

# **Quit Smoking Now!™**

*The Program to Help You  
Quit Smoking Now  
and Forever!*

by  
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is sponsored by Doctors to the World  
in support of the  
CLEAN INDOOR AIR COALITION (CIAC).

**Dedicated to**  
**All the non-smokers of the world**  
**who've every right to breathe clean air**

**and to those ready to kick**  
**their addiction to tobacco products.**

**QUIT SMOKING NOW™** is a program to help you break your smoking addiction. As with any other addiction, it is important you admit you have an addiction to tobacco products. Denial is the biggest obstacle to breaking your addiction to tobacco use.

## **WHY COLD TURKEY?**

Because tobacco use is an addiction, the best way to “kick” your habit is to quit “cold turkey.” That may sound difficult and cruel and may intimidate you, but kicking cold turkey is indeed the best way to quit smoking. In fact, over 90% of all those who successfully become non-smokers did it cold turkey.

Why is cold turkey the best way to stop smoking? Smoking is an addiction to the chemical, Nicotine. As with any addiction, tapering off only keeps the addiction alive. No one who has had experience in alcohol addiction treatment would ever suggest tapering off booze. Each drink only increases the desire or need to continue drinking. The same is true of smoking. Each smoke makes your body crave another smoke. Tapering off only prolongs the agony and strengthens the addiction.

## **THE “KICK COLD TURKEY” CEREMONY!**

It is important that you make a hard commitment to quit your smoking habit. You have to make an investment in quitting. One way to do this is to get rid of all your smoking paraphernalia. After all, if you are committed to quitting, you certainly don't need to keep anything related to smoking. If you're not willing to get rid of your smoking paraphernalia, you obviously aren't too serious about becoming a non-smoker for the rest of your life. That is, after all what it means to quit smoking ... becoming a non-smoker for the rest of your life.

Non-smokers do not need smoking paraphernalia.

Non-smokers do not need ashtrays, humidors, pipes, pipe cleaners, tobacco, cigars, cigarette, lighters, tobacco pouches, snuff, chewing tobacco, cuspidors, etc., etc., etc.

The “Kick Cold Turkey” ceremony is where you get rid of all these trappings. It means that if you ever go back to smoking you'll have to make an active decision to reinvest in smoking supplies and that may, in itself, be just enough of a deterrent to keep you from “falling off the wagon!”

*Quit Smoking Now*

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**Gather everything that is part of your smoking habit and throw it into the trash.**

If you hold back, you are only hurting yourself. **THE MORE YOU GET RID OF, THE GREATER YOUR COMMITMENT, AND THE BETTER YOUR CHANCES FOR SUCCESS.**

When Othniel Seiden (the author of this text) quit, he gave away a brand new box of cigars with only one of them smoked. That was about a \$50.00 commitment. In addition, he got rid of a humidor and about seven pipes, an additional \$180.00 commitment. He also cleaned his home and office of all ashtrays, lighters and smoking gadgetry which brought his total commitment up to roughly \$280.00. By the time, his wife had all the drapes and furniture cleaned of the smoke residue and smell, his investment in quitting topped \$550.00. Believe him when he tells you... that made it difficult to consider a return to smoking.

Your success in quitting makes the sacrifice of all that paraphernalia well worthwhile. On the other hand, to revert to smoking, you would suddenly realize you wasted the entire investment of discards.

Now that you have discarded your smoking paraphernalia, you are a non-smoker!

**Congratulations!**  
**YOU ARE A NON-SMOKER!**

**IT IS IMPORTANT THAT YOU THINK OF YOURSELF AS A NON-SMOKER! REALIZE IT ... YOU ARE A NON-SMOKER!**

**SMOKING OR  
ANY OTHER TOBACCO USE  
IS AN ADDICTION!**

Let's reemphasize, "Smoking or tobacco use is an addiction!" Smoking is an addiction to the chemical substance *Nicotine*. Nicotine addiction is considered by many authorities to be as strong as an addiction to heroin or opium. That being the case, now is the best time to quit because *tomorrow your addiction will be stronger.*

Don't let the addiction facts intimidate you.

The half-life of nicotine in your system is relatively short and addiction withdrawal to nicotine is usually over within 48 hours. In fact, it is not the physical withdrawal that will likely cause you the greatest difficulty in quitting. There are two other factors involved with smoking in addition to addiction which you must understand; they are psychological dependence and habituation. Let's take a more detailed look at the differences between addiction, psychological dependence and habituation.

**ADDICTION...**

Addiction involves an actual biologic physical craving by the cells of your body for the chemical substance nicotine. Nicotine is found only in tobacco

## *Quit Smoking Now*

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in an additive state. The longer and more frequently you use tobacco products in any form, the stronger your addiction becomes. The stronger your addiction becomes, the more intense your withdrawal symptoms are likely to be. Once you are addicted to nicotine, you are always addicted to nicotine. That does not mean that you never get over the withdrawal symptoms; you'll get over those in a relatively short time and may suffer surprisingly few ill effects.

What it means to be, **“Once an addict, always an addict,”** is that if you ever indulge yourself in a tobacco product you'll be immediately “hooked” again and at the same level as you were when you quit. It is very important that you realize this. If you smoked two packs a day, and you quit for twenty or more years, and you try a smoke twenty or more years from now, within a day or two of that first smoke *you will probably be back to two or more packs a day!* Your addiction is no different from that of an alcoholic or a hard drug junkie. One drink and an alcoholic will go right back to being a drunk ... one snort and a coke head will go right back to being a hard drug user ... and one smoke, chew or snuff and you'll be right back to the habit level you just left. That is what addiction means. You are a tobacco addict and you must never forget it! This is not a moral judgment but statement of a physical and biological fact. Addiction will not be a problem for you unless you expose yourself to the ingestion of nicotine at some time in the future.

## **PSYCHOLOGICAL DEPENDENCE**

Psychological Dependence is more a state of mind and will probably cause the least of your problems in quitting or staying off of tobacco products.

Think of Psychological dependence as a child's security blanket. You may have a real fear of giving up tobacco because you *think* you can't get along without tobacco. Just as a child has a fear of going out without its security blanket or going to bed without its teddy bear. This is more a lack of confidence or fear of failure. You will get over this aspect of your need for tobacco about as quickly as you'll get past your tobacco withdrawal symptoms ... in a matter of a few days. Psychological dependence is more likely to show itself as an anxiety over not having a pack of cigarettes where you can get to them easily as being deprived of your smoking. It is something like an angina patient who has an attack because he realizes he doesn't have his nitro glycerin tablets with him. Just having them in his pocket where he knows he can get at them if he needs them is enough to hold off many attacks. That is what psychological dependence means.

**Confidence is what is necessary to get past psychological dependence.**

## **HABITUATION....**

Habituation or habit is your toughest obstacle. This program (QSN) will do all possible to help you get through the habit systems you have built up around your smoking through the years.

Habituation involves all the personal “*triggers*” developed over your entire smoking life that say to you, “You need a nicotine fix right now!” Understanding these triggers and being forewarned about them... becoming aware of them... recognizing them ... and thus being able to avoid them... is your best key to successfully remaining a non-smoker. QSN will spend most of its energies helping you to become aware of and avoid your smoking triggers.

All this addiction, psychological dependence, and especially habituation mean kicking the smoking habit is not easy, but it is possible.

Since it is nicotine that you are addicted to, we do not believe in using smokeless cigarettes, nicotine gum, nicotine tablets or other chemical crutches. All they do is keep your addiction and habit system alive. To be free of your addiction means to *stay away from nicotine in all forms and at all times!*

It is important to realize that over 70 to 90 million smokers have quit their habit and so can you. Many of those millions of ex-smokers were two, three and four packs a day smokers. They were just as addicted as you.

They were just as scared as you are to make their commitment to quit. Their craving for their next smoke was just as strong as yours. They took as much pleasure from smoking as you did. They too decided enough was enough. Something finally motivated them enough to quit and that motivation helped them to succeed.

You too will succeed.

QSN will do everything it can to help you and support you in your efforts. It will be easier than you think because you won't be alone in your efforts to quit smoking forever. QSN is with you all the way until you know you're a non-smoker forever!

