

# Ticked Off by Tobacco? A Look Back, A Look Ahead

## On Thursday, March 4, 2010

Carolyn Holman, RDH will return to the Western Regional Dental Convention, "back by popular demand," to present "Ticked Off by Tobacco?" Taking place from 8:30 a.m. to 11:30 a.m., the program offers 3.0 CEUs (the Arizona State Board of Dental Examiners, BODEX, recognizes Tobacco Cessation CE as part of Chemical Dependency).

Here, we look back at a similar program Ms. Holman presented at the 2009 convention, aided by Mr. Derrick Hall, President & CEO of the Arizona Diamondbacks, so that you can look forward to attending this year.

Ms. Holman, Coordinator of the Oral Health Tobacco Use Prevention Program for the Maricopa County Department of Public Health Office of Oral Health, lost both of her parents to tobacco-related illnesses. "Death certificates," she added, "don't read 'tobacco use.'" She then presented some startling statistics:

- 80% of tobacco users begin before age 18.
- Average age people experiment with tobacco is 12.
- 1,200 people in the U.S. die daily from tobacco related illnesses (438,000 annually).
- 20% of the deaths in the U.S. are tobacco related.
- Approximately 45 million U.S. citizens currently use tobacco.
- 13% of middle school students smoke.
- 28% of high school students smoke.

- Men who smoke decrease their life expectancy by 13 years.
- Women who smoke decrease theirs by 15 years.
- After quitting, it takes 10 years to reduce the risk of dying from lung cancer.
- Secondhand smoke kills 53,000 U.S. citizens each year. One hour of exposure per day is enough to cause harm.
- 420 babies are lost each year from exposure to secondhand smoke.
- Tobacco smoke contains some 4,000 chemicals including 50 known carcinogens.

- A new component has crept into the mix -- thirdhand smoke (residual contamination that permeates clothing, carpeting, and drapery that can be particularly harmful for children crawling or playing on the floor). Veterinarians are reporting that cats living with smokers have more oral cancer because smoke particles that adhere to their fur are ingested as they lick to clean themselves.

"We don't often think of ourselves as lifesavers in dentistry," Ms. Holman noted, "but when we do our jobs well, we do make a difference. The chief preventable cause of illness and death is tobacco use. When you work in a dental office, you see patients one at a time. One-on-one conversation can be very powerful."

When attempting to communicate the dangers of tobacco use with teens, Ms. Holman continued, dental teams are competing with peer pressure, marketing, and the typical youngster's perception that he or she is invincible. "They don't understand that it is a highly addictive substance," she said. "Worse, they really don't care because, after all, tobacco products are legal and readily available. They are attracted by the advertising campaigns depicting cute characters or glamorous people using these products. One alarming result is that spit tobacco use is on the rise."



At the 2009 Western Regional Dental Convention: Carolyn Holman, RDH and Derrick Hall, President & CEO- Arizona Diamondbacks.

**Continued on page 54**

Also “increasingly trendy,” she added, is tobacco smoked through a water pipe known as “hookah.” While this form of tobacco use may seem less harmful, the facts reveal otherwise. “It increases the relative risk for periodontal disease five-fold,” Ms. Homan stated, “and the damage from inhaling is similar to or greater than cigarette smoking.”

### Quit Spit!

Spit tobacco (also known as smokeless tobacco, chewing tobacco, and dip) comes in many forms. “Everyone is familiar with the little round tins,” continued Ms. Holman, “but new forms of smokeless tobacco products are currently in development. Calling it ‘smokeless’ makes it seem less harmful AND the fact that many of these products contain flavors and sweeteners compounds the problem.” Here are a few more facts Ms. Holman would like you to share with patients:

- Nicotine was classified as an “addictive drug” in 1994 by the U.S. Food and Drug Administration.
- Nicotine is a powerful poison and was previously used as a pesticide.
- Horses are sometimes given spit tobacco to de-worm them.
- Think cigars are “better?” The amount of nicotine in one cigar can be equivalent to an entire pack of cigarettes.
- Pregnant women who smoke increase their chances of delivering a baby with cleft lip or palate.
- Smoking has been linked to cervical cancer and other reproductive problems, impotency, cataracts, low bone density, periodontal disease, and dental implant failure.

“Smoking,” added Ms. Holman, “impacts nearly every organ in the body and wreaks havoc on the immune system.” Tobacco addiction is considered a chronic

disease and it is not unusual for someone to experience 7-11 relapses before finally quitting.

