



**Public Health**  
Prevent. Promote. Protect.

# **HOCKING COUNTY HEALTH** **DEPARTMENT**

**350 State Route 664 North ~ Logan, Ohio 43138**  
**Phone 740-385-3030 Fax 740-385-2252**

The year 2015 is almost here! When making your New Year resolutions, remember that tobacco use is still the #1 PREVENTABLE cause of death in this country! It's killing more Americans than any other drug with approximately 480,000 citizens dying from tobacco related illnesses each year. Even with all of the information we now know about the dangers of tobacco use, many still use the products. Every smoker has their own reasons for continuing to smoke. What some may not realize is that tobacco use isn't just a "dirty habit"; it's a serious addiction. Believe it or not, ounce per ounce, nicotine is ten times more addicting than heroin. Not to mention, the behavioral aspect that comes with it. For example, a pack-a-day smoker does the hand-to-mouth motion 200 times a day. At this point, the brain is conditioned to do this automatically and needs to be trained to do something else. This is why behavioral therapy or cessation coaching is so important.

So, how are you supposed to fight an addiction to something that is legal and so easily obtained? Studies have shown that quitting cold turkey on your own may work for some people, but not for most. Behavioral therapy (because you have to change your whole daily routine to avoid triggers) along with medication or nicotine replacement therapy (to help with withdrawal symptoms, cravings, etc.) has shown to be the more effective than one or the other alone.

Now days, getting help might seem difficult and expensive but, it's actually easier than you'd think. The Affordable Care Act requires that insurance companies in the group and individual markets to offer best practices cessation. What does this mean for you? Insurance companies are required to offer or pay for all three forms of cessation counseling (over the phone, in person, or group) and all FDA-approved forms of medication (patches, lozenges, gum, Wellbutrin, Chantix).

Want to increase your chances of quitting for good? Talk to your doctor about products to help you quit and call the Hocking County Health Department at 740-385-3030 ext. 255 to talk to a tobacco treatment specialist. The services to help you quit are here in your community. There is no excuse for not getting help with the most beneficial New Year resolution you can make for yourself and your family.

"Do something today that your future self will thank you for."