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EXTERNAL NEWSLETTER

SPRING 2020 ISSUE

MARCH - JUNE 2020

SURGEON GENERAL'S REPORT

COST OF SMOKING

NICOTINE PATCHES COUPON

WHAT COVID-19 MEANS FOR SMOKERS

NEW WEBSITE PAGES



MAY 31ST

WORLD NO TOBACCO DAY

ONLY TOGETHER, WE CAN END TOBACCO USE.



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NEW LUNG HAS HELPED PEOPLE WHO WANT TO QUIT SMOKING AND VAPING. THIS MANY PEOPLE HAVE RECEIVED NEW-LUNG SERVICES THIS QUARTER.

MARCH

Adults	161
Youths	64
TOTAL	225

APRIL

Adults	67
Youths	2
TOTAL	69

MAY

Adults	24
Youths	0
TOTAL	24

If you know anyone who is ready to quit smoking, call 1-866-639-5864. Free services in English, Spanish, Vietnamese, Korean, and Farsi.

2020 SURGEON GENERAL'S REPORT¹:

SMOKING CESSATION

WHAT WE'VE LEARNED IN 30 YEARS SINCE THE LAST REPORT

We know much more about the science of quitting than ever before.

Research shows that smokers who use evidence-based tools to help them quit are more likely to succeed than those who do not, and that using a combination of these tools - coaching and nicotine replacement therapy, such as the nicotine patch or gum or a prescription medication - raises success rates even higher².

SMOKING CESSATION (BENEFITS) FINDINGS³

- Beneficial at any age
- Improves health status
- Enhances quality of life
- Reduces risk of premature death
- Live as much as a decade longer
- Reduce risk for reproductive health
- Reduces risk of cardiovascular disease
- Reduces risk of chronic obstructive pulmonary disease
- Reduces risk for cancer
- Can be increased by raising the price of cigarettes
- Adopting smoke-free policies
- Implementing mass media campaigns
- Requiring pictorial health warnings
- Maintaining comprehensive tobacco control programs

COMPREHENSIVE SMOKE-FREE PROGRAMS AND POLICIES ARE IMPORTANT

- More than three out of five U.S. adults who have ever smoked cigarettes have quit. Although a majority of cigarette smokers make a quit attempt each year, less than one-third use cessation medications approved by the U.S. Food and Drug Administration or behavioral counseling to support quit attempts.
- Considerable disparities exist in the prevalence of smoking across the U.S. population, with higher prevalence in some subgroups.
- Smoking places a substantial financial burden on smokers, employers, and society.
- E-Cigarettes, a continually changing and heterogeneous group of products, are used in a variety of ways. Consequently, it is difficult to make generalizations about efficacy for cessation based on clinical trials involving a particular e-cigarette, and there is presently inadequate evidence to conclude that e-cigarettes, in general, increase smoking cessation.
- Insurance coverage for smoking cessation treatment that is comprehensive, barrier-free, and widely promoted increases the use of these treatment services, leads to higher rates of successful quitting, and is cost-effective.

OPTIONS FOR NRT: NRT offers well-established safety & efficacy profile

Smoking cessation medications approved by the U.S. FDA and behavioral counseling are cost-effective cessation strategies which increases the likelihood of successfully quitting smoking, particularly when used in combination.

1-866-NEW-LUNG offers a FREE supply of NicoDerm nicotine patches to adults 18 or older upon completion of tobacco cessation services. Services are available in English, Spanish, Vietnamese, Korean, and Farsi. Call 1-866-639-5864 to sign up for tobacco cessation services.

- The only over-the-counter smoking cessation option that's FDA approved⁴.
- Delivers controlled, therapeutic dose of nicotine.
- Helps with physical withdrawal symptoms⁵
- Relieves cravings⁵
- Doubles patients' chances of successfully quitting⁵

1. U.S. Department of Health and Human Services. Smoking Cessation: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020, pg. 1.
 2. U.S. Department of Health and Human Services. Smoking Cessation: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020, pg. v in Forward.
 3. U.S. Department of Health and Human Services. Smoking Cessation: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020, pg. 2.
 4. Jarvis MJ. Why people smoke. *BMJ*. 2004;328:277-279.
 5. American Cancer Society. Guide to quitting smoking. <https://www.valdosta.edu/administration/finance-admin/human-resources/documents/acs-quit-smoking-guide.pdf>. Published February 6, 2014. Accessed June 13, 2018.



