



## For Immediate Release

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## Clinical Outcomes Group, Inc. Offers Free Workshops During “Through with Chew Week”!

Pottsville – February 8, 2010 – February 14<sup>th</sup> marks the start of the 2010 Through with Chew Week (2/14 thru 2/20), with the Great American Spit Out taking place on Thursday, February 18<sup>th</sup>. Through with Chew Week was started by the American College of Otolaryngology (Head and Neck Surgery) in 1986 in an effort to increase awareness of the dangers of spit tobacco and to encourage users to quit. (The website is [www.throughwithchew.com](http://www.throughwithchew.com).) Spit tobacco is sometimes referred to as smokeless tobacco, but smokeless certainly does not mean harmless as realized by the many Americans who are quitting this habit every day.

To have the best chance for a successful and enduring quit, chewers (and smokers for that matter) are encouraged to make a long-term plan to quit smoking for good. “We recognize that although quitting is not easy, it certainly can be done and having a game plan is instrumental to that process”, said Dan Derr, Executive Director of Clinical Outcomes Group, Inc.

In recognition of Through with Chew Week, Clinical Outcomes Group, Inc. is offering two free public workshops for smokeless tobacco users who want to learn more about preparing to quit are invited to attend Clinical Outcomes Group’s **free public “Tobacco Free Living Workshop” to be held on both Wednesday, February 17th and Thursday, February 18<sup>th</sup> from 6:30-7:30 P.M. at our office, located at 307 North 2<sup>nd</sup> Street in Pottsville.** Choose the date that works best with your schedule! This workshop will address the challenges of becoming tobacco-free, strategies for coping with these challenges and the elements of a successful quit plan. Smokers are also welcome. Registration is required. **To register for this free public event, please call Clinical Outcomes Group, Inc. at 1-800-264-1290 or 628-6990.** Free one-on-one, confidential tobacco cessation sessions with a health coach are also available by calling our number.

Frank Jordan Jr., a resident of Frackville, is one of many who have been receiving these free coaching services. Frank has been quit for 3 weeks and said, “I feel much better now and the coaching sessions are really helping me quit for good!” Be one of the many who are THROUGH WITH CHEW!

Some important facts about smokeless tobacco use:

- There are 28 cancer-causing agents. The most harmful carcinogens are tobacco-specific nitrosamines (TSNAs).
- Smokeless tobacco users increase their risk for cancer of **oral cancer**, which includes cancer of the lip, tongue, cheeks, gums, and the floor and roof of the mouth. Only half of those diagnosed survive longer than five years.
- Constant exposure to tobacco juice causes cancer of the **esophagus, pharynx, larynx, stomach, bladder, and pancreas**. These cancers can form within five years of regular use.
- Some of the **other effects** of smokeless tobacco use include: addiction to nicotine, oral leukoplakia (precancerous lesions), gum disease, and gum recession (when the gum pulls away from the teeth). Possible increased risks for heart disease, diabetes, and reproductive problems are being studied.
- In 1986, the Surgeon General concluded that the use of smokeless tobacco “is **not a safe substitute** for smoking cigarettes. It can cause cancer and a number of non-cancerous conditions and can lead to nicotine addiction and dependence.”

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### Website

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