



# **Tobacco Cessation...** **Like You've Never Seen it Before**

# Substance Abuse Clients

- Nationally, **77 to 93 %** of clients in substance abuse treatment settings use tobacco, a range more than **triple the national average**.
- People with diagnoses of substance use and mental health disorders consume **44 % of all tobacco** sold in America.
- Among clients in substance abuse treatment, **51 percent died** of tobacco-related causes, a rate **double** that of the general population.<sup>5</sup>

The Tobacco Treatment Toolkit for Substance Abuse Treatment Providers was developed by Tobacco Use Recovery Now! (TURN), a project of Signal Behavioral Health Network.



# Polydrug Users

- The relative risks of developing cancers of the mouth and throat are 7 times greater for tobacco users, 6 times greater for those who use alcohol, and ***38 times greater for those who use both alcohol and tobacco.***
- Among polydrug users, use of tobacco was associated with **higher rates of disability** and decreases in general health and vitality.
- **Early onset of smoking** and heavy smoking are highly correlated with the subsequent development of other substance use and psychiatric disorders.

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# Project SCUM

R.J. Reynolds' introduce "Project Scum" as a plan to ramp up marketing of Camel cigarettes to "consumer subcultures" in the San Francisco area, specifically to gay people in the Castro district, "rebellious, Generation X" -ers, people of "International influence" and "**street people**."

**BACKGROUND:**  
*During the introduction of Red Kamel, additional opportunities to improve Camel presence became evident in ~~the~~ San Francisco proper.*

**1. Consumer Subcultures**

- ☉ Alternative Life Style (*Castro (Gen)*)
- ☉ International Influence
- ☉ Rebellious; Generation X
- ☉ Street People - More Applicable to Dorat *Tenduloin*

**2. Camel has a higher share than in the general Marketplace. This was consistent in calls where we had the elements of presence/distribution and where we didn't** *brand is big where we are and where we're not.*

- ☉ Haight Ashbury - 22.6% SOM - Not SOC *\* focus is in calls where we're not (goodies)*
- ☉ Castro - 10.5%
- ☉ Downtown Metro - 7.90%
- ☉ Northern California Region - 7.70% (AIM 12/30/95-2/28/96)

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# Treat Tobacco Addiction

The Treatment Connection: Between **70-80%** of clients receiving treatment for alcohol and other drug problems **want to stop** using tobacco. Integrating tobacco treatment into the treatment of alcohol and other drug problems helps clients and improves treatment outcomes, such as the following:

- Clients who receive treatment for tobacco use are **more likely to reduce** their use of alcohol and other drugs and have better treatment outcomes overall.
- People with alcohol problems are **as successful** at quitting tobacco as people without alcohol problems. Illicit drug-user rates are lower, but still promising.
- A meta-analysis of 18 studies found that treating the tobacco use of clients **improved their alcohol and other drug outcomes** by an average of 25 percent.

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Like You've **Never** Seen it Before!

**Reaching**

out  
to  
**Everyone**



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