CALCULATE YOUR COST OF \$MOKING

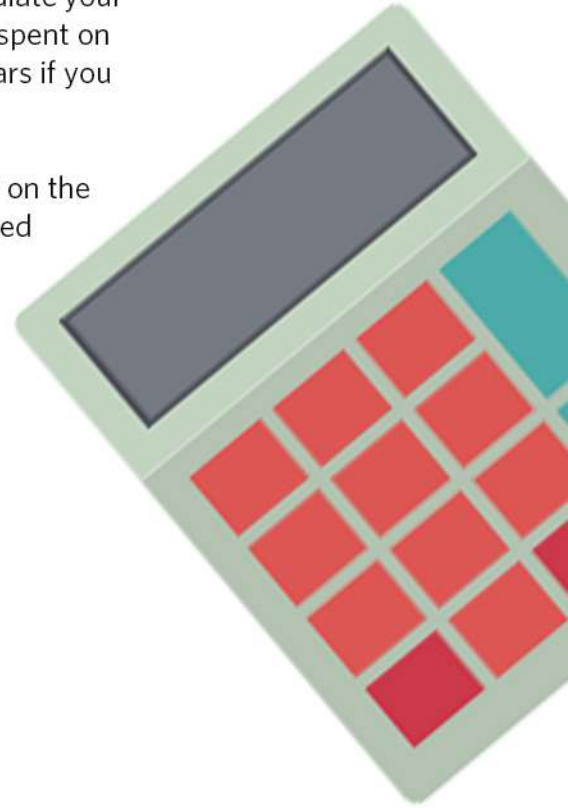
1-866-NEW-LUNG now has a digital calculator to calculate your cost of smoking on our website. Find out how much you have spent on cigarettes so far and how much you would spend in five to ten years if you continue to smoke.

In addition to realizing your cost of smoking, the digital calculator on the NEW-LUNG website also estimates how much tar has accumulated due to smoking. According to BMJ Journal, each cigarette contains between 6.8 to 21.6 mg of tar, depending on the person and how much of the cigarette is smoked¹.

So, how much does smoking cost in dollars and in health?
Is it worth it?

By quitting smoking immediately, how will you spend your newfound health and wealth?

For an in-depth calculation of your smoking cost, visit www.1866newlung.com/cost-calculator.



The screenshot shows the 'CALCULATE YOUR COST OF SMOKING' web page. It includes a slider for 'Cigarettes smoked per day' set at 10, a text input for 'Years of smoking' set at 2, and a text input for 'Price per pack of cigarettes' set at \$ 9.00. The results are displayed in a blue box: 'COST PER YEAR \$ 1642.50', 'COST AFTER 5 YEARS \$ 8212.50', 'COST AFTER 10 YEARS \$ 16425.00', 'GRAMS OF TAR IN LUNGS 103660 grams of tar', and 'TOTAL COST AS OF TODAY \$ 3285.00'. A small footer note reads 'Run with CALCOST_Calculator.html | @newlung.com'.

Sometimes, it may be hard to visualize how you benefit from quitting smoking. One of the easiest ways to see how your life will improve upon quitting is to calculate how much money you will save from no longer buying cigarettes.

NEW-LUNG Tobacco Cessation Specialists encourage you to treat yourself from time to time. With the money you saved from quitting smoking, you will be able to spend that extra cash on yourself. It is also important to reward yourself to keep your momentum when quitting.

Remember to be kind to yourself and recognize your efforts towards self-improvement.

Citation:
Calafat AM, Polzin GM, Saylor J, et al. Determination of tar, nicotine, and carbon monoxide yields in the mainstream smoke of selected international cigarettes. *Tobacco Control* 2004;13:45-51.



NICOTINE PATCHES COUPON

MONEY SAVING OPPORTUNITY

RxPharmacyCards.com offers pharmacy coupons for discounts on your prescription drugs. Nicotine replacement therapy coupons are available on RxPharmacyCards and can save you up to 75% on branded and generic prescriptions.

How does the coupon work?

Each card has a unique ID and the same card can be reused. Follow three steps to save money:

1. Print the card from the website (<https://www.rxpharmacycards.com/nicotine-patch-24-hr-discount-card.html>). It is pre-activated and ready to use at the pharmacy. You can text or email the card to yourself.
2. Bring the card to the pharmacy along with your prescription. The cardholder can ask their doctor for a prescription for nicotine patches. At the pharmacy, the cardholder needs to take both the coupon card and prescription to the cashier. The discount will be applied at checkout.
3. Use the discount card like a coupon and save money on nicotine patches and other nicotine replacement therapies.

Does the coupon card expire?

No, the coupon card does not expire. The same card can be used again and again.

Is the card accepted in all pharmacies?

The card is accepted in over 68,000 major and private-owned pharmacies. You can call your pharmacy to ask if they honor the card. Use the Pharmacy Locator Tool* on the website to find the pharmacy nearest you.