There is hardly a more powerful illustration of the dangers of spit tobacco use than the story of Sean Marsee, a popular and respected high school athlete diagnosed with oral cancer at age 18; dead from oral cancer 10 months later at age 19. Several websites carry Sean’s story, including two powerful videos on YouTube.

WhyQuit.com and OralCancerFoundation.org both provide details about Sean’s addiction, a habit he picked up at age 12 that quickly spiraled out of control (it’s reported that he went through a can of snuff every day and a half and that even his mother, a registered nurse, was unable to convince him to stop). “Show this to your patients,” recommended Ms. Homan, “especially your pediatric



**WIAND DENTAL LABORATORY**

**OUR EXCLUSIVE EXPERTISE MEANS NO DENTURE ADVENTURES.**

Full and Partial SR Ivocap® Injection Dentures + Implant Supported/Assisted Dentures + CAD/CAM Titanium Implant Bars + Immediate Load Provisionals & Conversion Staub™ Cranial Technology + Precision Attachment Partials + Cast Metal Frameworks + DurAcetal® Clasps and Frames (tooth colored) + DuraFlex™ Flexible Partials CLEARsplint™ Thermoplastic NightGuards + Hard Nightguards (SR Ivocap® Injected) + Implant Surgical/CT Scan Guides + Obturators + Custom Trays/Bite Rims  
Flippers, Acrylic Partials + Hawley Retainers + Same Day Relines and Repairs (Phoenix Metro Only)

**Call 480.446.7063 or visit [www.wiandlab.com](http://www.wiandlab.com) for more information.**

patients. One of Sean's arguments in favor of dipping was that if professional athletes use it, it must be safe."

## Better Dead Than Heavy?

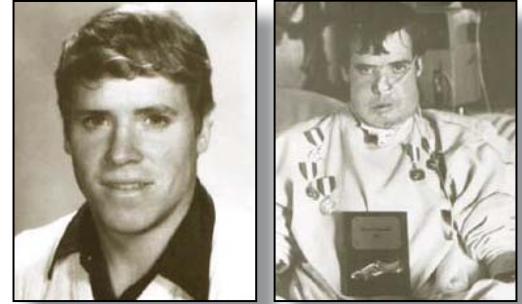
Convincing female patients of any age to kick the habit can be particularly difficult due to the fear of weight gain. "Some women would rather risk death," stated Ms. Holman, "than a few extra pounds."

The American Heart Association offers online resources such as the fact sheet "How Can I Avoid Weight Gain When I Stop Smoking?" (download from <http://www.americanheart.org/downloadable/heart/1196360291140SmokingWeight.pdf>). It offers practical information and tips plus encourages the patient to speak with their healthcare provider. Additionally, the Arizona Department of Health Services offers a wide variety of resources (log onto [www.azdhs.gov](http://www.azdhs.gov) and

type "smoking cessation" into the Search bar for links to information appropriate for healthcare providers).

Interventions work, Ms. Holman pointed out, especially when the patient expresses an interest in quitting. Be prepared for resistance, though. "Tobacco using patients can be surly," she said. "They don't want you to bring up the subject. Initiating the conversation, however, should be part of the health history but don't simply ask 'Do you smoke?' because a spit user won't offer up the information. Instead, you may wish to ask patients:

- Do you currently use *any* form of tobacco?
- Have you used it in the past?
- Are you exposed to tobacco smoke?



The late Sean Marsee, before and after his oral cancer diagnosis. His illness was brought on by smokeless tobacco use.

**Continued on page 56**

## ARIZONA DENTAL PRACTICES FOR SALE

**BUY AND SELL PRACTICES - FIND A LOCATION - INVEST IN REAL ESTATE**

### DENTAL PRACTICES FOR SALE

#### FEE FOR SERVICE DENTAL PRACTICE FOR SALE

- 2009 Monthly Collections: \$55,000
- Three Equipped Operators
- Well Established Practice in Operation for 30 Years
- Just North of Metro Center in Phoenix

#### BRAND NEW MESA DENTAL PRACTICE FOR SALE

- Located in Wal-Mart Shopping Center
- Four Fully Equipped Operators
- Opened in February 2008
- Collections Approximately \$20,000 per Month

#### DENTAL PRACTICE AND REAL ESTATE NEAR METRO CENTER

- Quality Practice with Up to Date Facilities and Equipment
- Three Operators
- 1,196 Square Feet
- 2008 Collections: \$25,000 per Month

