

# Office of Healthcare Innovation



## ASK-ADVISE-REFER Resources

The following handouts and promotional items are available to help you promote tobacco cessation. Contact a staff member from the Office of Healthcare Innovation to place an order:

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## "You Can Quit. We Can Help." Rack Cards and Posters

These cards and posters explain the ASHLine service and encourage patients to get help quitting tobacco. Posters are available in 11" x 17" or 8.5" x 11". Cards have English on one side and Spanish on the other. Plastic card holders are also available.

### General Audience

The General Audience section features four rack cards and one poster. The rack cards are bilingual, with English on one side and Spanish on the other. They include the following text:

- English Side:** "You can quit. We can help. It's free." "Quitting tobacco is tough – even tougher when you do it alone. When you call the Arizona Smokers' Helpline, or visit ashline.org, quit coaches help you quit. Develop a quit plan that works and go at your own pace using free telephone and 24/7 Web-based services." "All services are FREE" "Quit coaching in English and Spanish" "Medication assistance available" "If this is your first time quitting or you've tried before – we can help." "Call today. 1-800-55-66-222 www.ashline.org"
- Spanish Side:** "Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis." "Dejar el tabaco es difícil – y más difícil cuando intentas hacerlo sin ayuda. Cuando hablas a la Línea de Ayuda para Fumadores de Arizona, consejeros expertos te guían cuidadosamente para que puedas dejar de fumar. ¡Establece metas que tengan sentido para ti y desarrolla un plan que te sirva! Aplica un ritmo propio usando el teléfono o por servicios de internet 24 horas al día, 7 días a la semana." "Todos los servicios de la línea son GRATIS" "Hay consejería en inglés y en español" "Asistencia médica disponible" "Si es tu primera vez dejando el tabaco, o si ya lo has tratado – te podemos ayudar." "Lláme hoy. 1-800-55-66-222 espanol.ashline.org"

The poster, titled "Health Risks Associated with Tobacco Use Arizona Smokers' Helpline", features a human silhouette with callouts to various health conditions: Gum disease, Oral cancer, Heart and blood vessels, Chronic bronchitis, Asthma, Pneumonia, Lung cancer, Stomach cancer, Pancreatic cancer, Colon cancer, Prostate cancer, Erectile dysfunction, Stroke, Alzheimer's, Dementia, Heart failure, Heart disease, Kidney cancer, Bladder cancer, Bone fractures, Cervical cancer, Ovarian cancer, and Low birth weight. It also lists benefits of quitting: "Smoking remains the leading preventable cause of disease and death in the United States – taking to your doctor and getting screened for cancer is critical to staying healthy." "Share information about the benefits of FDA-approved tobacco cessation medications and behavioral support." "Get your doctor's help and make sure you have a quit plan that works for you." "They will provide nonjudgmental support, offer practical tips and work as a team to set small, achievable goals along the way." "Help your patients quit and reduce the health risks associated with tobacco use today." "Arizona Smokers' Helpline: 1-800-55-66-222 www.ashline.org" "2018. All rights reserved. © Maricopa County Public Health. All trademarks are the property of their respective owners."

### Pregnant Women

The Pregnant Women section features two rack cards and one poster. The rack cards are bilingual, with English on one side and Spanish on the other. They include the following text:

- English Side:** "Quitting smoking is the best decision you can make for you and your baby." "Benefits for Mom: Quitting During Pregnancy Can Lower the Risk of: Miscarriage • Infertility • Ectopic pregnancy • Placenta Previa • Placental abruption • Diabetes • Heart attacks • Stroke" "Benefits for Baby: Quitting during pregnancy can help your baby: Gain weight • Grow taller • Live longer • Have fewer health problems" "Call now! 1-800-55-66-222 www.ashline.org"
- Spanish Side:** "Dejar de fumar es la mejor decisión que puedes tomar por ti y tu bebé." "Beneficios para la mamá: Dejar de fumar durante el embarazo puede reducir el riesgo de: Aborto espontáneo • Infertilidad • Embarazo ectópico • Placenta previa • Desprendimiento de placenta • Diabetes • Ataques de corazón • Accidentes cerebrovasculares" "Beneficios para el bebé: Dejar de fumar durante el embarazo puede ayudar a tu bebé: Ganar peso • Crecer más alto • Vivir más tiempo • Tener menos problemas de salud" "¡Llámanos ahora! 1-800-55-66-222 www.ashline.org"

The poster, titled "Benefits for Mom", features a silhouette of a pregnant woman and a baby. It includes the text: "Quitting smoking is the best decision you can make for you and your baby." "Benefits for Mom: Quitting During Pregnancy Can Lower the Risk of: Miscarriage • Infertility • Ectopic pregnancies • Placenta Previa • Placental abruption • Diabetes • Heart attacks • Stroke" "Benefits for Baby: Quitting during pregnancy can help your baby: Gain weight • Grow taller • Live longer • Have fewer health problems" "Call now! 1-800-55-66-222 www.ashline.org" "© 2018 Maricopa County Public Health. All rights reserved. © Maricopa County Public Health. All trademarks are the property of their respective owners."

