

CHOICES

Consumers Helping Others Improve Their Condition by Ending Smoking

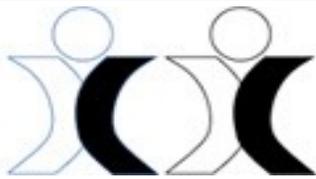
CHOICES NEWSLETTER - JUNE 2019

Volume 12 Issue 2

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CHOICES Unveils New Website

By Lisa Evans



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After months of collaboration, the CHOICES team launches a new redesign of our website, <http://www.njchoices.org>! The site's home page graphic of applauding hands reveals the overall website theme of enthusiasm, excitement, support, success, and achievement in the battle for mental health consumers to become smoke free.

The Tools and Tips page is especially exciting for mental health consumers seeking additional information on how to become smoke free. This section highlights the major steps in a quit journey and provides supportive tips and resources on how to achieve the goal of becoming smoke free.

A brand-new page, Latest News, is our current events blog. Here you will find interesting articles on smoking related topics and happenings in New Jersey, such as openings of new Quit Centers, free NRT, and CHOICES activities. *continued on page 5*

Don't Let Your Money Go Up in Smoke

By Terrance Horyn

Saving money from quitting smoking is one of the most gratifying rewards one can receive. In an act of prudence and fortitude it is one of the most favorable decisions one can make, benefitting oneself financially and improving one's health.

As you know, cigarettes are very expensive, *continued on page 7*

San Francisco Gets Tough On Juul

By Deidre Stenard



Juul, the top-selling e-cigarette brand, was initially only regulated at a federal level by the FDA (Food and Drug Administration). Now, the City and County of San Francisco, where

Juul is located, is getting in on the act. San Francisco's proposal is to curb the use, manufacture, and sale of e-cigarettes. That includes a policy that bans selling e-cigarettes to customers within city limits, as well as prohibiting the business-side of manufacturing and distribution of vape products in San Francisco. This policy hits the manufacturer Juul hard, as its headquarters is rented within San Francisco city limits on Pier 70. On March 13, 2019, the FDA released its proposed guidelines for e-cigarettes. It gives e-cigarette companies until 2021 to complete public health reviews of their products. San Francisco city attorneys, along with their colleagues in Chicago and New York City, say this is not enough. They've sent a jointly signed letter to the FDA urging it to "do its job and immediately conduct the required public health review of e-cigarettes that, by law, was supposed to happen before these products were on the market." The details of these reviews are somewhat sketchy as to who does the review and when. In 2016, the FDA approved a similar set of guidelines, but was stymied because the new president then said that the rules had to be scrapped because they weren't good for business.

The next part of San Francisco's proposal in-

cludes laws that serve another blow to leading e-cigarette manufacturers, Juul, specifically. It includes prohibiting the "sale, manufacture and distribution of all tobacco products, including e-cigarettes, on City property in San Francisco." Gulp. The new policy is making life impossible for Juul in San Francisco.

Juul declined to comment on whether it had any plans to stay or leave its SF office space. Here is the statement that Juul provided to www.mashable.com in full:

"We share the City of San Francisco's concerns with youth usage of tobacco and vapor products, including our own. That is why we have taken aggressive action nationwide, including stopping the sale of flavored products to retailers and supporting strong, restrictive category wide regulation to keep e-cigarettes out of the hands of youth. But this proposed legislation's primary impact will be to limit adult smokers' access to products that can help them switch away from combustible cigarettes. We encourage the City of San Francisco to severely restrict youth access but do so in a way that preserves the opportunity to eliminate combustible cigarettes. This proposed legislation begs the question - why would the City be comfortable with combustible cigarettes being on shelves when we know they kill more than 480,000 Americans per year?"

Here, Juul's argument seems weak. Smokers have been quitting for years without the e-cigarette. There are Nicotine Replacement Products and two medications, including Chantix that are all evidence-based treatments that have been studied to determine their safety. The question is whether Juul will be able to survive under the new rules now that the rules are coming from both San Francisco and the federal government.

www.mashable.com, March 20, 2019, "JUUL's home city proposes a ban on e-cigs", by Rachel Kraus

“Acceptance and Commitment Therapy (ACT) for Smoking”

By Azeem Sitabkhan

Introduced in the 1980’s, Acceptance and Commitment Therapy (ACT) is an approach designed to help a person overcome perceived negative thoughts and feelings in order to accept a greater sense of wellbeing and purpose. It uses acceptance and mindfulness strategies paired with commitment and behavioral approaches. In ‘ACT’, emotions and thoughts associated with particular events can be changed by identifying and accepting those emotions and moving through them. ‘ACT’ teaches a person to live in the present and enhance psychological flexibility. There are six main components to ‘ACT’: 1. Acceptance – Being in the present. Letting our feelings happen and accepting them as they are, experiencing them and resisting the impulse to act on them. If a person is experiencing a craving, that person would be encouraged to sit through the feeling and allow the craving to come and go without acting on it. 2. Cognitive Diffusion – Lessening negative thoughts by altering how we view and describe events and feelings. Using negative language shapes the way we perceive things, so in using ACT one is encouraged to restructure the language used. 3. Being in the Present – Focusing on the experience occurring in the present. Many people avoid being in the present by taking steps to avoid a particular situation or attempts to reduce the frequency of perceived negative events. 4. Self as Context – Through maintaining a sense of awareness, a person can better cope with negative experiences of the present and past, allowing him/her to move forward with the future. 5. Values – By identifying what one really values and considers worthwhile, one can then work on building more flexibility. 6. Committed Action – By identifying one’s chosen values, a person can then take *continued on page 7*