*For more information:

- Visit the website: <https://www.rxpharmacycards.com/index.html>
- Read the FAQ: <https://www.rxpharmacycards.com/frequently-asked-questions.html>
- Medication Pricing Tool: <https://www.rxpharmacycards.com/medication-pricing.html>
- Pharmacy Locator: <https://www.rxpharmacycards.com/pharmacy-locator.html>
- RxPharmacyCard Customer Service: (877-321-6755).

Do I need to pay out of pocket?

Membership to RxPharmacyCards is free and provided coupons are free. However, it is only a discount card. Your out of pocket price depends on the brand of nicotine patches and the pharmacy. The website has a Medication Pricing Tool* to help you find out how much they can save.

Can it be used for all brands?

The card provides discounts on most generic and prescription drugs. You can use the Medication Pricing Tool* on the website to find out which nicotine patches brands are covered or you can also call RxPharmacyCards' customer service.

Can I use this same card for other Nicotine Replacement Therapies (NRT)?

Each NRT requires a different card. Follow the links for each NRT:

Chantix:

<https://www.rxpharmacycards.com/chantix-discount-card.html>

Nicotine Patches 24HR:

<https://www.rxpharmacycards.com/nicotine-patch-24-hr-discount-card.html>

Nicotrol:

<https://www.rxpharmacycards.com/nicotrol-discount-card.html>

CORONAVIRUS DISEASE 2019 (COVID-19)



You can help prevent the spread of respiratory illnesses with these actions:

- Avoid close contact with people who are sick.
- Avoid touching your eyes, nose & mouth.
- Practice social distancing by putting space between yourself & others.
- Wash hands often with soap & water for at least 20 seconds.



cdc.gov/coronavirus

316159-A March 25, 2020 8:00 AM

COVID-19: FACING IT TOGETHER

As we continue to navigate and respond to COVID-19, we want you to know that we are still here to provide free services for anyone in Orange County who wants to quit smoking or quit vaping.

We modified our services to meet CDC, State, and County health guidelines to "flatten the curve" and slow the spread of COVID-19. Our adjustments include:

All services via telephone, which include:

- 1 hour telephone counseling
- 1 hour virtual seminars
- All forms sent by mail or email
- Nicotine patches mailed directly to your residence
- Staff working both from home and on-site to comply with social distancing regulations.
- NEW-LUNG staff are still available to answer any calls to our hotline at:
1-866-639-5864 - Monday through Friday from 8:00AM to 4:30 PM.

Now is the best time to quit in order for us to keep our lungs as healthy as they can be! And you can do so from the comfort of your own home through telephone counseling and virtual seminars.

As always, you can sign up for services directly on our website:
<https://www.1866newlung.com/contact>

Or look through additional materials and free resources:
<https://www.1866newlung.com/free-materials>

We look forward to facing all this together so Orange County can continue to breathe easy.



JAINA PALLASIGUI | MANAGER, ORANGE COUNTY 1-866-NEW-LUNG

EAGLE NEWS
INTERNATIONAL

WHAT COVID-19 MEANS FOR PEOPLE WHO SMOKE

11:45 am

glenews.ph

• www.net25



www.eaglebroadcasting.net

• eaglenewslive.com

EAGLE NEWS INTERNATIONAL

WHAT COVID-19 MEANS FOR PEOPLE WHO SMOKE

April 2020 - On April 2nd, Tobacco Cessation Program Manager, Jaina Pallasigui, reported live on Eagle News International to discuss how smoking can affect the risk of contracting COVID-19.

In the interview, reporter Anna Qui and Jaina Pallasigui discussed the studies that have researched the links between smoking and COVID-19 cases. Studies done by the Chinese Medical Journal stated that out of 1,099 COVID-19 cases, people who smoke or vape have a **2.4 times higher chance** of requiring mechanical ventilation if hospitalized.

During shelter-in-place orders, many people had their daily routines change suddenly and dramatically, which caused stress. The additional stress may cause people to relapse or increase their smoking. However, despite these external factors, it is important to remind ourselves of the importance to be as healthy as possible during this time. Quitting smoking and maintaining quit will keep lungs healthier in order to reduce chances of contracting or decrease symptoms of COVID-19.

As the pandemic continues, there is more research to be done to on COVID-19 and smoking. Now is the opportunity to make our lungs stronger. We want to be our healthiest in order to combat this virus. Make that commitment and call 1-866-NEW-LUNG to quit today. NEW-LUNG's Tobacco Cessation Specialists will work with you to realize your reasons to quit smoking and develop a personalized Quit Plan to stay on the path of living a tobacco-free life.

TAKE A LOOK AT THE NEW NEWSLETTER ARCHIVE



BROWSE THE NEWSLETTER ARCHIVE

If you have read the NEW-LUNG Newsletter on www.1866NEWLUNG.com, get ready for some exciting updates.

NEW-LUNG has updated the Newsletter Archive to a more interactive page. Now, you can view corresponding videos or graphics while reading the accompanying NEW-LUNG article if available.

