education and training
- ◆ policy & program development
- ◆ treatment planning
- ◆ staff recovery workshops
- ◆ tobacco dependence treatment

# Nicotine Anonymous Meeting Schedule

## New Jersey

Please call the Tobacco Dependence Program office at (732) 846-4338 with additions, deletions or corrections to this list.  
Call the contact person to confirm current information about meeting times and locations.

### BERGEN COUNTY

**Wednesday, 7:00 PM, Westwood**  
Pascack Valley Hosp, 250 Old Hook Rd.  
1st Floor Conference Room  
(201) 666-2523: Nancy W.  
**Saturday, 7:00 PM, Teaneck**  
St. Marks Episcopal Church  
Grange & Chadwick Roads  
(201) 947-3305: Bill C.

### CAMDEN COUNTY

**Monday, 7:00 PM, Cherry Hill**  
Kennedy Hospital - 5th floor  
Chapel Avenue/Cooper Landing Road  
(856) 786-9101: Lee Ann D.

### ESSEX COUNTY

**Thursday, 8:00 PM, East Orange**  
E.O. General Hospital  
80 South Munn Avenue  
(973) 226-8471: Charles

### HUDSON COUNTY

**Monday, 7:30PM, Jersey City**  
St. Francis Hospital  
25 McWilliams Place, 1st Floor  
(201) 798-8453: Rich M.  
**Thursday, 8:00 PM, Kearny**  
Talbot Hall  
100-140 Lincoln Highway  
(973) 589-1114: Juanita

### MERCER COUNTY

**Friday, 7:00 PM, Hamilton**  
Hamilton Hospital  
Whitehorse & Klocker Roads  
Cafeteria Doctor's Dining Room  
(609) 587-4244: Bob M.

### MIDDLESEX COUNTY

**Monday, 7:30PM Metuchen**  
Centenary United Methodist Church  
200 Hillside Avenue, Room 20  
(732) 549-5955: Jane G.  
**Tuesday, 7:30 PM, Edison**  
Mortgage Money Mart  
1199 Amboy Avenue - Tano Mall  
1st building, in front, 1st floor  
(732) 548-9423: Frank N.

### MONMOUTH COUNTY

**Wednesday, 7:00 PM, Manasquan**  
First Presbyterian Church  
16 Virginia Avenue at South Street  
(732) 449-0007: Larry U.  
**Thursday, 8:00 PM, Ocean**  
*First Thursday of month only*  
Ocean Fitness Center - Lower Level  
1602 Highway 35 South  
(732) 531-1179: Alfia D.

### MORRIS COUNTY

**Thursday, 6:30 PM, Boonton**  
St. Clare's Hospital  
Community Conference Room  
Powerville Road  
(973) 586-3359: Goran P.

### PASSAIC COUNTY

**Tuesday, 7:00 PM, Clifton**  
Athenia Reformed Church  
770 Clifton Avenue  
(973) 283-1733: Tasia M.

### SUSSEX COUNTY

**Monday, 7:30 PM, Port Jervis, NY**  
Mercy Hospital 4th Floor Day Room  
160 East Main Street  
(717)491-4641: Paul

### UNION COUNTY

**Friday, 7:30 PM, Plainfield**  
Cross of Life Lutheran Church  
1240 East 7th Street  
(732) 388-1271: Judy M.

**For NY, NJ, PA  
Nicotine Anonymous  
meeting information,  
call 516-665-0527**



## Licensure Standards – The First Year

It's hard to believe that it's been almost a year since the Licensure Standards were adopted, but programs throughout the state can attest to the changes that have been implemented in their programs based on the regulations during that time. Some of the changes called for have proven more difficult than others, and for many programs, the tobacco policy and treatment provisions present an ongoing challenge.

Early in the year, the Addressing Tobacco Project (now the Tobacco Dependence Program) held regional meetings to help programs develop a timeline for implementation of the tobacco-specific requirements. Handouts outlined specific items, and suggestions for implementation were offered. At this point, programs are in various stages of compliance with many having plans in place for future changes.

One important benchmark is the requirement in the regulations that programs have "smoke-free grounds" by November 2001. Ideally, this policy change will be a part of a series of changes that are being (or have been) made along the way. For example, programs must now assess for and treat nicotine dependence along with alcoholism and other drug abuse, and staff members are not allowed to smoke during work hours.

For assistance in the implementation of the tobacco-specific provisions of the standards, please give us a call. Our Special Populations Coordinator, Bernice Order-Connors, and our new Addictions Consultant, Martha Dwyer — who most recently worked for a program who implemented these policies — can provide consultation and training for individual programs. You can also call for a copy of the timeline worksheet for planning purposes.