New CHOICES Presentation

By Lisa Evans

Each year, CHOICES is asked to present a workshop at the annual COMHCO (Coalition of Mental Health Consumers Organizations) conference. This year I decided to create a new presentation titled NJ Plans to Ban the Sale of Menthol Cigarettes ...What's Menthol Got to Do with It?

My interest in menthol cigarettes began when I wrote an article for the CHOICES newsletter in December 2018. In writing the article, I found out a lot of disturbing information on menthol cigarettes that I was anxious to share with other consumers. I also discovered that the state of New Jersey introduced a bill to ban the sale of menthol cigarettes. The bill has been stalled for more than a year and does not appear likely to pass. Some smokers may think that is good news, but continuing to smoke menthol is not a wise choice.

At the workshop, I explained that menthol is a flavor derived from mint, peppermint, or spearmint plants. It is a mild anesthetic that stimulates cold receptors in the mouth, nose, and lungs. Menthol is a popular flavor in mouthwash, toothpaste, topical cream, and cough drops. When added to cigarettes, menthol makes smoking less harsh to the smoker.

Menthol allows a person to inhale smoke more deeply and increases the absorption of tar and nicotine which causes smoking related illnesses. Some people also think menthol cigarettes are more addicting than non-menthol brands. Studies show that menthol smokers have a higher risk for smoking-related illness and have greater difficulty quitting. *continued on page 4*



Stop Smoking Resource Center



Thinking about quitting?

We are conducting a research study designed to help smokers with schizophrenia and schizoaffective disorder to quit smoking.

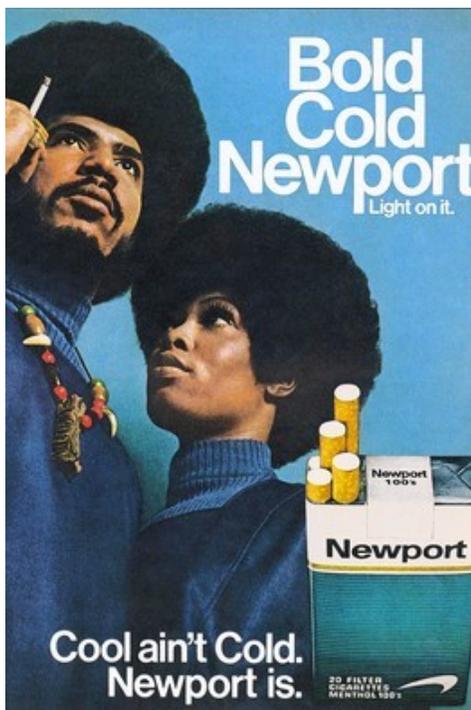
If you are an adult smoker between the ages of 18-70, you may qualify to participate in this study.

We provide counseling, nicotine patches, and payments up to \$100 over 4 months

For more information, call Dr. Steinberg at **732-235-4600**

New Presentation continued from page 3

My presentation included a visual history of menthol cigarette ads starting in 1932. I then share statistics on how many smokers use menthol broken down by race. Race plays a major role in who smokes the most menthol cigarettes because in 1953, a study found that 5% of African Americans and 2% of White Americans smoked menthol. Cigarette manufacturers used this data to target the black community with advertisements, coupons, direct mail, merchandise, and events like the Kool Jazz Festival. Now, 86% of African American smokers smoke menthol, 37% of Hispanic Americans smokers smoke menthol, and 28% of White American smokers smoke menthol. Clearly, the African American community disproportionately experiences all of the negative health effects of smoking menthol cigarettes.



I also presented examples of targeted ads for the African American community along with disturbing quotes from cigarette industry executives. "We don't smoke that s_ __. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid." - R.J. Reynolds executive's reply when asked why he didn't smoke. This was the most disturbing and offensive quote I found. This is a wake-up call to all consumers who smoke and especially for those that smoke menthol.

I hope in future conferences I can explore the targeting of African American smokers in more depth. I think all smokers will find the tactics of the tobacco industry offensive and

I hope for consumers to become suspicious about the products these companies are selling to the mental health community.



CHOICES

Home

About

Contact

Is it really possible for me to quit smoking?

Many smokers use smoking to cope with the stresses and problems of everyday life.

- It's hard for smokers to think of a life without smoking until they learn new ways to manage stress and problems.
- Remember that different methods work for different people. What may seem silly to others may be just what you need to quit - so don't be embarrassed to try something new.
- Pick a coping strategy that make sense to you and then follow through by practicing it. It will get easier the more you practice.
- When you are feeling stressed, use your new coping skills.