#### WEST SIDE ORTHODONTIC PRACTICE FOR SALE

- Satellite Orthodontic Practice
- Practice Sees Patients One Day Per Month
- Eight Operators
- 2008 Average Household Income Within One Mile: \$56,750

### REAL ESTATE FOR SALE OR LEASE

#### LENDER OWNED EXQUISITE DENTAL BUILDING FOR SALE

- Perfect for Two Dentists
- \$200 per Square Foot, 4,127 Gross Square Feet
- 10 Operatories Plus Additional Equipment
- Augusta Ranch - Ellsworth Rd. South of Guadalupe

#### PALM VALLEY PROFESSIONAL PLAZA

- Winner of the NAIOP Award For Best Small Office Project 2006
- Suites From 1,669 to 3,993 Square Feet
- Located In Goodyear, The "Scottsdale" of the West Valley
- Near Retail, Entertainment, Banking, and Eating Establishments

#### SUNDANCE BUSINESS CENTER

- Beat The Competition, Move Your Practice to Buckeye!
- Office Condos For Sale or Lease
- Attractive Garden Offices
- For Sale: End Cap: \$215 per Square Foot, Interior: \$210 per Square Foot or For Lease \$20.00 NNN

#### THE FIELDS OF SURPRISE

- 1,965 Square Feet
- For Sale: \$160.00 per Square Foot, For Lease: \$21.00 NNN; \$35.00 Tenant Improvement Allowance
- Ideal for Periodontist or Endodontist - 6 Dentists in Project
- Very Attractive Mediterranean Style Architecture



**PAUL BLUM, CCIM**  
480-682-3170  
[Paul@azofficesales.com](mailto:Paul@azofficesales.com)



This information is given without representation or warranty. It should be verified independently and is subject to change, correction, prior sale, lease or withdrawal without notice. Each Office Independently Owned and Operated.

You may wish to specifically ask pediatric patients:

- Do your friends use tobacco?

“Tell your patients that quitting is the most important thing they can do for their health,” advised Ms. Holman, “and that cutting down is not enough. Also, when you ask adult patients about tobacco use, you may want to ask about alcohol use as well. We need to teach patients about risk factors.”

Dentists and dental hygienists, suggested Ms. Holman, should both be conducting oral cancer examinations. “Four eyes are better than two,” she stated. “We often let lesions that could be oral cancer walk out of the office. If you don’t biopsy, you don’t know. Failure to diagnose oral cancer is the biggest reason dentists

go over their malpractice insurance. Be strong with your communication to let patients know what you recommend and have them sign off if they refuse your recommendations. Patients may believe they are not at risk, especially youth, but the truth is that up to twenty-five percent of oral cancer cases have no known risk factors. Look into products that can help you better detect all oral cancers.”

The Arizona Smokers Helpline (ASHline) also offers substantial assistance for tobacco users, including AHCCCS patients, providing medication and follow-up care through the ASHline program that works directly with medical and dental offices. At the 2010 program, Ms. Holman will provide details on how dental teams can quickly and easily refer patients to ASHline.

## Community Impact

Derrick Hall is passionate about teaching young people the dangers of tobacco products, especially the smokeless variety. “We care about our impact on the community,” he began, “and we understand our role. We communicate with our players about what’s expected of them on the field as well as off the field. One area that really bothers me is that can in the pocket.”

Spit tobacco is not permitted in the D-backs minor league and Hall is “fighting a battle” to have a similar clause added to the major league contracts. Contract or not, no D-back player is permitted to have a can in the pocket of his uniform, nor is spit tobacco permitted in the club house. Hall cited the following statistics from the Centers for Disease Control and Prevention:

## DOCTORS CHOICE GOLD EXCHANGE

Step 1  
*Request a Scrap for Cash-Pak!*

Step 2  
*Send us your Scrap\*, Coins or Jewelry!*

Step 3  
**WE PAY YOU!  
IT'S THAT EASY!**

*Doctors Choice Gold Exchange was originated by a "Dentist" who was frustrated at the low prices paid to consumers, primarily dentists, who turned in their scrap gold only to receive a small percentage of its actual worth from numerous companies promising highest prices.*

**Credibility • Integrity • Ethics**  
Visit: [Doctorschoicgoldexchange.com](http://Doctorschoicgoldexchange.com)  
To receive "Top Dollar" for your precious metal scrap!