### Special Populations

The Special Populations section features three rack cards and one poster. The rack cards are bilingual, with English on one side and Spanish on the other. They include the following text:

- Native Americans:** "Life is Sacred. Commercial Tobacco is Not. Quit today." "Life, Breath, Family, Beauty. These are sacred. Commercial tobacco is not. When you call the Arizona Smokers' Helpline, a coach will provide respectful support to help you quit. Quitting commercial tobacco can improve your health and the health of your family. Get started today. Call 24 hours a day. There's never a better time to get started and start your journey." "1-800-55-66-222 ashline.org" "© 2018 Maricopa County Public Health. All rights reserved. © Maricopa County Public Health. All trademarks are the property of their respective owners."
- LGBTQ:** "She is the great LOVE OF YOUR LIFE. Spend the rest of it TOGETHER free from tobacco." "FREE Quit Coaching • FREE Medication • CALL US 24/7" "You can quit. We can help." "If it's your first time quitting or you've tried before – We CAN help." "ASHLINE 1-800-55-66-222 ashline.org" "© 2018 Maricopa County Public Health. All rights reserved. © Maricopa County Public Health. All trademarks are the property of their respective owners."
- Mental Health:** "Your life, your story, your quit." "If you are living with mental illness, or are in recovery, you CAN take control over tobacco." "When you call ASHLine, our coaches will walk you through the quitting process without judgement, help you set personalized goals that make sense for you, and work with you to develop a quit plan that can support your physical health along with your mental health and/or recovery goals." "FREE Quit Coaching • FREE Medication Assistance • Call us 24/7" "You can quit. We can help." "If this is your first time quitting or you've tried before – We can help." "1-800-55-66-222 ashline.org" "© 2018 Maricopa County Public Health. All rights reserved. © Maricopa County Public Health. All trademarks are the property of their respective owners."

# Educational Handouts and Posters

Posters are 11" x 17" and available in English or Spanish. Cards have English on one side and Spanish on the other. Plastic card holders are also available.

## Chemicals

### What's really in a pack of cigarettes?

Cigarettes and secondhand smoke contain more than 7,000 chemicals.

Secondhand smoke includes:	Which is also found in:
acetic acid	descaling agent
acetone	nail polish remover
ammonia	household cleaner
arsenic	rat poison
benzene	gasoline
butane	lighter fluid
carbon monoxide	car exhaust
ethylene oxide	antifreeze
formaldehyde	embalming fluid
hydrogen cyanide	pesticide
tar	road surfacing
toluene	paint thinner

**You can quit. We can help. It's free.**

Call today!  
1-800-55-66-222  
www.ashline.org

### ¿Que hay realmente en un paquete de cigarrillos?

Cigarrillos y el humo de segunda mano contienen mas de 7,000 sustancias químicas.

Humo de segunda mano incluye:	Que también se encuentra en:
ácido acético	descalcificador
acetona	quitaesmalte
amoníaco	limpiador doméstico
arsénico	ratoncida
benceno	gasolina
butano	líquido de encendedor
monóxido de carbono	escape de los automóviles
óxido de etileno	anticongelante
formaldehído	líquido de embalsamar
cloruro de sodio	pesticida

**Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis.**

llame hoy.  
1-800-55-66-222  
panol.ashline.org

## Pregnancy and Breast Feeding

### Quit for your baby. Quit for good.

Tobacco use is harmful for both you and your baby. The healthiest thing you can do is to quit smoking.

**Quit while you're pregnant.**  
Smoking can make it harder to get pregnant and can cause serious health conditions when you are pregnant. If you smoke, your baby is more likely to:  
 • be born too small or too early  
 • have a birth defect  
 • be stillborn

**Quit while you're breastfeeding.**  
If you haven't quit yet, it's not too late. Keep baby healthy and safe from the start. If you smoke, always breastfeed first; nicotine can pass through your breastmilk. There is no substitute for breastmilk.

**Stay tobacco-free.**  
After delivery, smoking doesn't stop being harmful. Once you've quit, stay tobacco-free for you and your family.

**You can quit. We can help. It's free.**

Call today!  
1-800-55-66-222  
www.ashline.org

### Deje de fumar por su bebé. Deje de fumar para siempre.

El uso del tabaco es peligroso para usted y su bebé. Lo más saludable que puede hacer es dejar de fumar.