# The New Staff Members at Tobacco Dependence Program



**Doug Ziedonis, M.D., M.P.H.**  
*Medical Director*

Dr. Ziedonis is the director of the Division of Addiction Psychiatry at the RWJ Medical School, Director of Addiction Services at University Behavioral Health Care, and serves as the Chairperson of the American Psychiatric Association Task Force on Nicotine.



**Martha Dwyer, M.A., CADC**  
*Addictions Consultant*

Martha Dwyer is the new Addictions Consultant. She will be working with addiction service providers with regard to policies and programming related to tobacco dependence intervention and treatment.



**Mia Hanos, B.A.**  
*Adolescent Consultant*

Mia Hanos is the Adolescent Consultant for the Tobacco Dependence Program. Mia is currently involved in researching tobacco dependence treatment options and developing resources for treatment providers who deal with adolescents and tobacco dependence.

She has a background in psychology and has worked with University Behavioral HealthCare for the past seven years.



**Irene Mayers**  
*Project Secretary*

Irene Mayers brings many years experience to the program, including twenty-two years with the Catholic Relief Services.



**Philip T. McCabe, CSW, CAS, CCGC, CDVC**  
*Mental Health Consultant*

Phil has joined the Tobacco Dependence Program as the Consultant to Mental Health Programs and Agencies throughout the state. Phil is an experienced clinician, trainer, and advocate, with over fifteen years combined experience as an addiction professional, public health advocate and behavioral healthcare provider. Phil is a Certified Social Worker and Certified Addiction Specialist, with additional certifications in Compulsive Gambling and Domestic Violence.



**Nancy Speelman, CSW, CADC, CMS**  
*Training and Education Coordinator*

Nancy has been working in the addictions and mental health field since 1983. She is a Certified Social Worker, Certified Alcohol and Drug Counselor, Certified MICA Specialist and a Support Broker for the Division of Developmental Disabilities in New Jersey. Nancy works closely with other Tobacco Dependence Program professionals in developing intensive and basic training programs, educational materials and our annual conference.

# Crawford House Update

by Martha Dwyer, M.A.

On March 3rd, 2000 Crawford House became a tobacco-free facility. Now seven months later, staff and clients report that things are going very well.

Crawford House began planning for becoming tobacco-free a year before its targeted quit date. To prepare for the changes ahead, key people at the House met to discuss long-term goals and the best means to achieve them successfully. A Tobacco-Free Committee was created that included the Executive Director, the Program Director, and two clinical staff members. Chaired by Martha Dwyer, the committee convened regularly and provided opportunities to discuss the plans with the House staff. The Board of Directors gave their approval and support, and so began the task of changing the House's culture of acceptance of tobacco use to one where tobacco is regarded as a drug of addiction. Crawford House began the process of teaching staff and clients that tobacco use not only brings illness and disability to the tobacco user, but also interferes with and encumbers the recovery process for the women at Crawford House.


In preparation for the transition to becoming tobacco-free, Crawford House began integrating tobacco treatment into its clinical program. At that time, approximately 90% of the residents were active smokers. All clients were screened and assessed for tobacco use. Residents and staff received specific education about tobacco and nicotine dependence, which was then incorporated into existing groups. On an optional basis, tobacco dependence was included in client treatment plans. Smoking breaks were phased out and residents developed alternative coping strategies. As March 3rd drew near, feelings of fear, anger and apprehension were voiced. However, the transition was made with minimal problems, which staff attribute to the careful planning and preparation done beforehand.

On the night of Thursday, March 2nd, the residents smoked their last cigarettes and participated in a ceremony celebrating their new tobacco-free status. A full-day relapse prevention workshop was held the following day, culminating in the creation of a "Together We Can Do It" banner modeled after Addressing Tobacco's Show of Hands. To minimize the discomfort of the tran-

sition, all residents stayed home that weekend with resident-planned activities of fun and togetherness. Many of the women admitted that it was not as bad as they had anticipated and that, in fact, the bond among them was strengthened as they met the challenge of addressing their tobacco dependence together.







It is notable that as more programs come to address tobacco in treatment, there are actually fewer women coming to Crawford House actively smoking. This does not necessarily, however, reflect the motivation or intent of the women to address their nicotine dependence. This abstinence is often predicated on the tobacco-free policy of the referring program. Intervention at the House is based on the Stages of Change Model (developed by Prochaska & DiClemente). A resident is assessed regarding her attitudes about quitting and staying quit, and strategies are then developed with the goal of moving her along the Stage of Change continuum. The nicotine patch is offered to women entering treatment actively using tobacco if an assessment indicates there is a risk of significant physical withdrawal when abstinent.