## **MOTIVATION**

Motivation is the key to success in anything we achieve. Motivation in your effort to quit smoking must be stronger than your desire to once again take up smoking. Let's examine some of the motives to keep you from ever smoking again.

## **FACTS ABOUT SMOKING AND HEALTH**

You've probably heard all the facts about smoking and health before. But now there's a difference. Now

## *Quit Smoking Now*

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*you're a non-smoker.* Now you may find it easier to accept the facts regarding the dangers of smoking. When you were a smoker, denial was easier than acceptance of these facts. Now that you're a non-smoker let's review them one more time and really think about them for a change.

Actually, the dangers to your health are probably not your strongest motivations to quit tobacco. It has been too easy for you to think or say, "It won't make much difference if I quit next month or next year!" Sound familiar? Well it does make a difference. Tomorrow ... next week ... next month ... next year will never come. You'll always put it off for another period of time. The only way to be sure you'll quit is to QUIT SMOKING NOW! Not tomorrow, not next week, not next month ... NOT EVEN AFTER YOUR NEXT CIGARETTE ... It has to be NOW!

That's why *you are no longer a smoker.*

You have already quit! You did it NOW! You're committed! You've made your investment and now you are a non-smoker! Say that a few times to yourself, to see how it feels. "I'm a non-smoker!" Then say it to yourself if you're ever tempted to pick up another cigarette, for that smoke would be an end to that important personal commitment and make that investment worthless!

Yes, your smoking, up to now, has injured your health with every single cigarette you smoked. **Each and every cigarette hurt you!** Each one did serious damage to your health!

Quitting will help you regain good health. And yes,

the earlier you quit, the more good health you will regain. It does make a very big difference when you quit. NOW! is the best time to quit!

## **WHAT DOES SMOKING DO TO SMOKERS?**

Despite the denials of the Tobacco Institute, smoking is a serious hazard to human health and life. Up to 500,000 Americans die each year as a direct result of their smoking habit. Let me repeat that ...

**A HALF-MILLION AMERICANS DIE  
EACH TWELVE MONTHS BECAUSE THEY  
USE TOBACCO IN ONE FORM OR  
ANOTHER!**

That's in the U.S. alone; the world over it's far more.

It doesn't matter if you smoke cigarettes, cigars or a pipe, tobacco **eventually it will kill you if you return to it!**

Smokeless tobacco kills too. Chewing tobacco, snuff, tobacco in any form is poison to human tissue ... and poison kills!

The tobacco industry is the only industry I know of that shamelessly kills off up to 500,000 of its best customers each year in America alone. More amazing is

## *Quit Smoking Now*

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that its customers don't seem to mind. They just keep on supporting the industry that's killing them. That's worse than suicide; it's like putting out a contract to kill on yourself!

Yes, tobacco kills tobacco users ... let us count the ways:

**1. *Smokers die younger than non-smokers.*** The fact is that the death rate of smokers **at all ages** is higher than for non-smokers. And that accelerated death rate climbs significantly in direct proportion to the number of cigarettes smoked, the number of years of smoking and how early an age the smoker began the habit. This means that smokers in their twenties have a higher death rate than non-smokers in their twenties. The same is true in the thirties, forties, fifties. The death rate for smokers accelerates at a much more rapid rate as each decade passes.

**2. *A little smoke is deadly too.*** Men who smoke less than a half a package of cigarettes a day have a death rate 60% higher than non-smokers. A one to two pack a day smoker has a 90% higher death rate than a non-smoking peer. Two or more packs a day smokers have a death rate 120% higher than non-smokers in their same age groups.

**3. *This translates into over 1,300 unnecessary deaths each and every day of the year*** in the United States alone. That is like five jumbo jets with over 250 passengers

crashing every day and killing everyone aboard. This is more deaths each year than the total of all alcohol related deaths, drug related deaths, accidental deaths, murders, suicides, and deaths caused in war in any one year added together. Think about that! Let me repeat it because it is an outrageous fact:

*More Americans die each year from the effects of tobacco use than the total of all alcohol related deaths ... added to all drug related deaths ... added to all accidental deaths ... added to all murders ... added to all suicides ... added to all deaths caused by war in any one year!*

**What kind of a value system allows such an industry to continue?** What kind of mentality keeps people supporting and defending such an industry? Why aren't we as outraged at the tobacco industry as we are about other environmental issues? *Tobacco smoke is the greatest environmental hazard in the entire world!*

*4. Smoking is the major risk factor in heart attacks.* Heart attack is the major killer disease among Americans. The American Heart Association estimates that 25% of all fatal heart attacks are caused by smoking. That means *170,000 heart attack deaths per year* in the United States *are caused by smoking!*

*5. Lung cancer is only the second most frequent cause of death among smokers, killing 130,000 Americans yearly.* To add emphasis to this fact, *lung cancer is relatively rare among non-smokers ... virtually non-existent ... unless that non-*

## *Quit Smoking Now*

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smoker lives or works with heavy smokers. The incidence of lung cancer increases directly with the quantity smoked.

*6. Smokers die of emphysema at a much higher rate than non-smokers.* Smokers suffer a much higher rate of bronchitis, pneumonia, upper airway infections, allergies, colds, flues, sinus infections and other lingering respiratory illnesses compared to non-smokers. These diseases can not only cause lingering deaths, but can cripple a person to the point where he or she cannot care for him or herself, be productive or enjoy even the simplest of life's pleasures. *The death toll from chronic obstructive lung disease is about 50,000 Americans per year.*

*7. Smokers have about five times the normal risk of dying from mouth cancer.* Smokers suffer almost ten times the risk of dying from cancer of the larynx. Smokers also have a far higher incidence of dying of cancers of the urinary bladder, pancreas, breasts and almost every other part of the body.

*Now aren't you glad you are a non-smoker*

*8. If you are pregnant and smoke, your chance of having a miscarriage, a stillbirth, a premature baby, a sick baby or a baby with birth defects is significantly higher.* A recent study has shown that 70% of all Sudden Infant Death Syndrome (SIDS) tragedies occur in cases where the mother smoked during her pregnancy and in a high incidence of the remaining 30% the mothers were exposed to

smoking by spouses, co-workers or other acquaintances.

9. *Smoking increases your blood pressure dangerously.* High blood pressure is a major cause of brain hemorrhage, stroke, kidney disease, heart disease and other potentially crippling or lethal diseases.

10. *If you are a woman on birth control pills and smoke, you have a much higher risk of suffering heart attack, stroke and crippling or fatal blood clots ...* all at a relatively young age!

11. *Smoking aggravates and increases the incidence and severity of ulcers, diabetes, hypertension, angina, headaches, migraines, epilepsy, allergies, renal diseases, colon cancer, irritable bowel syndrome, gum diseases, dental problems* and many other health problems. It is estimated that *up to 50% of all hospitalizations in the United States are tobacco related.*

Think about how much smokers are costing *you* a non-smoker in added medical insurance costs. When a smoker gets sick, smoking may dramatically reduce the beneficial effects of prescription medications or the accuracy of medical tests. Not only do smokers use hospital facilities more than non-smokers, their hospital stays are longer and require high-tech facilities which spiral the cost of medical care, i.e.; cardiac care, intensive care, by-pass surgery, cardioversion, heart pump, emergency room resuscitation, long term hospitalization, oxygen therapy, lung surgery, long term nursing care, etc., etc., etc. We non-smokers are subsidizing the high cost of smokers' medical care through high insurance premiums.

## *Quit Smoking Now*

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The list goes on and on and on.... Add them all together and the deaths from tobacco use soars to half a million Americans snuffed out each year. Think what it must come to the world over. The tobacco industry is a death industry. It should, it must be shut down.

### ***12. Smoking causes or aggravates ED or erectile dysfunction.***

If you have erectile dysfunction due to hypertension, diabetes, medications, circulatory problems and smoke the tobacco use is probably aggravating or potentiating the problem to the point that quitting smoking may resolve the problem. If there is no other physical problem causing ED, tobacco use is the probable cause of ED. Quitting can and probably will reverse the problem. The same goes for women smokers; tobacco use can reduce sexual response for the same reasons and causes as for ED in men.

