



Bringing Communities Together

Working Together for a Healthier Tomorrow

SOUTHEASTERN MONTANA TOBACCO USE PREVENTION PROGRAM

Southeastern Montana Tobacco Use Prevention Program Newsletter

April 2019

Big Horn, Custer, Rosebud and Treasure County Newsletter



March 29, 2019

An estimated [37 million US adults](#) (15%) have chronic kidney disease, but most don't know they have it.

Managing blood sugar levels and blood pressure helps [protect kidneys](#); about 1 in 3 adults with diabetes and 1 in 5 with high blood pressure may have chronic kidney disease.

You can use resources from [CDC's Chronic Kidney Disease Initiative](#) to raise awareness and promote testing in people at risk.

<https://www.cdc.gov/kidneydisease/publications-resources/2019-national-facts.html>

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1 in 7 US adults estimated to have chronic kidney disease

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#TobaccoFree

MAT

Medication-Assisted Treatment

Healthy You
Healthy Community

What Is Medication-Assisted Treatment?

Medication-assisted treatment (MAT) combines the use of medications and behavioral therapy to treat people who have a substance abuse disorder.

Does MAT help with opioid addiction?

Yes! It helps to reduce withdrawal symptoms, address cravings, and provide medical supervision. People that have been using opioid drugs (including pain medications like Oxycodone or street drugs like heroin) and abruptly stop will experience withdrawal symptoms. Often the symptoms are so unpleasant that many people start taking the drugs again.

MAT works to:

- Reduce uncomfortable withdrawal symptoms using an opioid replacement medication. The medications help to lower the risk of relapse during the early stages of recovery.
- Address cravings for the drug in the early stages of recovery.
- Facilitate a slow, controlled taper of the drug so the person can adjust to living without opioids.
- Provide medical supervision of the early stages of the person's recovery. Supervision can be extremely helpful in addressing triggers and potentially stressful situations that can increase the probability of relapse.
- Help with pain management.

oneHealth
Something to feel good about

bvhc

Miles City 406-874-8700
Ashland 406-784-2346
Hardin 406-665-4103
bighornvalley.org
facebook.com/bighornvalley

Behavioral Therapy

MAT incorporates behavioral therapy treatment that includes:

- An assessment of the person's psychosocial needs.
- Individual or group counseling (or both).
- Inclusion of family support.
- Referrals to services in the community.

Benefits of MAT

- MAT focuses on developing skills for long-term recovery as opposed to focusing on withdrawal and detox symptoms.
- The person in MAT has a lower potential for relapse related illnesses, legal issues, relationship and other social issues.
- The treatment program and team can include multiple areas of expertise and input into the treatment process.

Who's Involved?

In addition to the Primary Care Physician and RN who are in charge of prescriptions, lab work, and educating the patient we have a Care Manager who follows up, tracks pain levels, and continues to screen and assess. This integrated approach also includes a Licensed Addiction Counselor and Behavioral Health Specialist.

Contact Us!

We will not refuse care due to inability to pay, so if you know someone who struggles with addiction please contact us at 406-665-4103 in Hardin, 406-784-2346 in Ashland, or 406-874-8700 in Miles City.

oneHealth
Something to feel good about

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UPCOMING EVENTS:

Treasure County Health Fair April 8th with deeply discounted labs. Call 342-5533.

St. V mobile mammography coach 4/8-hysham. 237-4373 for appointment. Grants available for clients with no insurance.

ASHLAND HEALTH FAIR MAY 8TH

More information to come

1.5 MILLION MORE STUDENTS
used e-cigarettes in 2018 vs 2017

CENTER FOR TOBACCO PRODUCTS

FDA



A look at how Big Tobacco infiltrated baseball

After decades of the tobacco industry using America's pastime to sell cigarettes and smokeless tobacco, almost half of major league baseball stadiums are starting the 2018 season tobacco-free.

The tobacco-free policies now in effect at 14 of the league's 30 team stadiums are helping to address a legacy of tobacco industry influence

dating back to over a century ago. Big Tobacco heavily invested in using tactics to link tobacco with baseball, including in-game promotions, stadium advertising and creating baseball cards.

Here's a closer look at three major ways the tobacco industry infiltrated baseball culture, using research from the [Stanford University Research into the Impact of Tobacco Advertising](#).

1. Baseball cards

Did the tobacco industry invent baseball cards?

Many might not know that a ubiquitous part of baseball fandom, baseball cards, have their roots in the tobacco industry.