The House holds a weekly Nicotine Group that focuses on the physiological, psychological and social aspects of tobacco use, how nicotine dependence fits into the disease of addiction, the targeting of women by the tobacco industry, as well as special issues around women and tobacco. Educational materials and assignments are given in a non-judgmental manner to assist residents in understanding the role tobacco plays in their lives (health, financial, integrity) as well as in the process of their recovery from chemical dependency. The women are provided positive feedback for their work on this issue both as a House and in individual sessions. Shortly before program completion, a client is given assignments to reinforce work to date and to help her move forward in her recovery from tobacco dependence.

Crawford House is a 14-bed halfway house in Skillman, NJ for women recovering from drug and alcohol dependency. Founded in 1978, Crawford House is committed to providing state of the art treatment and support to women aged 16+ as they re-enter the workforce and society drug-, alcohol-, and tobacco-free. For more information on Crawford House, contact (908) 874-5153. 



## Some Tobacco Facts from the World Conference on Tobacco or Health

-  Globally, 5.3 trillion cigarettes were consumed in 1997. A third of all cigarette exports are never legally imported.
-  Even with their shorter life spans, smokers have higher health care costs than non-smokers.
-  In the US, 86% of teens smoke the most heavily advertised brands — Marlboro, Camel, and Newport; brands which are only 30% of the adult market.
-  Tobacco currently kills 4 million people a year worldwide. Half of these deaths occur in economically-productive middle age.
-  In a country with a per capita GDP of \$20,000, smoking prevention costs \$20 to \$40 per year of life gained. Lung cancer treatment costs \$18,000 per year of life gained.
-  Every day, more than 80,000 young people around the world become addicted to tobacco products.

# T O B A C C O 1 0 1

## A TOBACCO AND NICOTINE TUTORIAL

By John Slade, M.D.

*A different subject is featured in this column in each issue of The Nicotine Challenger. Please send questions or suggestions for topics to Dr. Slade at the Tobacco Dependence Program.*

### When's the best time to quit?

Here are some answers.

**The best time is right now.** Before any more damage is done. Before any more money is spent on Marlboro, Camel or Newport. Before anyone else tells me they wish I didn't smoke. Before I have to go looking for another smoke-filled room in which to light up. Before any more damage is done.

**The best time is when you're ready to quit.** Getting ready means different things to different people. For some, it means not buying another pack and not bumming off of friends. For some, it means making a visit to the pharmacy to get nicotine replacement medication and reviewing how to use it. For some, it means reading a book about quitting or talking first with friends or co-workers about how they quit. For others, getting ready means visiting a web site about quitting or making an appointment with a counselor first.

For still others, getting ready means thinking through the reasons for quitting and for continuing to smoke and weighing which are more important. For others, getting ready means practicing what they will do instead of having a cigarette in particular situations.

Before quitting, or as they quit, some will need to get a better grip on a depression, on feelings of anxiety, on a drinking problem, or on some other disorder that makes it more difficult to stop smoking. This may require specific treatment for the co-occurring disorder.

**When's the best time to quit?** One possible answer to this question is always wrong: before it's too late. It's never too late to quit. Many middle-aged and older people make an excuse to themselves that the damage has already been done and there is nothing to be gained from quitting. This is nonsense. This is the voice of the addiction speaking. No matter when a person quits, health improves right away. Within hours of quitting, the body loses its carbon monoxide load, freeing up the blood to carry oxygen more efficiently. The lungs begin to regain some of their

resilience and defenses against disease that permits them to fight off infections such as pneumonia. The chances of dying from a fatal arrhythmia markedly decrease very rapidly, and within a few years of stopping, the chances of dying from a heart attack decline so much that it is as though the person never smoked. In hospital, anesthesiologists urge people scheduled for general anesthesia to suspend smoking for 48 hours before surgery because, even stopping for this short a time reduces post-operative complications.

Yes, it is true that the risk of getting cancer caused by smoking declines only slowly after quitting, but other things get better much faster. Moreover, general health, including wound healing, improve rapidly, so the body is better equipped to fight a cancer if that is set to happen.

**I've tried to quit time and again and it never lasts for long.** Keep trying. Seek out some assistance to help you. You may want to try the new NJ Quitline (866-NJ-STOPS) or the website ([www.njquitnet.net](http://www.njquitnet.net)) In addition, direct, face-to-face counseling will be offered in a limited number of places across the state. These services are being developed by the Department of Health and Senior Services as part of its tobacco initiative.