## **IF NOT FOR YOU, THEN BE CONSIDERATE OF OTHERS!**

A more tragic statistic than the fact that smoking kills a half million smokers per year, is the tragic fact that ... *side stream smoke kills up to 50,000 non-smokers each year!* If you smoked in the presence of others who are non-smokers, you contributed to the deaths of up to 50,000 innocent people who have made the choice not to smoke.

**It is this danger to non-smokers that is causing all the strife between smokers and non-smokers everywhere.** If a smoker wants to risk his or her life and health by smoking, he or she have that right ... but *smokers do not have the right to impose the same or worse danger on people who do not want to breathe side stream smoke.* Side stream smoke is not just an unpleasant nuisance.

**Side stream smoke is the smoke that comes off of the lit end of a cigarette, cigar or pipe, polluting the air all around the smoker.** It is a lethal air pollutant to all who are forced to inhale it. Most susceptible to these lethal gasses and chemicals are unborn fetuses, infants and children and the elderly.

*Side stream smoke is far more deadly and poisonous than the mainstream smoke that the smoker inhales!* How is this possible? When a cigarette, cigar or pipe is smoldering, the lit portion is a gray color. Its temperature is only around 250 degrees. The smoke pollution coming off its lit end and filling the air around it is cool and contains thousands of lethal chemical components. When the smoker draws on the cigarette, cigar or pipe the rush of air passing through the lit end suddenly brings it to life with a hot red glow and the temperature jumps up to over 1,000 to 1,200 degrees. Burning is far more efficient at 1,000 degrees than at 250 degrees. At the higher temperatures many of the lethal chemical parts are burned up so there are less of them in the smoke coming off the burning tobacco. Therefore, side stream smoke has up to 10 times more tar, 10

## *Quit Smoking Now*

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times more carbon monoxide, 50 times more benzenes, in fact many, many more times all of the thousands of poisonous chemical substances that have been analyzed out of tobacco smoke.

Knowingly smoking in the presence of children, born or unborn, is a form of child abuse ... a ***SILENT CHILD ABUSE!*** The child abuse caused by smoking in the presence of children is very real and far reaching. It abuses the child by doing both physical and mental damage which is too often irreversible. Volumes of evidence is now available showing side stream smoke is a tremendous hazard to our health ... and a far greater hazard to children whose bodies are growing, developing, whose cells and organ systems require a greater supply of fresh clean oxygen to develop to their maximum potential. Deterrents to this development in these maximum growth stages of life can never be made up in the future. If you, as a parent or grandparent, expose your children to side stream smoke, you are perpetrating a child abuse as surely as if you were overtly beating or otherwise harming the child. As a non-smoker, do not take your children into areas where they can be exposed to the smoke of others ... or you are also perpetrating an abuse.

Side stream smoke is devastating to children!

**Again, side stream smoke kills up to 50,000 non-smokers each year! Let's examine some facts:**

**1. If you expose your non-smoking spouse to your side stream smoke, you increase his/her**

**chances of developing lung cancer by over 90%.** Yale University School of Medicine reported that non-smoking women whose husbands smoked more than 20 cigarettes a day are more than twice as likely to die of lung cancer as the wives of non-smokers. There are no figures for children yet, but the effect on them is probably far greater. One study showed that 5,000 non-smoking women die each year of lung cancer caused by exposure to heavy side stream smoke exposure from their spouses.

**2. The Environmental Protection Agency (EPA) of the U.S. Government has stated, “Side stream smoke is deadlier than the primary smoke inhaled by the smoker!”** Over two-thirds of the smoke from a cigarette goes into the air when a smoker inhales. When the cigarette smolders, all of the smoke goes into the surrounding air. The average cigarette burns from twelve to fourteen minutes. Only two minutes of that time is it being drawn on by the smoker. This means that the cigarette shoulders from ten to twelve minutes spewing well over 80% of its smoke pollution into the air that non-smokers have to breathe. Remember, the side stream smoke carries a measurably higher concentration of cancer-causing compounds than mainstream smoke actively inhaled by the smoker. Studies show conclusively that side stream smoke contains up to ten times more carbon-monoxide, up to ten times more tars, 50 times more ammonia, more cyanide and more benzene ... more of all the thousands of known poisonous chemicals in

## *Quit Smoking Now*

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tobacco smoke. *And realize that the smoker not only gets the mainstream smoke but the side stream smoke as well!*

**3. Carbon monoxide blood levels of a non-smoker doubles when exposed to a smoker, *even in a well ventilated room.*** In fact, one smoker in a well ventilated room will raise the carbon monoxide levels to over double the maximum levels allowed for industrial workers by the federal government. Just think what it is like in a smoke filled work place where non-smokers have to spend eight hours a day.

**4. It takes several hours for the blood levels of carbon monoxide in a child's, as well as an adult's, system to return to normal** after being exposed to the side stream smoke of just one cigarette. If in that time, there is exposure to additional cigarettes, the levels continue to rise. A child who is exposed to the continuous smoking of a parent, relative or stranger, may never clear the excess carbon monoxide or cancer causing chemicals from its small body.

**5. The lungs of children exposed to side stream smoke *do not grow as rapidly as those whose parents do not smoke.*** Thus, children who are constantly exposed to smoke cannot get as much of the necessary oxygen into their systems to give them their full developmental potential.

**6. Children whose parents smoke or who are taken into smoking areas regularly face increased**

**risk of such breathing disorders as allergies, emphysema and bronchitis** according to the "*New England Journal Of Medicine.*"

**7. An adult non-smoker in a smoke-filled room for one hour will inhale as much cancer-causing material as a smoker would after inhaling up to 30 cigarettes**, according to a paper presented at a Joint American-Canadian Chemical Society conference.

**8. Smoking is harmful to a developing fetus in a pregnant mother.** *No pregnant woman should smoke. A non-smoking pregnant woman should never allow herself to be exposed to the smoke of her spouse or others.*

**9. A recent study found a possible link between Sudden Infant Death Syndrome (SIDS) or Crib Death and smoking.** Mothers of the infants who died of this tragic event either smoked or were exposed to a high concentration of side stream smoke in an overwhelming percentage of the cases.

**10. The EPA states that over 5,000 non-smoking Americans will die this year of lung cancer because they inhaled side stream smoke.** This says nothing of the chronic lung disease, hypertension, heart disease and other ailments and terminal diseases caused by smoking that these innocent people and children are being exposed. *Up to forty-five thousand more non-smokers may have their lives shortened by these other smoke caused diseases.*

## *Quit Smoking Now*

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11. The EPA states that, **“Cigarette smoke is the most dangerous airborne pollutant** because it contains radioactive particles that can cause cancer.”

12. **Tobacco smoke is over 90 times more lethal than the dangers of Asbestos.** Asbestos causes about 3,000 deaths a year *world wide*. Why don't we make as big a fuss over the deaths caused by the tobacco industry?

The above listed are facts which you can accept, or like the Tobacco Industry, pooh pooh. If you want to continue to court death and illness, that's your business, *but when you do your smoking in the presence of others who are non-smokers, it becomes the serious business of others.* **You have every right to destroy yourself, but you have no right to harm others while doing it, nor incur additional health care expense on them.**

For further fact on the dangers of side stream smoke we refer you to the U.S. Surgeon General's 1986 Report on Smoking and Health.

Hopefully, now that *you are a non-smoker*, you will speak up, when in the presence of a smoker. Speak up for yourself when you are *assaulted* by an inconsiderate smoker. And above all, speak up for defenseless infants and children who are exposed to smoke by a thoughtless parent, grandparent or other guardian. Speak up for a child who is constantly being subjected to side stream smoke by a thoughtless or non-caring parent or grandparent who will insist on taking his or

her own pleasure in spite of the hazard it presents to the child. This is nothing less than a **SILENT CHILD ABUSE**.

## **REASONS TO QUIT SMOKING OTHER THAN HEALTH**

There are other reasons to quit smoking beside health factors. If your own health and the health of your loved ones isn't enough to turn you off of smoking forever, consider the *social reasons to quit*.

