



I started smoking at 16 and was hooked for 6 years. I feel strongly about tobacco control because I can see how I was targeted as an adolescent. We need to recognize how tobacco companies target you. Because if you really think about it, you didn't choose to smoke. There were tremendous forces from the tobacco companies. If you were in that moment again, you may make a different choice. Knowing what you know now about the power of tobacco and the power of the addiction, would you really make that choice again? I definitely wouldn't. — Heather H., RN



I started smoking when I was 11 years old. When I finally quit 20 years later, I had more energy and I wasn't short of breath going up stairs. I could taste my food more. Now I'm involved in education. I don't want anybody to smoke. We really need to start focusing on taking care of each other and treating the whole person. Because nurses are always taking care of everybody else and we never think to take care of each other. —Joyce C., RN

“NURSES AND THE ANA HAVE A HISTORY OF ANTI-SMOKING ACTIVITY ... THEY MUST BE CONSIDERED INCREASINGLY STRONG OPPONENTS NOT BECAUSE OF THIS HISTORY BUT BECAUSE OF THEIR INCREASING INVOLVEMENT IN THE POLITICAL PROCESS. ... AS THEY BECOME MORE ACTIVE IN POLITICS ... AT ALL LEVELS, THEY COULD EASILY BE FORMIDABLE OPPONENTS OF THE TOBACCO INDUSTRY.”

— PHILIP MORRIS, 1988

Tobacco Free Nurses Team:

LINDA SARNA, RN, DNSC, FAAN
SCHOOL OF NURSING, UNIVERSITY OF CALIFORNIA
LOS ANGELES

STELLA AGUINAGA BIALOUS, RN, MSCN, DR. PH
PRESIDENT, TOBACCO POLICY INTERNATIONAL
SAN FRANCISCO, CALIFORNIA

MARY ELLEN WEWERS, RN, MPH, PHD, FAAN
COLLEGE OF NURSING, OHIO STATE UNIVERSITY

ERIKA FROELICHER, RN, PHD, FAAN
SCHOOL OF NURSING, UNIVERSITY OF CALIFORNIA
SAN FRANCISCO

Tobacco Free Nurses Partners:

TOBACCO FREE NURSES IS WORKING WITH
A COALITION OF PROFESSIONAL NURSING AND
TOBACCO CONTROL ORGANIZATIONS, INCLUDING:

AMERICAN ASSOCIATION OF COLLEGES OF NURSING

AMERICAN NURSES FOUNDATION /
AMERICAN NURSES ASSOCIATION

NATIONAL COALITION OF ETHNIC MINORITY
NURSE ASSOCIATIONS

SMOKING CESSATION LEADERSHIP CENTER
AT THE UNIVERSITY OF CALIFORNIA
SAN FRANCISCO



LEDA DANA, BSN, MPA, PHD
PROJECT DIRECTOR
UCLA SCHOOL OF NURSING
700 TIVERTON AVENUE
FACTOR BUILDING, R4-637, BOX 956918
LOS ANGELES, CA 90095-6918
PHONE: 1-877-203-4144
WWW.TOBACCOFREENURSES.ORG

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Our secret weapon
against smoking?



Each
other.



How Nurses Help

Nurses are at the front line of our health care system. They work in ways both big and small to protect health: caring for us when we're sick, teaching us to stay healthy. Everyone knows how nurses help individuals, but few know about their important contributions to the overall health of the nation.

Since 1976, nurses have participated in the Nurses Health Study, a long-term research project focusing on chronic diseases affecting women. The study has made critical contributions to our understanding of the devastating health effects of tobacco on women. Thanks to nurses' participation, more is now known about how tobacco causes cancer as well as cardiovascular disease, chronic obstructive pulmonary disease, emphysema and stroke, among other diseases.

Every day, nurses witness the consequences of tobacco use on smokers and their families. Yet their potential to help people avoid or quit smoking has yet to be fully realized. Recognizing the invaluable contribution of nurses towards tobacco control efforts, **Tobacco Free Nurses** is the first national initiative to reach out to nurses to empower them with information and tools to help smokers quit smoking.

Tobacco Free Nurses harnesses the power and influence of nurses by providing them with the resources they need to make a difference: by clearly discussing tobacco addiction, dispelling myths, and providing information about science-based strategies for successful quitting.