**HERE'S WHAT YOU DO:**

*Gather your unwanted Gold, Precious and Semi-Precious material, whether it is Dental Scrap\*, Jewelry or Coins that you want to convert to CASH!  
Fill out the online information form on the left of any page to get your insured FREE SCRAP for CASH-PAK.*

**HERE'S WHAT WE DO:**

*We receive your material and immediately verify the weight and purity of all precious and semi-precious material. Once this is done, we base our value of your material on the P.M. London Gold Fix at the time of receipt of your material.  
We put more profit in your pocket!*

**HERE'S WHAT WE DON'T DO:**

*We don't send this to a middleman or agent thus diluting the profits, profits intended for YOU! That is why Doctors Choice Gold Exchange can pay the high returns to YOU the CONSUMER!*

**1-877-279-2601**

**[Doctorschoicgoldexchange.com](http://Doctorschoicgoldexchange.com)**

©2009 Doctors Choice Gold Exchange, LLC. All Rights Reserved

- More than 30,000 people are diagnosed with oral cancer each year.
- Approximately half of them die within five years.
- Over 1 million children in the U.S. will try spit tobacco this year alone.
- 300,000 of them will become regular users.
- Close to 15% of all boys in U.S. high schools currently use spit tobacco products.
- Nearly 2% of all high school girls do, too.

"It is unfortunate," Hall stated, "that so many children are unaware that spit tobacco use is harmful to their health." To help spread the message to young fans, Hall actively participates in the "No Chew Crew" program in collaboration with St. Joseph's Hospital and Medical Center. Membership is free

to children 15 and younger who pledge awareness of the harmful effects of spit tobacco and "say no to spit tobacco."

When he makes presentations before young people, Hall shares the tale of another young man, Gruen Von Behrens, known as "The Face of Spit Tobacco." At age 13, Gruen was offered smokeless tobacco by a friend during a camping trip. Although he was aware of the dangers, he justified it by saying "cancer happens to old people." Now, he refers to smokeless tobacco as "crap" that has resulted in more than 40 surgeries, permanently disfigured his face and slurred his speech, and worst of all, to him, devastated his mother.

You can access a D-backs produced video of the presentation he makes to young students, and show it to your

patients, online at [http://arizona.diamondbacks.mlb.com/ari/fan\\_forum/nochewcrew\\_form.jsp](http://arizona.diamondbacks.mlb.com/ari/fan_forum/nochewcrew_form.jsp).

Joe Garagiola, former MLB catcher, announcer, and TV host who in 2004 made a presentation about his efforts to help stamp out smokeless tobacco use before the AzDA House of Delegates, narrates. "We appreciate the support of the Arizona Dental Association, its members, and their dental teams," concluded Mr. Hall. "Together, we can reach more young people."

Denise Rucci is Director of Communications for the Arizona Dental Association and Managing Editor of INSCRIPTIONS. Her email address is [Denise@azda.org](mailto:Denise@azda.org)



## PROACTIVE PRACTICE MANAGEMENT

# ANNOUNCES

**It has now added Practice Transitions, Sales, & Buyer Representation to its array of services!**

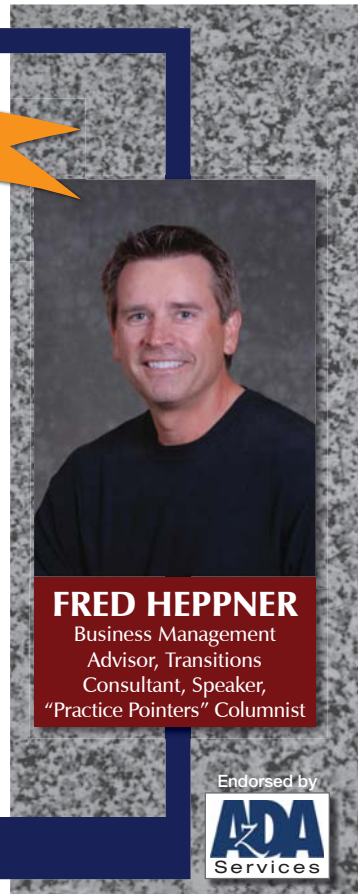
Visit [www.ArizonaTransitions.com](http://www.ArizonaTransitions.com) Today!

**Choose an experienced professional with a *proven* track record of effective management consulting & practice sales!**

**CALL NOW...**to learn how **Proactive Practice Management** will work for you!

**[fredheppner@cox.net](mailto:fredheppner@cox.net) • Tel 480.513.0462**

**[www.FredHeppner.com](http://www.FredHeppner.com)**



**FRED HEPPNER**  
Business Management  
Advisor, Transitions  
Consultant, Speaker,  
"Practice Pointers" Columnist

Endorsed by