It is ironic that most of us started smoking for social reasons. Our peers did it and so we did it to be part of the gang. Peer pressure is the major reason most smoke; that or seeing our parents or grandparents do it. We find that peer pressure is one of the strongest reasons for quitting the smoking habit. Finally, popular opinion has turned against the smoker. Smoking is no longer "in." It has become an anti-social habit. Smokers are in a minority in the United States today. Depending on what part of the country you are in, what economic level you are part of and what your educational level is the percentage of smokers ranges from less than 20% to 35%. In any situation, non-smokers far outnumber smokers. The higher the economic and educational level of your peers, the lower the percentage of smokers you'll encounter.

What social factors make a smoker a less desirable companion?

**IF YOU SMOKE,  
YOU SMELL!**

Most smokers can no longer detect the acrid odor on themselves or other smokers. If you want to know how you smell to those non-smokers around you, stick your nose deep into a dirty ashtray full of old cigarette or cigar butts and inhale deeply through your nose. That's how others smell you and at a distance of several feet. When a smoker enters a smoke free room, all the non-smokers in that room know a smoker has just entered, even if he or she isn't smoking at the time.

**Your odor precedes you when you smoke.**

**Your breath smells of stale tobacco.**

**Your skin smells of stale tobacco**

**Your hair smells of stale tobacco**

**Your clothes reek of stale tobacco.**

Now that you're a non-smoker take a long shower and shampoo and get your clothes thoroughly cleaned.

You'll notice people will be more comfortable around you. Also avoid others who smoke, because if you're around them very much you'll pick up their smoke odor from the side stream smoke.

After you've been a non-smoker for a few days your sense of smell will gradually return. You'll slowly begin to recognize the odor in your car, your home, in your clothes closet, in your dresser drawers, and you'll especially recognize it on other smokers. That, my

friend, is what you've smelled like for as long as you've smoked.

While we're on the subject, let's dispel a myth about fragrances. Let's discuss pipe smokers a moment. It seems every pipe smoker thinks his pipe smells wonderful. That's because pipe smokers can't smell their own smoke. So they go out of their way to get the most aromatic tobacco they can buy. They think they're adding to the pleasure of others. Well that isn't the way it works. To non-smokers and other smokers, there are few odors more offensive than the pungent smell of aromatic pipe tobacco. Most people will agree that pipe smoke is even more disagreeable than cigar smoke. There is a reason why many places that allow smoking will not allow cigar or pipe smoking.

Burning tobacco simply stinks!

### **IF YOU SMOKE YOU MAKE A POOR IMPRESSION!**

When you smoke around non-smokers who don't know you, their first impression is that you are inconsiderate of others, that you have poor judgment, that you're of weak character and most of all, that you're a fool! Maybe those non-smokers who do know you think many of the same things. It's hard to respect a person who smokes in face of all the reasons not to smoke.

Smokers are indeed fools! Most are indeed inconsiderate of others! Smokers do indeed

demonstrate poor judgment! And anyone who has quit the habit and those who never fell prey to it are bound to question the character of one who insists he or she “Just can’t quit!”

Now that you have quit ... stay quit!

## **IF YOU SMOKE YOU’RE HURTING YOUR BUSINESS!**

You probably can’t begin to imagine how much business you’ve lost, sales you haven’t closed or overhead you’re causing by smoking. It’s one thing smokers tend to deny. **Well, Open Your Eyes Already!!!**

You alienate non-smoking clientele when you smoke. Remember, about 75% of the general population does not smoke. They don’t like to be near you because you have an unpleasant odor. If you smoke in your place of business, they do not like to enter. Non-smokers want to breathe clean air. Let us repeat, 75% of your potential clientele are non-smokers, (unless you own a tobacco store). If you allow smoking in your store, your merchandise reeks of tobacco. Non-smokers do not want to purchase items that smell of tobacco from sales people who also reek of tobacco from a store filled with air that smells of stale tobacco.

You increase overhead dramatically when you smoke in the work place. Government figures bear out

the fact that each smoker costs his or her employer over \$4,500 more each year than a non-smoker. This is due to increased insurance premiums, decreased production, lost time from work, increased cost of building and equipment maintenance and other increased overhead costs directly related to smoking. Companies which do not employ smokers can often save 25% to 35% on health, fire and life insurance premiums. At today's insurance costs that, in itself, is a tremendous savings in business overhead.

Smokers take two to four times as much sick leave as non-smokers in a non-smoking work place. In a work place that does force non-smokers to work in side stream smoke, the non-smokers also have a much higher incidence of absenteeism. When you consider the wages paid during such loss of production that is indeed a heavy expense for employers to subsidize. Furthermore, studies show that maintenance costs can be cut by 50% when smoking is eliminated from the work place. Electronic equipment requires far less repair and cleaning. Interiors do not have to be cleaned as often. Furniture does not require cleaning, refinishing or replacement as often because of burns. Windows do not have to be washed as often. Carpeting does not require replacement or patching as often when smokers are kept out. **Remember, over 50% of all fire losses in this country are caused by careless smoking!**

These are the reasons why more and more companies are establishing a policy of hiring only non-smokers. Now, more and more companies are paying

for their employees' participation in smoking cessation programs. Some are giving smokers the ultimatum, "Stop smoking ... or find a new job!"

One of the biggest employee problems employers have to face today is the dissension between smokers and their non-smoking fellow workers. It leaves employers one of two choices; go to the expense of putting in separate smoking areas with independent ventilation systems, or get rid of smokers. A word to the wise..

**IF YOU SMOKE YOU'RE  
EXPENDABLE, NON-PROMOTABLE  
AND UNRELIABLE**

Again, smokers have a significantly higher absenteeism than non-smokers. The higher incidence of upper respiratory infections, flu and other illnesses is responsible for more sick days. And non-smokers who are forced to breathe side stream smoke eight hours a day are made to suffer more allergies, colds, flu and upper respiratory problems. So more and more employers find the easiest and most cost effective solution is to get rid of smoking employees.

Last but not least, more and more often, smoking prevents you from getting into the board room. For many of the above reasons, smoking prevents you from advancements. All things equal, it will usually be the non-smoker who gets the advancement up the

ladder. If you recall, statistics show overwhelmingly that the higher the economic and education level of individuals, the less likely they are to smoke. Look around you at the executives and top echelons in your organization. You'll discover a very small percentage of them smoke. Peek into the executive board rooms. There is seldom smoking there. Very few still allow ashtrays in. *The writing is on the wall...*

## **SMOKING COSTS YOU MORE THAN JUST MONEY!!**

If a pack of cigarettes costs \$3.50 and the average smoker goes through two packs a day that totals: \$2,555 per year or \$212 per month.

The average worker works 2080 hours a year. If you quit smoking, it'd be like giving yourself a \$1.22/hour raise (*in post-tax dollars, so it's more like a \$1.75/hour raise!*) How often does that happen in this economy - now that were all looking down the barrel of a recession\*. How likely is it that your employer is just going to decide to give you a raise that big for making a wise decision? They won't - *but you can!*

\*If you'd like to find out how quitting smoking can help you become recession proof by using that money in a more intelligent way, get the book: "Secrets to Creating Passive Income" by EJ Thornton and John Clark Craig, ISBN: 0980194199.

That's just the cost of cigarettes, what about the health-care savings? What about the house cleaning savings? What about the cost of all the smoking-accessories - you're saving there too?

## WHAT ARE YOUR REASONS FOR QUITTING?

QSN has given you a few of the good reasons to quit smoking now! **We have yet to find any *good* reasons for continuing the habit!**

There are many more reasons for quitting.

What are your personal reasons? Make a list of them. Your reasons are the most important ones. They are your best motivation. Put down as many of them as you can after our listing and review them daily:

1. My health.
2. The health of my family and friends.
3. My job and professional goals.
4. Opinions of others.
5. Economics.
6. I'm sick of being badgered by non-smokers.
7. My family and friends are worried about my health.
8. I know I've got to do it sooner or later ... NOW! is the time.
9. I'm tired of being a victim and slave to the tobacco industry.
10. Smoking has a bad affect on my love and sex life.
11. I'm setting a horrible example for my kids.
12. I do not want to develop erectile dysfunction (ED) or have my sexual response diminished.