The earliest baseball cards were placed inside packs of cigarettes. "Cigarette companies used cards with images of baseball players to stiffen their packs of loosely packed tobacco and thin paper wrappings as early as 1888," according to SRITA.

Players featured on the trading cards for years to come could also be seen with a bulge of chewing tobacco in their mouths, providing further advertising for tobacco.

2. In-game promotions

Does the term bullpen come from a tobacco company?

A particularly successful in-game promotion came from tobacco company Bull Durham, starting in 1912.

The company installed billboards at most major league stadiums and promised that any player who hits the sign would get \$50 (equivalent to more than \$1,000 today).

"The prominence of the bull signage and its association with what was becoming America's pastime led to enormous profits for the company and perhaps the origin of the term bullpen to refer to the warm-up area for pitchers," according to SRITA.

3. Stadium advertising

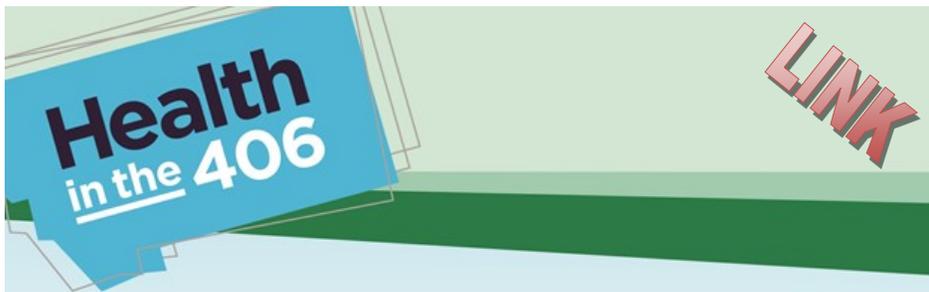
Can tobacco companies advertise at baseball stadiums?

A trip to the ballpark, especially in the 1950s and the years following, often included a good view of a tobacco ad. "Fans' typical experience involved seeing a giant Marlboro or Winston sign, conveniently placed above the scoreboard or exits," states SRITA.

This method of advertising became especially important after [1971, when regulation banned tobacco commercials on television](#). "Without technically advertising on television, cigarette companies received significant ad time on television through these billboards," according to SRITA.

Baseball has appeared in tobacco advertisements in many other forms. Babe Ruth, Joe DiMaggio and Mickey Mantle are just a few of the famous names in baseball that have appeared in tobacco ads.

The influence of this tobacco industry tactic has far-reaching consequences. [Smokeless tobacco, which causes cancer of the mouth, esophagus and pancreas, and leads to nicotine addiction](#), remains associated with baseball to this day. Its popularity with youth in recent years has remained steady and even increased among some groups as smoking rates have dropped. Smokeless tobacco is particularly popular with high school athletes, who use smokeless tobacco at almost twice the rate of non-athletes, according to 2015 Centers for Disease Control and Prevention data.



Health in the 406: Focus on Measles Prevention

[Measles](#) is a highly contagious disease that is quickly [spread](#) through the air when an infected person talks, coughs or sneezes.

Know your [immunity status](#) which may include: written documentation of adequate vaccination, laboratory evidence of immunity, birth before 1957, or laboratory confirmation of disease. If not immune, get vaccinated!

If you think you have been exposed to measles, avoid public places and call your healthcare provider or facility BEFORE going directly to a healthcare facility to be [evaluated](#). The facility may provide special instructions to you to avoid exposing others.

Health in the 406: Focus on CONNECT

[CONNECT](#) is a bi-directional referral system that allows providers to send and receive referrals.

- Those who use CONNECT have a 75% client connection rate, meaning 75 out of 100 referrals result in the client starting services.

To learn more about CONNECT, watch a [CONNECT demonstration](#), or to use CONNECT in your organization, contact [Alex Long](#), Statewide CONNECT Coordinator.

Health in the 406: Focus on Celebrating National Nutrition Month

[National Nutrition Month®](#) is celebrated every March and focuses on the importance of making [informed food choices](#) and developing sound eating and [physical activity](#) habits.

Nutritious eating can be as simple as making sure all the major food groups are incorporated into [meals and snacks](#) throughout the day: lean protein, fruits, vegetables, whole grains and dairy.

For a lifetime of healthful eating, let your unique [lifestyle](#), [nutritional needs](#), and [flavor preferences](#) inform your eating style. [Find an expert](#) that can help you eat right for your lifestyle or visit [eatright.org](#).

MONTANA TOBACCO



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