

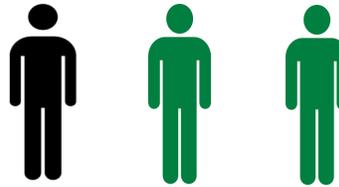
**Why is it that people with mental health or substance use conditions have higher than average smoking rates? This issue shines a light on how tobacco companies have infiltrated mental health treatment and recovery.**

May is Mental Health Awareness Month	1
Exploitation of Vulnerable Groups	1
How Does Tobacco Affect Mental Health?	2
Treat Nicotine Addiction, Support Treatment	2
Upcoming Event Roundup	2

## May is Mental Health Awareness Month

**T**obacco, mental health and substance use have a long history. 40% of cigarettes in the US are consumed by someone with a mental health or substance use condition. It also wasn't uncommon for treatment facilities to use cigarettes to reward clients for good behavior.

Large gaps in treatment



1 in 3 people with mental health conditions smoke...compared to the 1 in 5 without.

and recovery practices and attitudes have failed to protect these marginalized groups. In Indiana, about 1/3 of mental health and substance use treat-

ment centers reported not screening patients for tobacco and only half offered cessation counseling. Mental health professionals have long believed the myth that quitting tobacco would harm their patients' treatment or recovery, but we're learning failing to address tobacco use causes more harm than good.

## Exploitation of Vulnerable Groups

**T**obacco companies have long hidden behind a disguise of charity and compassion to take advantage of vulnerable populations.

Tobacco company-funded research suggested people with schizophrenia should smoke to self-medicate their symptoms. Smoking rates in this group are estimated to be between 60-80%. In reality, tobacco decreases the effectiveness of psychiatric medication, can trigger panic attacks, and can worsen mental symptoms.

Though now illegal, tobacco companies had been known to donate cigarettes to psychiatric hospitals and

homeless shelters. One giveaway, called "Operation Santa Claus", passed out free smokes to mental health care facilities ('tis the season of giving, indeed). In 1994, tobacco giant Philip Morris distributed over 7,000 blankets with their product logo to homeless people and

shelters in New York City. Internal industry documents have called this demographic "more impressionable to marketing/advertising... they're more susceptible. They're less formed intellectually... more malleable."

**Schizophrenic.**

Other low tars are pretty one-dimensional. Dull. But the New Merit is a whole other story; big new taste with lower tar. And that's exciting. In fact, the New Merit has as much taste as cigarettes with up to 57% more tar. Big taste, lower tar, all in one. For New Merit, having two sides is just normal behavior.

**The New Merit. We've got flavor down to a science.**

-1986 ad for Merit cigarettes that perpetuated a common false stereotype that people with schizophrenia have split personalities

## Tobacco Free Boone County

116 W. Washington St.  
B202  
Lebanon, IN  
(765)482-6099

[Website](#)

[Twitter](#)

[Facebook](#)

[Email](#)

May and June Coalition Meetings

**\*\*THERE WILL BE NO MEETING IN MAY\*\***

Monday, June 25th  
11:00 AM–12:00 PM  
Connie Lamar Room  
116 W. Washington St.  
Lebanon, IN

## How Does Tobacco Affect Mental Health?

**W**hen a person consumes tobacco, the absorption of nicotine causes the brain to release a natural chemical called dopamine. This flood of dopamine causes feelings of improved mood, stress relief, and increased focus.



People may choose to use tobacco because they think it helps to reduce symptoms of mental health conditions like anxiety or depression. In reality, it only relieves the nicotine withdrawal and addiction, which may mimic symptoms of their condition.

As the brain becomes used to nicotine causing a

flood of feel-good dopamine, it starts to make less on its own. This can cause a person to think tobacco is the only way to feel happy, which results in an increase in tobacco use. Tobacco may increase a person's risk of developing conditions like anxiety, depression, and schizophrenia.

## Treat Nicotine Addiction, Support Treatment

**S**moking-related diseases, like cancer and heart disease, are more likely to kill someone in psychiatric care than the condition they're being treated for.

Research has shown that addressing tobacco addiction along with mental health conditions should be a top priority among healthcare providers. It can

relieve symptoms of depression, anxiety, and schizophrenia. Nicotine may prime the brain for higher dependence and stronger response to illicit drugs. Addressing tobacco use in people struggling with substance

use has been shown to improve recovery rates and decrease relapse risk.

No one should fight for their mental health alone. Check out [connect2help211.org](http://connect2help211.org) to find resources in your area.



## Upcoming Event Roundup

### Indiana Tobacco Quitline Promotion

Now until- ?  
1(800)QUIT-NOW  
[quitnowindiana.com](http://quitnowindiana.com)  
From now until supplies run out, the Indiana Tobacco Quitline is offering free nicotine replacement therapy (NRT) to ALL enrollees. Using NRT in addition to counseling can improve quitting success.

### Tobacco Marketing Community Conversation

June 6th, 11AM-12PM  
Witham North Pavilion Community Room  
How does Big Tobacco market its deadly products specifically in our neighborhoods? Drop by June's Boone County Healthy Coalition meeting— you might be surprised with what you learn.

### Shalom Kids' Sack Lunches

Mondays in June thru 8/6  
Boone County/Lebanon  
Every Monday starting June 4<sup>th</sup> to August 6<sup>th</sup>, parents of school-age kids can pick up a week's worth of sack lunches every week of break. Contact the Lebanon Community of Shalom for pick up locations and times.