*Seiden & Bilet*

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**MAKE IT AS EASY AS POSSIBLE  
FOR YOURSELF!**

There are a number of tricks to help you keep from ever smoking again.

Here are a few:

1. Get rid of all your smoking paraphernalia:

Cigarettes

Cigars

Pipes

Humidors

Pipe stands

Lighters

Ashtrays

Pipe cleaners and gadgets

2. Tell others that you have quit smoking and gain their support.

3. Take it one day at a time. Just make sure you don't let temptation get the best of you today. Tomorrow will take care of itself. Each day becomes easier than the last, so if you can make it through today, tomorrow will be easier. After the first two days, *just 48 hours*, it becomes a lot easier. It takes about that long for the physical addiction craving to wear off.

4. Remember, it may take 48 hours for the addiction cravings to wear off, but it only takes *one cigarette* to get you hooked again!

5. Avoid other smokers while they are smoking. First of all, their side stream smoke will injure your health and retard your recovery from your own smoking. Second, their habit may add to your temptation in the first weeks of your new lifestyle. Just excuse yourself from them politely while they have their smoke. If they are at all considerate, they will not smoke in your presence. **Remind them you are a non-smoker now!**

6. Try to get others you know to give up smoking along with you. It is easier to “kick-it” with a friend or a loved one.

7. Observe others who still smoke from a distance. Watch how they are slaves to their habit. In a few days, you’ll be able to notice how they smell. Observe how non-smokers tend to avoid them while they are puffing away.

8. Every time you think about smoking, put the cost of a pack of cigarettes away in savings toward a trip or other luxury you’d like to have or perhaps a gift for someone you care for.

9. Carry sugarless chewing gum and chew it whenever the urge to smoke hits you. If you don’t like

## *Quit Smoking Now*

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chewing gum, carry some celery or carrot sticks with you. And don't worry about gaining weight because you stopped smoking. We'll take care of that in the next part of this program.

10. When you feel the urge for a brief smoke break, go to a non-smoking area and spend a few minutes visiting. Talk about your urge and give your friend a chance to help you get over it.

11. If you can, take a brisk walk after meals when the urge for a smoke is often strongest. Exercise is an excellent, healthy way to get over or avoid a smoking urge.\*

\* A great walking program is detailed in "The Second Half Begins at 50" by Othniel J. Seiden M.D. and Jane L. Billet, PhD. ISBN: 0-9801941-1-3

12. Spend as much of your spare time in places where smoking is forbidden over the next few weeks, i.e.; Museums, movies, galleries, visiting non-smoking friends, etc.

13. By the same token, for the next few weeks avoid places where smoking is prevalent, i.e.; bars, pool halls, restaurants without non-smoking sections, etc.

14. Try to avoid alcohol for the next few days. Smoking and alcohol seem to go together and furthermore, alcohol can lower your resolve and you may need all the perseverance you can muster for the next few days.

15. Throw a non-smoker's party in a couple of weeks to celebrate your victory over a real bad habit. Send the invitations NOW! That will make you stick to your resolve.

16. Your thoughts and tips to help **you** keep from smoking. (Hint: list the people and places to avoid, some trigger foods, etc).

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## **TRIGGERS TO SMOKERS!!!**

There are some very common triggers that say to the smoker as well you the ex-smoker, “Now I’d like a smoke!” These are situations in which you find yourself that call to you for a smoke. Let’s look at some of them, unmask them, make you well aware of them and show you how to respond to or avoid them.

These triggers are not part of your addiction to nicotine; they are part of the habit system you’ve developed regarding your past smoking. The solution to the problems they cause is to replace them with new habit systems ... healthier habit systems.

### **1. I miss a smoke after a good meal!**

- a. Leave the table after the meal and take a brisk walk for about 15 minutes. That’s about the time you’d have spent with your smoke. Walking is very healthy, aerobic, and it will decrease the urge to smoke dramatically.
- b. Get up from the table and brush your teeth.
- c. Chew some sugarless gum.

### **2. I miss having a smoke when I get a work break!**

- a. Take a brisk walk, outside if possible.
- b. Take your break with other non-smokers.
- c. Drink some fruit juice, tomato juice, vegetable

cocktail, sugar free soda, ice tea, water, etc. Drinking tends to reduce the urge to smoke as long as you avoid coffee, booze or other hot drinks which usually invite smokers to light up.

**3. I get an urge to smoke when I have a cup of coffee!**

- a. Take your coffee break with other non-smokers.
- b. Reduce the amount of or avoid coffee altogether for a few days.
- c. Replace coffee with fruit juices, vegetable juices, sugarless gum or take a brief exercise break.

**4. When I'm under pressure, I want to smoke!**

- a. Remember, tobacco does not help you to solve your problems, *it actually adds to them.*
- b. When you have a problem, take the time to thoroughly analyze it, then get away from it for a short while by switching to some other subject. Taking a long walk or other form of exercise, or just sit and daydream. Walking, exercising or daydreaming lets your right brain take over, which is your creative side of the brain. Most great ideas and accomplishments come from right brain activity, almost as revelations.

**5. When I watch television, I automatically get the urge for a smoke!**

- a. Reduce the amount of television you watch for the next week or two.
- b. When you do watch T.V., watch with non-smokers.

c. Do not allow smoking in your home or have any smoking paraphernalia available.

d. Go to movies, plays, lectures, museums or other entertainments where smoking is not allowed, in place of T.V. watching for a few weeks.

**6. When I see others smoking, I want to join in with them**

a. Avoid smokers for the next two weeks. Spend more time with non-smokers. Let them know you have just quit. They will be very happy to help you and you'll probably make some new good friends. Remember, 85% of all smokers want to quit their habit. They will also be willing to help you if they are true friends. And if you're a true friend you'll help them to quit too.

**7. Playing cards gives me the yen for a smoke!**

a. Don't play cards for a while.

b. Play cards with non-smokers.

c. Make it table rules that there be no smoking in the room or home where you play. To make that easier to enforce, be willing to host the game. If the players don't go along with your table rules, find a new game. It is interesting that more and more casinos are making non-smoking rooms available. Las Vegas, is waking up!

**8. When I'm alone or feeling lonely I want a smoke!**

a. Now that you're a non-smoker you'll find it easier to make new friends. Spend more time with people; seek out new activities.

- b. Take long walks or other forms of exercise.
- c. Spend time in places where smoking is not allowed art galleries, museums, movie theaters, the library, join a health club or gym, etc.

**9. When I talk on the phone, I get an urge to smoke!**

- a. Avoid the phone! Keep conversations short when you do have to call someone.
- b. Use E-mail or text message which keep both of your hands busy.

**10. When I have a conflict with someone, I feel like smoking!**

- a. Seek a rational solution to the conflict. Smoking does nothing to resolve a problem. Talk it out. If nothing seems to break the deadlock, break off for a while. Take a long walk. Change the subject. Give the right brain a chance to resolve the conflict.
- b. Try to see the conflict from the other person's viewpoint then retry settling the argument. ***Remember, smoking solves nothing!***

**11. As soon as I sit down in a car, I want to smoke.**

- a. Remember, smoking in a car, even with the windows down is like riding in a gas chamber.
- b. Try to take a non-smoker in the car with you.
- c. If it's a short trip consider walking or biking.
- d. If it's a long trip consider taking public transportation for a few weeks.

e. If it's a regular drive, like driving to work every day, consider car pooling with non-smokers.

f. Thoroughly clean the inside of your car and make it a strict non-smoking vehicle. Never let anyone smoke in your car. Never ride in someone else's car while he or she smokes. It's lethal!

**12. I get the urge to smoke when I'm in a restaurant!**

a. Only go to restaurants that offer a non-smoking section (or is completely smoke-free) and always insist on being seated as far away from the smokers as possible.

b. If your community does not have non-smoking laws for restaurants or public places, become an activist and work with other non-smokers to get such ordinances passed. It has worked in many cities, counties and states, pushed through by people just like you who are sick and tired of having to breathe other peoples' disgusting smoke.