The PDF version of the newsletters will still be available for download. Just click the "DOWNLOAD PDF" button at the top of each page and the newsletter will be available for downloading straight to your computer.

[DOWNLOAD PDF OF THIS NEWSLETTER](#)

With these new website pages, we hope to create an easier quitting experience. The tools and tips you need to keep going in your quit journey will be accessible through our website. www.1866NEWLUNG.com will be the resource headquarters you need for all things to stay on the path of quitting tobacco.

JOIN THE TWITTERSPHERE @1866NEWLUNG

1-866-NEW-LUNG is now tweeting on Twitter!

Follow us on Twitter to see what we have been up to. We update our feed daily to bring you up-to-the-moment news about tobacco trends.

What's amazing about Twitter is the ability to instantly share information from other tobacco agencies from around the world.

Join us on Twitter to indulge in the vast knowledge available online.





LUCKY CHARMS GRAMS

TRY YOUR LUCK, QUIT WITH US!

1-866-NEW-LUNG ran a campaign in March to promote NEW-LUNG's new Quit Smoking E-Book.

Participants had the opportunity to send a little luck to someone they know who needs some motivation to quit smoking or quit vaping.

Lucky Charms Grams included a Lucky Charms cereal bar, a NEW-LUNG podcast CD, and a copy of the new Quit-Smoking E-Book.

NEW-LUNG is hopeful that these grams will motivate people to quit during the Shelter-in-Place order and work on self improvement at this time.



NEW-LUNG TESTIMONIALS



"I had a lot of support and love from Adrian and Gina to quit smoking. This was a big challenge in order to keep my wife happy and prevent health issues in the future. Thanks a lot!"

— BARRY P.

"I got the patches and they worked great. I had a hard time trying to stop smoking, but the NEW-LUNG program really helped me. Thank you!! "

— HILDA B.

"This program is awesome! The patches work great. This program is a great start for anyone who wishes to quit the habit. If you love you, then you'll love this program. Come help yourself to a better way of living."

— ARIN B.

IN COLLABORATION WITH: MORGAN SPILLAN OF WELLNESS CENTER WEST

NEW-LUNG has been a vital community partner for Wellness Center West for many years. The resources and education provided by NEW-LUNG has made many improvements in our members' lives.

At the Wellness Center, NEW-LUNG hosts monthly presentations for our members to learn about smoking cessation benefits and resources in a nonjudgmental, positive environment. These presentations are offered in English and Vietnamese, and the resources offered are in several more languages to fit our membership demographic. Our members enjoy these presentations, the interactions with the genuine and knowledgeable NEW-LUNG representatives, and the supportive follow up available if members have additional questions. NEW-LUNG presentations has provided positive change opportunities to over a hundred members at the Wellness Center.

Resources and presentations at the Wellness Center from NEW-LUNG are free and open to members. NEW-LUNG is a great organization to work with and our doors will always be open to them.



Tobacco Free for a Healthy Smile!

Smoking can cause lung cancer, heart disease, and long-term health problems. Using tobacco products such as cigarettes, vaping devices, cigars, and chewing tobacco can also be harmful to your oral health. Using tobacco products can lead to serious dental problems and make it more difficult to treat them.

Quitting tobacco use greatly reduces the risk of serious gum disease, tooth decay, and tooth loss. Over time, the risk of oral cancer and other health problems from tobacco use goes down. If you are ready to quit smoking, vaping, or chewing tobacco, or are trying to help a friend or loved one quit, click on the links below. Become tobacco free for a healthy smile and a healthier you!

To continue reading more about how smoking affects your teeth and smile, visit:

<https://smilehabitsoc.org/tobacco-free-for-a-healthy-smile/>

TO PROVIDE NEW-LUNG SERVICES TO YOUR CLIENTS, DOWNLOAD OUR FLYERS TO DISTRIBUTE:

<https://tinyurl.com/new-lung-counseling>

QUIT SMOKING TODAY! FREE VIRTUAL INDIVIDUAL COUNSELING

FREE NICOTINE PATCHES

For adults 18+ upon
completion of services.



Revised: June 2020

ORANGE COUNTY - Join us for
FREE virtual individual counseling
to help you break the smoking or
vaping habit! You will receive:

- FREE Nicotine Patches
- FREE Quit Kit
- FREE Personalized Quit Plan
- FREE 60 minute counseling

CALL TO RESERVE
1-866-639-5864

1.866.new lung



If you or anyone you know wants to quit smoking or vaping, call 1-866-639-5864. Services offered in English, Spanish, Vietnamese, Korean, and Farsi.

Tobacco Cessation services are currently available via telephone.

Connect with us online!



@1866newlung



@1866newlung



www.1866newlung.com