There are a number of scientifically proven ways to help people stop smoking. Everyone who wants to stop should try to do so. If it turns out to be harder than expected, seek out some help. Very soon, there will be a lot more help available.

Readers wanting up-to-date information about the availability of state-sponsored quit smoking services should call our office for the latest information.

**When's the best time to quit?** For many people, there is no time like right now. For others, some preparation or some timing is in order. If that preparation involves getting some expert advice, there has never been a better time to quit in New Jersey than right now.



### Training for Tobacco Dependence Treatment

A process has recently begun in New Jersey to intensively treat tobacco dependence. While a few practitioners have been offering treatment over recent years, this new initiative will prepare counselors in a variety of health and mental health settings with the skills to provide ongoing care to those needing more than brief intervention or simple advice to stop using tobacco.

The Tobacco Dependence Program began providing an intensive 8-day training to approximately twenty clinicians in early November. This first group of clinicians will pilot treatment sites in a variety of settings. The training program will be based on a set of clinical guidelines developed by the program, which outline the "best practices" in the field.

The pilot tobacco dependence treatment programs in New Jersey are:  
Catholic Community Services Inc.  
Carmel Guild-Newark  
973-596-3858

Kennedy Memorial Hospital University Medical Center, Cherry Hill  
856-488-6514

Medical Center of Ocean County Behavior Health Systems, Brick  
732-295-6417

New Hope Foundation, Freehold  
732-308-0113

Plainfield Health Center, Plainfield  
908-753-6401

Rowan University, Glassboro  
856-256-4527

Saint Barnabas Behavioral Health Center, Beth Israel Site Medical Center, Newark  
973-926-7169

University Behavioral Healthcare, Mercer/Trenton Addiction Science Center, Trenton  
609-396-7641

Treatment is also available at the clinic operated by the Tobacco Dependence Program. Call 732-846-8660.

Visit us online!



[www.tobaccoprogram.org](http://www.tobaccoprogram.org)

## Available from the Tobacco Dependence Program

Please check  the item(s) you would like to receive

- Drug-Free is Nicotine Free: A Manual for Chemical Dependency Treatment Programs**  
\$35 (in NJ), \$50 (outside NJ) plus \$7.50 per manual for shipping & handling
- "Kicking Out Mr. Butts" — A slide presentation kit for professionals**  
\$110 including shipping & handling
- Beyond Contemplation: 1995 Conference Video 2-tape set with presentations by Terry Rustin, M.D., Abby Hoffman, M.A., CAC, CEAP John Slade, M.D. and Bev Thomas**  
\$59.95 including shipping & handling
- "Helping Your Clients Deal with Tobacco" guide**  
\$5.00 including shipping & handling

FREE FOR THE ASKING

- Information Packet**
- A Show of Hands: Directions for Creating a Banner**
- Article: Smokescreen: Nicotine-Dependent Staff**
- Article: Integrating Nicotine Dependence into Chemical Dependency Treatment**
- Pharmacology Fact Sheet**
- Revised Audio-Visual Resource List**
- Revised Treatment Resources for Nicotine Dependence**
- New Patient Education materials**

Send To: **Tobacco Dependence Program**

78 New Street, 3rd Floor, New Brunswick, NJ 08901-1233

Phone: (732) 846-4338 Fax: (732) 846-4436 e-mail: [info@tobaccoprogram.org](mailto:info@tobaccoprogram.org)

Make checks payable to Tobacco Dependence Program-UMDNJ

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# Want Help to Stop Smoking?

The Tobacco Dependence Program at UMDNJ-School of Public Health has recently launched a Tobacco Dependence Clinic. The Tobacco Dependence Clinic is a clinical service for people experiencing problems related to tobacco dependence. It is staffed by a multidisciplinary team of trained tobacco dependence specialists, with backgrounds in internal medicine, psychiatry, psychology, social work, and counseling. The Clinic



provides state-of-the-art assessment and treatment tailored to clients' individual needs. This could include individual and group treatment, nicotine replacement therapy, and/or other effective pharmacological treatment (e.g. Zyban). The Clinic is located at 78 New Street, New Brunswick, and accepts self-referrals and referrals from other professionals. For further information or an appointment, please call 732-846-8660 (fax 732-846-4436).

- For online or telephone support to stop smoking, contact New Jersey's new resources: NJ Quitline (866-NJ-STOPS) and Quitnet ([www. NJQuitnet.com](http://www.NJQuitnet.com)).
- See page 6 for a complete listing of eight other new clinics throughout the state.

*The Nicotine Challenger*  
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