**13. I get the urge to smoke when I'm in a bar!**

a. Stay out of bars for the next three to four weeks.

b. It's much cheaper to drink at home with non-smoking friends; but for the next four weeks try to avoid booze because it increases the desire to smoke.

**I'M AFRAID THAT IF I  
QUIT SMOKING  
I'LL GAIN WEIGHT!**

Most people *do not* gain significant weight when they quit smoking! There is some evidence that smoking may speed up ones metabolism a little, but it is not usually the act of quitting smoking that causes those who do gain to put on weight.

It is typically replacing the smoking habit with the snacking habit that causes this. Snacking, even at its very worst, is far healthier than smoking. **You would have to gain to about 75 pounds over your ideal weight\* to put your health at the same risk as smoking.** The best thing you can possibly do is to quit smoking and join a health club. That will really improve your health. If you don't want to join a gym, then join a friend, your spouse, a neighbor, your kids or a group from work and exercise walk together. Chances are your weight will drop in spite of quitting smoking.

\* To find out your ideal weight, look into the book "Heavy and Healthy" by Othniel J. Seiden and Jane L. Bilett, PhD. ISBN: 0-9779960-5-0

## **THE MYTH ABOUT EXCESSIVE WEIGHT GAIN WHEN YOU QUIT SMOKING!**

Most ex-smokers do *not* replace their nicotine habit with excessive snacking. That's a myth the Tobacco Institute loves to see perpetuated. Many smokers, especially women are afraid to quit for fear of gaining too much weight. To make sure you don't fall into the snacking habit, let's give you some common sense tips on avoidance:

### **1. I'm afraid I'll nibble and snack all day in place of smoking!**

- a. Carry sugarless gum or mints to use in place of candy and other high caloric sweets.
- b. Keep celery and carrot sticks available to munch.
- c. Drink tea, tomato juice, vegetable juices, unsweetened fruit juices or bouillon in place of high caloric soft drinks and colas.
- d. Other low caloric snacks that you should keep available are tomato wedges, green red or yellow pepper strips, fresh mushrooms, broccoli or cauliflower bits, radishes, turnip slices and cucumber slices.

### **2. I get an urge to eat when I'm under stress. Those were the times I used to smoke!**

a. Find other stress reducing activities ... walking or other forms of exercise and hobbies.\*

\* A good list of easy, stress reducing, life enhancing hobbies is listed in: "The Second Half Begins at 50" by Othniel J. Seiden M.D. and Jane L Bilett, Ph.D. ISBN: 0-9801941-1-3

b. Practice defensive food shopping. Don't stock up on high calorie, high sugar content, high-fat foods. If they're not in your refrigerator or cupboards, you won't be able to snack on them. On the other hand, make healthy snack foods readily available. Among these are raw vegetables, fresh fruits, un-buttered popcorn, juices (unsweetened), bouillon, tea, coffee, diet drinks, sugarless gum and candies. Carbonated water is excellent to drink over the rocks or to mix with fruit juices as coolers and will lowering the fruit drink's caloric content even lower.

**QUITTING SMOKING IS,  
IN FACT, NO EXCUSE TO GAIN  
WEIGHT!**

**WEIGHT GAIN IS NO EXCUSE  
FOR NOT QUITTING SMOKING!**

## **GETTING BACK INTO SHAPE**

Your past smoking has damaged your health! If you return to smoking at any time in the future, that damage will continue at an accelerating rate. If you never smoke again, your health status will improve considerably.

There are steps you can take to dramatically speed your health improvement. With some relatively simple changes in your lifestyle you can get yourself into the best physical condition you've ever been in; recover from much of the damage you've done to yourself and add productive, quality years to your life. ***A LIFE-LONG SMOKER WILL LIVE ABOUT 18 YEARS LESS THAN HIS or HER NON-SMOKING PEERS.*** That is a lot of life wasted.

By quitting now, you will save many of those 18 years for yourself and loved ones to enjoy. You've already done the most important thing ... quit smoking and avoiding other people's side stream smoke!

In addition, this simple program to get you back into shape will also prevent you from gaining weight because you stopped smoking. Follow this program and you'll be in the best shape you've ever known.

Since your smoking has done most of its damage to your cardiovascular and respiratory systems, this reshaping program is aimed mainly at restoring them back to their maximum potential health. But while

reshaping these most important life systems, you will also be lowering your blood pressure, reducing your stress levels, diminishing your body fat ratio and building up and toning muscle tissue, improving your endurance, lowering your cholesterol and generally making yourself over into a healthy person. And the best part of all this is ... it's painless! You'll probably even enjoy it! Think of it ... something fun and enjoyable that's actually healthy for you!

## **YOUR *PAINLESS* EXERCISE PROGRAM**

Now that you are no longer a smoker, you should continue to achieve the best physical and mental health within your potential. To accomplish this you need a good aerobic exercise program. The simplest, safest, most natural and best human aerobic exercise is walking. If you will work up to a one hour brisk walk daily, you will be getting the ideal workout ... better than swimming, jogging, cycling or any court sport.

If for some physical reason walking is out of the question for you, then find another exercise you can take part in vigorously. If, for example, you have severe arthritis, then consider swimming as your main activity. Just as it is never too late to quit smoking, it is never too late to start a vigorous exercise program.

## **GET RID OF YOUR OTHER BAD HABITS**

Smokers have a higher incidence of other addictions than do the general public. If you have been addicted to tobacco, you have a greater potential to become addicted to other chemicals. You must face the fact that you have an “addictive potential.” At least one in ten people in the general public is addicted to alcohol, prescription drugs, hard drugs or a combination of the above listed. Though less than a third of the general population now smokes, the addiction rate to other chemicals in that smaller population is about one in three. Let’s reemphasize this fact, “*one in three smokers is addicted* to alcohol, prescription drugs such as tranquilizers, pain killers, cold remedies or sedatives, or, hard drugs like marijuana, cocaine, heroin, etc. Often the addiction is to more than one of the above!

If you find you are drinking more than “socially”... more than a drink or two daily ...drinking every day ... take a hard look at your “drinking habit!” If you have been on any prescription medication for more than two weeks, discuss it with your doctor. Make him explain the need for continued use of the prescription. If it is justified, by all means, follow his or her instructions to the letter. But you should know everything about anything you ingest into your body.

If you are using any over-the-counter medication for a prolonged period, discuss it with your pharmacist or physician. Find out the dangers of its prolonged use.

If you are using any illegal drug **GET HELP NOW!** It will not only kill you ... it will ruin whatever life you have left while you use it!

Again, if you are using alcohol, drugs or medications to excess, **GET HELP NOW!**

## **CREATE YOUR OWN SUPPORT GROUP!**

How does the support group help you?

It is easier to do anything when you have the support of others. We all like to be cheered along and rewarded for our successes. And when the going gets a little tough, the helping hand and encouragement from a friend can do wonders. That's what a support group is all about. **QUIT SMOKING NOW!** offers you continuing support, now or weeks, months, years from now, should you need it. Review this material frequently. It will strengthen your resolve. Let friends, family and loved ones help you. In a support group, you'll be helping others as well. That's important. When you help others who are trying to quit smoking, it's virtually impossible for you to backslide. If you are quitting on your own, without going through the QSN program classes, try to get others to do this with you;

friends, family members, fellow workers. They will then make up your support group.

## **INTRODUCTION TO THE SUPPORT GROUP.**

How do you keep from falling off the wagon? Get active in anti-smoking activities. It is difficult to fall off the wagon when you are trying to help others. Become a clean air activist. Help others “kick cold turkey.” Consider becoming a QUIT SMOKING NOW! group leader. Become active in a QUIT SMOKING NOW! support group.

Remember ... THIS IS FOR LIFE!

Smoking is an addiction. You can never start again without getting hooked. Don't even try. Total avoidance is the only way to stay on the wagon. If you do try another smoke, you'll be as hooked as you were when you quit. You will have to go through the same steps you have just been through to kick the habit again. You'll have to quit cold turkey...

To help you avoid smoke at work, post the following memo to smokers.

### **Memo to smokers:**

Please show courtesy and consideration to non-smokers so no one's rights have to be restricted. We are referring to the rights of smokers to smoke and the rights of non-smokers to breathe clean, healthy air.