**Dejar de fumar mientras esta embarazada.**  
Fumar puede dificultar su habilidad de salir embarazada y puede causar condiciones que gravemente impacten su salud. Si fuma, es más probable que su bebé pueda:  
 • nacer antes de tiempo y ser demasiado pequeño  
 • tener un defecto de nacimiento  
 • nacer muerto

**Deje de fumar mientras amamante a su bebé.**  
Si no ha dejado de fumar, todavía puede hacerlo. Mantenga a su bebé sano y seguro desde el principio. Si fuma, amamante a su bebé antes de fumar porque la nicotina puede pasar a través de la leche materna. Es lo ideal y no existe sustituto.

**Deje de fumar libre de tabaco.**  
Después del parto, el fumar sigue causando daño. Si ha dejado de fumar, manténgase libre de nicotina por su bebé y el de su familia.

**Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis.**

llame hoy.  
1-800-55-66-222  
panol.ashline.org

## E-cigarettes

### Caution

What you don't know about e-cigarettes can hurt you and your children.

- E-cigarettes contain nicotine and other harmful chemicals. Nicotine is addictive.
- E-cigarettes are not regulated. You may not know what you're getting.
- Liquid nicotine is poisonous. Just a few drops on the skin or taken by mouth can be fatal to children.
- The health effects of using e-cigarettes are not regulated. There is no proof that the vapor is safe for the people around them.

**You can quit. We can help. It's free.**

Call today!  
1-800-55-66-222  
www.ashline.org

### Precaución

Lo que usted no sabe acerca de los cigarrillos electrónicos pueden hacerle daño a usted y a sus hijos.

- Los cigarrillos electrónicos contienen nicotina y otros productos químicos nocivos. La nicotina es adictiva.
- Los cigarrillos electrónicos no están regulados por el gobierno. Usted no puede saber lo que está inhalando.
- La nicotina en líquido es venenosa. Solo unas pocas gotas en la piel o tomadas por vía oral puede ser fatal para niños.
- No se conocen los efectos del uso de cigarrillos electrónicos a la salud. No hay ninguna prueba que el vapor es más seguro para el fumador o los que lo rodean.

**Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis.**

llame hoy.  
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panol.ashline.org

## Quitting Time Line

### From the time you quit smoking:

- 20 minutes**  
Your heart rate and pulse return to normal levels.
- 1 week**  
Your sense of taste and smell are enhanced.
- 1 month**  
The appearance of your skin improves.
- 3 months**  
Your lung capacity increases.
- 1 year**  
You can save \$2,400.
- 5 - 15 years**  
Your risk of dying from heart disease, stroke or cancer decreases dramatically.

**You can quit. We can help. It's free.**

Call today!  
1-800-55-66-222  
www.ashline.org

### Desde el momento de dejar de fumar:

- 20 minutos**  
Su ritmo cardíaco y pulso regresan a niveles normales.
- 1 semana**  
Su sentido del gusto y el olfato se han mejorado.
- 1 mes**  
La apariencia de la piel mejora.
- 3 meses**  
Su capacidad pulmonar aumenta.
- 1 año**  
Usted puede ahorrar \$2,400.
- 5 - 15 años**  
Su riesgo de morir de enfermedad cardíaca, derrame cerebral o cáncer disminuye drásticamente.

**Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis.**

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## Dental Resources

### Arizona Smokers' Helpline

Don't let your oral health go up in smoke!

**ASHLINE**

Chewing tobacco and smoking cigarettes is bad for your mouth.

Using tobacco can cause:

- Bad breath
- Cancer of the mouth, lips, tongue, or throat
- Damage to fillings or crowns
- Gum disease
- Loss of taste and smell
- Stained teeth
- Tooth loss

Manatee County Public Health

FREE Quit Coaching  
FREE Medication Assistance • Call us 24/7

**You can quit. We can help.**  
If this is your first time quitting or you've tried before — we can help.

**1-800-55-66-222**

ashline.org

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ashline.org

## Secondhand and Thirdhand Smoke

### Can you spot the danger cigarettes leave behind?

**Secondhand smoke** is the toxins your children are breathing when they are around smokers.

Children who live with smokers are more likely to:  
 • have asthma or breathing difficulties  
 • get ear infections, bronchitis or pneumonia  
 • develop learning disabilities  
 • die of Sudden Infant Death Syndrome

**You can quit. We can help. It's free.**

Call today!  
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www.ashline.org

### ¿Puede usted detectar el peligro que los cigarrillos dejan atrás?

**El humo de segunda mano** son las toxinas que sus hijos están respirando cuando están cerca de los fumadores.

Los niños que viven con fumadores tienen más probabilidades de:  
 • tener asma o dificultades respiratorias  
 • tener infecciones del oído, bronquitis o neumonía  
 • desarrollar problemas de aprendizaje  
 • morir del Síndrome de Muerte Súbita Infantil

**Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis.**

llame hoy.  
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