Nurses Who Smoke

Tobacco Free Nurses understands how hard it is to quit smoking, and that hard-working nurses need special support and consideration. Most nurses — over 80 percent — don't smoke. Of those who do, some began decades ago, before tobacco's hazards were known to the public. Others came into the profession smoking, lured as young people by the seductive ads of the tobacco industry. All need special attention to help quit.

Initiatives aimed at various age, gender, ethnic and professional groups have led to real progress in reducing tobacco use, and the smoking rate among nurses is lower than that of the general public. But, despite these efforts, smoking continues to be the leading cause of preventable illness and death in the U.S.

Tobacco Free Nurses is the first-ever effort to help nurses quit by providing support tailored to the needs of nurses.



I started smoking when I was 19 years old and smoked two packs a day for 10 years. The thing that really helped me was when I sat down with a health educator because I was feeling really guilty and locked up in why my willpower was so bad. How come I couldn't be a better person than this? He was the one who said to me this is not about you, this is an addiction. This enabled me to put it to the side and look at it, instead of getting emotionally wrapped up in what that meant about me as a person.

— Liz M., RN, FNP

Nurses Helping Nurses

In the challenging circumstances of a particularly demanding and stressful job, nurses who want to quit smoking need practical skills and effective strategies. With nurses helping nurses, **Tobacco Free Nurses** will provide that support.

And the effects of nurses helping nurses to quit smoking will reach beyond individual smokers. All nurses, other health care professionals, patients and their families, and society will all benefit.



I started smoking early, when I was 13. I smoked for 20 years and I ended up quitting unexpectedly. At the time it felt like I was losing a friend. It's losing a part of your life, a big coping mechanism. It was a part of my identity, and that's a huge loss, but that passed. Now when I look back it was wonderful that I quit. Healthwise I feel much better. I'm not in very good shape, but I am in better shape than when I was smoking. And I'm a lot less scared of heart disease and lung disease.

— John S., RN

How Tobacco Free Nurses Helps

Nurses are very busy people with packed schedules that leave little time to use smoking cessation resources themselves or gain the knowledge they need to help others. For nurses to respond to a tobacco cessation program, it must respond to their needs — be understanding, convenient and affordable. Started by nurses who understand nurses and the challenges they face, the **Tobacco Free Nurses** initiative meets nurses' needs.

The program provides Web-based support services 24 hours a day, 7 days a week. To give nurses the support they need to help others, www.tobaccofreenurses.org provides up-to-date, easily accessible information and advice that nurses can use to help smokers quit, as well as resources about tobacco control. It offers links to telephone quit lines, professional resources and tobacco control organizations.

For nurses who want to quit themselves, the website offers a link to Nurses QuitNet® — a site tailored to the needs of nurses (see box). This site is also available for non-smokers and offers the latest research and scientifically proven cessation strategies, describes skills needed to help people quit, and provides easy access to medications and products, including information on their use.

It's a one-stop shop for nurses who are ready to quit, want to join the campaign for a tobacco free society or simply help their patients, colleagues, friends or family to end tobacco use.

To ensure that help is accessible for those who want it, a toll-free phone number is available. Callers can be referred to regional resources for cessation and any other information about resources they may need to get started.

Nurses QuitNet

PERSONALIZED SUPPORT FOR NURSES WHO WANT TO QUIT SMOKING

Nurses QuitNet, a partner with the Tobacco Free Nurses Initiative, offers a wide array of interactive and personalized services for nurses who want to quit smoking, including:

- ✓ self-assessment tools to develop a personalized quitting plan;
- ✓ facts about tobacco use and the benefits of quitting;
- ✓ professional counseling, and options for one-on-one counseling and expert advice;
- ✓ access to medication and product information;
- ✓ intensive social support, 24/7 through 'nurse only' chat rooms and forums; and
- ✓ personalized e-mail support.

The first 5,000 nurses who visit **Nurses QuitNet** and want to stop smoking will be offered, (at no cost), the full range of premium services for one year. This will only require registration, including providing minimal information about smoking and quit-attempt history. **Nurses QuitNet** instantly adapts its content and suggestions based on the individual's status and circumstances at the time of the visit. This allows ongoing support to help the participant quit. If more nurses want to use these services, they will receive these services at reduced cost. Non-smokers may also register to receive access to these resources to help patients quit smoking.

Won't you join us?

Call 1-877-203-4144 or visit www.tobaccofreenurses.org