This is not just a matter of unpleasant odors in the air. Many of the 70% non-smokers are allergic to smoke. It causes severe burning of the eyes, sore throat, upper respiratory distress, headache, nausea, colds and flu! etc.

Strife between smokers and non-smokers can hopefully be averted with simple consideration.

1. Please, do not smoke at your own desk if it means a non-smoker near you will be forced to breathe your side stream smoke.

2. Please, do not smoke when walking through the building.

3. Please, do not smoke in the rest rooms.

4. Please, do not smoke at the copy machines or other public areas.

5. Please, do not smoke in areas where non-smokers have to work and share the air.

Understand, no one is trying to infringe on your right to smoke, but second hand or side stream smoke is extremely dangerous to the health of smokers and non-smokers. Non-smokers have the right to breathe clean air.

Thank you, from your non-smokers fellow workers.

## THE SILENT CHILD ABUSE

Though some of the following is repetition, it's reemphasis for those of you who have children or grandchildren. It is vitally important that you understand it in relation to your kids or grandchildren or any other child you comes in contact with smokers be they you or anyone else!

**Child abuse** has gotten a lot of press in recent years, as well it should. It's a fortunate thing that media has brought this horrible problem out of the closet. Yet there is a form of child abuse even more far reaching than the recently publicized form and what's worse it is perpetrated by people who "*dearly love their children.*" Most perpetrators of this silent child abuse would be shocked to realize their guilt and how serious and far reaching the effects are.

The silent child abuse usually begins even before birth of the victim. Physicians are lax in warning against it even when they recognize its signs. This silent child abuse involves both first hand and side stream smoke.

As a physician Othniel, some time ago, decided to put his efforts into making life safer for those of us who want to avoid the carcinogens and lethal effects of smoke but are forced to inhale these poisons because of lack of consideration by smokers.

Most susceptible to these lethal gasses and

chemicals are unborn fetuses, infants and children.

Tragically, smoking parents, grandparents, relatives, acquaintances and strangers are abusing them assaulting our young ... almost constantly. Knowingly or unknowingly smoking in the presence of children, born or unborn, is nothing short of **CHILD ABUSE!**

Child abuse caused by smoking in the presence of children abuses the child by doing both physical and mental damage ... too often irreversible damage.

Let's take a closer look at the effects of what we call side stream smoke.

Side stream smoke is smoke we are exposed to when we breathe the air contaminated by smokers in our vicinity. Volumes of evidence are now available showing side stream smoke is a tremendous hazard to our health. **This is a far greater hazard to children whose bodies are growing, whose cells and organ systems require a greater supply of fresh clean oxygen to develop to maximum potential.** Retardation to development in these maximum growth stages can never be made up in the future. If you as a parent or grandparent exposing your children to side stream smoke, you are harming your child's health and future potential. If you are a non-smoker but still take your children into areas where they are exposed to the smoke of others, you are still harming them.

**Side stream smoke is devastating to children. Let's take a look at some facts:**

1. The Environmental Protection Agency (E.P.A.) of the U.S. Government has stated, "Side stream

### *Quit Smoking Now*

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smoke is deadlier than the primary smoke inhaled by the smoker!” Over four-fifths of the smoke from the cigarette goes into the air around the smoker. The side stream smoke contains a measurable higher concentration of cancer-causing compounds than the mainstream or smoker-inhaled smoke. Studies show conclusively that side stream smoke contains seven times more carbon monoxide and tar and 50 times more ammonia than the smoker-inhaled mainstream smoke.

2. Carbon monoxide blood levels of non-smokers double when exposed to smokers even in well ventilated room. These numbers increase and are far more damaging to children whose respiratory rates are higher than those of an adult. In fact, one smoker in a well ventilated room will raise the carbon monoxide levels to over double the maximum level allowed for industrial workers by the federal government.

3. It takes several hours for the blood levels of carbon monoxide in a child’s, as well as an adult’s, system to return to normal after being exposed to the side stream smoke of **just one cigarette**. If in that time he or she is exposed to additional smoke, the levels continue to rise. A child who is exposed to the continuous smoking of a parent, relative or strangers may never clear the excess carbon monoxide or 4,000 other harmful chemicals in tobacco smoke from his or her small body.

4. Yale University School of Medicine reports that non-smoking women whose husbands smoke more than 20 cigarettes a day are over 100% more likely to die of lung cancer than the wives of non-smokers. There are no figures for children yet but the harm is far greater.

5. The lungs of children exposed to side stream smoke do not grow as rapidly as those whose mothers do not smoke.

6. Children whose parents smoke or who are taken into smoking areas regularly face increased risk of such breathing disorders as allergies, emphysema and bronchitis, according to the "*New England Journal Of Medicine*,"

7. An adult non-smoker in a smoke filled room for one hour will inhale as much cancer-causing materials as a smoker would after inhaling up to 30 cigarettes according to a paper presented at a *Joint American-Canadian Chemical Society* conference.

8. Smoking is harmful to a developing fetus in a pregnant mother. No pregnant woman should smoke. A non-smoking pregnant woman should never allow herself to be exposed to the smoke of her spouse or others. Side stream smoke may be even more hazardous to a pregnant woman than if she smoked herself.

### *Quit Smoking Now*

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9. Recent studies show that Sudden Infant Death Syndrome (SIDS) or Crib Death is related to smoking. 70% of the mothers of SIDS cases smoked during pregnancy. Of the 30% who didn't, a great majority were exposed to the side stream smoke of their husbands or others in their daily environment.

10. Up to 50,000 non-smoking Americans will have their lives shortened this year because they regularly inhaled side stream smoke. Over 5,000 will die of lung cancer alone. The rest will die of chronic lung disease, hypertension, heart disease and other ailments and terminal diseases caused by smoke to which these innocent people and children are being exposed.

11. The EPA states that **“cigarette smoke is the most dangerous airborne pollutant because it contains radioactive particles which cause cancer.”** The lethal effects of side stream smoke has been estimated (EPA) at 90 times greater than Asbestos.

To the above facts, The American Tobacco Institute states, “...the side effects of second-hand smoke are ‘negligible and quite small.’” William Awlward, spokesman for the Tobacco Institute said, “If you accept that the National Institute of Health study is (even) close to the truth, then you must also accept that (second-hand cigarette smoke) is not a health issue, but a nuisance issue.” When 50,000 innocent people die this year due to inhaling someone else's smoke that is indeed quite a “nuisance!” Ask someone who has lost

a loved one if it is “just a nuisance matter.” Ask Othniel!

*Smoking is not a moral issue but the industry’s denial of responsibility for the deaths and ill health of millions of humans is a gross immorality.*

These are facts which you can accept or like the Tobacco Industry ‘pooh-pooh.’ If you want to continue to court death and illness, that’s your business; but when you do your smoking in the presence of others who are non-smokers, it becomes the serious business of those others. You have every right to destroy yourself but you have no right to harm others while doing it.

Hopefully adult non-smokers will speak up for themselves when assaulted by the lack of consideration by a smoker. But what about the child who is brought into a smoking area by parent, grandparent or other guardian? Or a child who is constantly being subjected to side stream smoke by a thoughtless or non-caring parent or grandparent who will continue to insist on taking his or her own pleasure in spite of the hazard it presents to the child? This is nothing less than a *Silent Child Abuse!*

## **What should be done to prevent this SILENT CHILD ABUSE?**

1. If you are a parent or grandparent *Quit Smoking Now!* Not only will this keep you from contaminating the air your child or grandchildren breathe, it will prevent you from setting a poor example. Children learn by emulating those they love and respect. Don't give them a deadly habit to copy.

2. If you've convinced yourself you can't quit then at least don't smoke in the presence of children. In fact, do not smoke in the space they will occupy for at least three hours before they arrive and then ventilate the space thoroughly. If *they* can smell it when they come in, you haven't clean it up enough.

3. If you really care for others around, you don't smoke in the presence of anyone who is not himself a smoker. Don't even ask if it's alright for you to smoke. They may say okay, but the side stream smoke will still be injuring them. Just ask them, **"Is it alright if I poison you?"**

4. Do not ever take a child into a smoking area of a restaurant. In the hour it takes you to eat that meal, the child may get the equivalent damage of smoking two packs of cigarettes.