Ready...Set...Quit!

1 READY...

Get Ready!

- Do not buy large amounts of cigarettes or other tobacco products.
- Buy cigarettes one pack at a time so you can run out of cigarettes on your Quit Date.
- Throw away ashtrays, lighters.
- Remove ashes from your car and clean the car's interior.
- Tell someone you are thinking

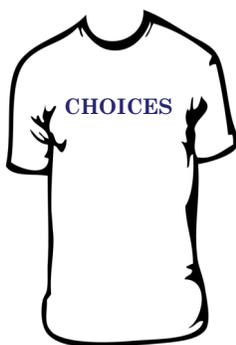
Website *continued from page 1*

<http://www.njchoices.org>

We developed a new resource page for mental health professionals which includes articles, trainings, and links to assist staff members helping consumers make a positive lifestyle change by addressing tobacco use. The training section includes the Learn About Healthy Living (LAHL) manual. The LAHL treatment approach supports the current focus on wellness and recovery within the mental health field and is being used in mental health sites with great success. Our Contact page is a convenient and easy way for professionals to request a CHOICES visit or ask a question. Please give us 72 hours to respond.

We look forward to you visiting our page, come back often! Thank you in advance for visiting our website! <http://www.njchoices.org/>

Send us your story and we will send you a t-shirt!



We want to know about your struggles with quitting smoking, what worked, what didn't work, if you were successful or not, or you can share your thoughts on CHOICES and how we have helped you. Write your story, receive your t-shirt!

Please submit your story or inquiry to :

Trish Dooley
dooleypc@rwjms.rutgers.edu

Or mail to;

c/o Trish Dooley
Rutgers-RWJMS
317 George Street, Suite 105
New Brunswick, NJ 08901

WORD PUZZLE

R	Q	G	B	C	M	C	O	N	N	E	R	I	T	H	T	H	H	Y	D
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Find these words:

- | | |
|--------------------------|----------------------------|
| 1. Cigarette Butt | 11. Quit Date |
| 2. Breathe | 12. Pancreatic Cancer |
| 3. CHOICES | 13. Radioactive |
| 4. Phlegm | 14. Peptic Ulcer Disease |
| 5. Carbon Monoxide Meter | 15. Heart Rate |
| 6. Second Hand Smoke | 16. Coronary Heart Disease |
| 7. E-Cigarette | 17. Quit Attempt |
| 8. Juul | 18. Tar Jar |
| 9. Blue E-Cigs | 19. Saving Money |
| 10. Arsenic | 20. Hydrogen Cyanide |



Creatively Inclined

CHOICES is proud of our peers who are creatively inclined in the arts, poetry, and writing. Are you an artist, poet, or writer and want to see your work in print? We would love to share your art work, poem, or story! Please contact us via email at dooleyperc@rutgers.edu.



Jacquese Armstrong is a speaker, writer, poet and mental health advocate, who is no stranger to CHOICES. Her poems have been included in our past newsletters. In January she became the Coordinator for NAMI's Dara Axelrod Expressive Arts Network in Middlesex County. She was front and center in the COMHCO Resource Room in May promoting the VisionQuest Vision Board Workshops offered by NAMI. For more information please contact Jacquese at jarmstrong@naminj.org.



Money continued from page 1

especially in this part of the country. In New York City alone, a pack of cigarettes can cost you twelve dollars or more. This is a tremendous financial burden on the mentally ill, considering they spend 1/3 of their income on cigarettes.

Just think of all you can buy with that extra cash. According to statistics, if you quit a one pack a day habit, you can save approximately \$2,500 a year. As a result, you can purchase some new clothes, a car, go on vacation, or invest the money and watch your investment grow by purchasing IRAs or saving bonds.

A word to the wise: quitting smoking will not only save your life, it'll bring great dividends financially. So, for now, make a sound decision and quit smoking.

Acceptance Therapy continued from page 3

effective action in moving forward. This step helps an individual to align their values with identifiable goals that can be achieved. 'ACT' has been shown to be effective in helping those with substance use/disorder (such as smoking), anxiety, depression, stress, etc. It helps by reducing the symptoms of depressive disorders and the intensity of anxiety disorders. In addition, it has been shown to relieve some of the distressing symptoms associated with psychotic episodes (such as delusions and hallucinations), and to simply improve general mental health. www.dualdiagnosis.org/treatment-therapies-for-dual-diagnosis-patients/acceptance-commitment-therapy/



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CHOICES Consumer Tobacco Advocates:
Current: Deidre Stenard, Lisa Evans, Azeem Sitabkhan
Former: Wayne Holland, Yasmin Halim, Bill Newbold, Eric Arauz,
Diane Beck

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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 Rutgers-RWJMS Division of Addiction Psychiatry, the Mental Health Association of New Jersey (MHANJ) and the NJ Division of Mental Health and Addiction Services and funded by the NJ Division of Mental Health and Addiction Services .