*Would you offer any child two packs of cigarettes?*

5. If you are pregnant, do not expose yourself ... or allow yourself to be exposed to cigarette smoke. If you smoke, quit! Quit now! If you live with a smoker make that smoker quit! and quit now! **DO NOT ALLOW ANYONE TO SMOKE IN YOUR PRESENCE!** Refuse to go into any public place that does not have a non-smoking area! Demand clean air for yourself and your unborn child!

6. If your spouse is a non-smoker have the decency never to smoke in your their presence. You love them, don't you?

7. If children live in your home or visit there frequently, never smoke in your home or let anyone else smoke there. Carcinogens have a way of hanging around in the air.

8. Do not go into buildings where smoking is prevalent.

9. Speak up when someone else's smoke is polluting the air you have to breathe. Be insistent if your child has to breathe it. Would you allow someone to serve you or your child a glass of dirty water? Dirty air is far more harmful.

10. Become active in movements to provide the community with clean air and a smoke-free environment.

11. Smokers are like the plague. Over the years smoking has killed far more people than the plague! Avoid them like you would avoid the plague!

**12. MAKE SURE NO ONE CAN EVER ACCUSE YOU OF CHILD ABUSE... THE SILENT CHILD ABUSE...**

**### ### ###**

QSN has put a great deal of emphasis on the elimination of tobacco from your life. It is a must. We've tried to give you every reason we can imagine for you to quit. As serious as the problems of alcohol and illicit drugs are, in this country tobacco kills many times more people each year than all the drugs and alcohol put together. Even if you add to them all deaths from murder, suicide, accidents and war, tobacco kills more!!! This does not diminish the seriousness of other addictions. If you have any addictions to any chemical substances get help to kick them now! Your life and perhaps the lives of your loved ones, depend on it!

## **DOCTORS TO THE WORLD**

### Mission Statement:

**DOCTORS TO THE WORLD** is a charitable, service organization qualified and recognized by the United States government with tax deductible status, 501 (C)(3), dedicated to aiding the underprivileged, here and abroad, with health science services, education, as well as economic and environmental improvement.

**MEDICAL SERVICES** of Doctors To The World bring volunteer medical personnel ... physicians, nurses, technical and support people ... into areas of vital need, in the United States or the world over in a maximum cost effective way.

**EDUCATION** services of DTTW includes an active speakers bureau making information available to schools, groups, industry and developing countries. DTTW brings volunteer educators, technical and skilled persons into underprivileged areas to help the people develop knowledge and talent to improve and maintain a better lifestyle.

**DISPLACED PERSONS** services of DTTW works with refugees in foreign lands, such as the Miskito Indians in Honduras as well as homeless street people in our own cities.

**CLEAN INDOOR AIR COALITION (CIAC)** is a branch of DTTW dedicated to educating people about the major indoor air pollutant injuring our health ... side stream

*Quit Smoking Now*

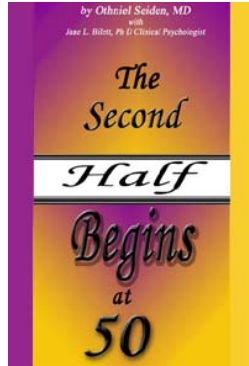
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tobacco smoke. Through CIAC, Doctors To The World sponsors QUIT SMOKING NOW!, a smoking cessation program available to the public, industry ... and offered to public schools and you at no cost.

You can help in the continuing efforts of Doctors To The World by sending your tax deductible contributions to:

Doctors To The World  
P.O. Box 37167  
Denver, Colorado 80237

If you're a **new non-smoker**  
and are **over 50**,  
you will probably want to read:



**The Second Half Begins at  
50**  
by Othniel J. Seiden M.D. &  
Jane L. Bilett, Ph.D.

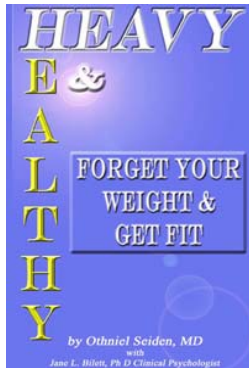
Virtually all recent medical research on aging points to the fact that the human animal, you and me included, has the potential to live up to 120 years of age. That means 120 active, happy and productive years ... not years in a rocking chair, wheel chair or nursing home. That being the case, THE SECOND HALF of our lives does indeed BEGIN AT 60.... However, since most of us have spent the first part of our lives mistreating our God given equipment, this human body of ours; so we may not all make it to 120. But the good news is that most of us should be able to make it to 100 and well over. This book is dedicated at giving us the best possible chance at reaching as near as possible to our true life potential.

Let's re-emphasize, we are talking about healthy, happy, active and productive years full of the things we enjoy doing.

How often have you heard the question, "If you had it to do over again, what would you change?" Well, if you are coming up on 50, theoretically, you do have it all to do over again. Just think what you should be able to do with those years, knowing all that you've learned in the first 50! Follow this program, and within a year you should be as fit as you can be, and headed for as bright and long a future as possible, may you live to 120!

**Available at Amazon.com and BoomerBookSeries.com**  
**ISBN: 0-9801941-1-3**

If you're a **new non-smoker**  
and are **overweight**  
or worried about becoming overweight,  
you will probably want to read:



**Heavy & Healthy**  
*Forget Your Weight and Get Fit*  
by Othniel J. Seiden M.D. &  
Jane L. Bilett, Ph.D.

Medicine today, places too much emphasis on America's weight, often ignoring much more important indications of your health. Jane Bilett, PhD has practiced Clinical Psychology for over 30 years and Othniel J. Seiden, MD, medicine for well over 40 years. Together they're well qualified to help you become the healthiest person you can be, mentally and physically, in spite of your weight. This, their book and program will show you how you can be both Heavy and Healthy! With this book and your doctor you can become the healthiest you've ever been!

**Now that scientists have discovered that many weight issues are genetically and chemically determined, it is time to take the emphasis off of faddish & futile weight loss programs & concentrate on *being fit!***

Correcting the facts & myths surrounding obesity, weight loss and your health...

Available at [Amazon.com](http://Amazon.com) and [BoomerBookSeries.com](http://BoomerBookSeries.com)

ISBN: 0-9779960-5-0

If you're a **new non-smoker**  
and have been forgetting things  
and want to keep your mind in shape,  
you will probably want to read:



### **Sharpening the Aging Mind**

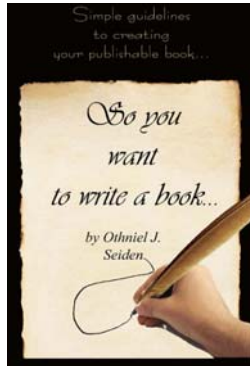
by Othniel J. Seiden M.D. &  
Jane L. Bilett, Ph.D.

Folks over 40 begin to notice their memories are going to hell in a hurry. Scary! They're afraid they're getting Alzheimer's, senility, Dementia, etc.

We all have heard that, "Old dogs can't learn new tricks!" This book will dispel these fears and myths. The mind is much like a muscle in that disuse causes atrophy while with exercise the mind can grow and develop even in people more than 100 years of age.

Available at [Amazon.com](https://www.amazon.com) and [BoomerBookSeries.com](https://www.BoomerBookSeries.com)  
ISBN: TBA

If you're a **new non-smoker**  
and have a great story to tell  
you will probably want to read:



**So You Want To Write A  
Book**  
by Othniel J. Seiden

“If I can write a publishable book, anyone can!” Othniel Seiden (Otti) starts out each class he teaches with this statement. So, it is appropriate to begin his book with this very true statement as well!

Otti has published over 20 fiction and non-fiction books in his career and will publish 6 more of both in 2008 alone.

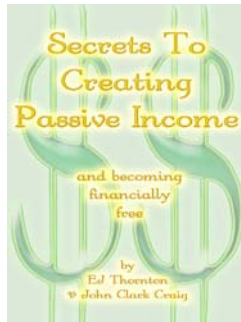
Using commercial & partner publishers and going down the self-publishing path as well, gives his unique and contemporary insights amazing value to anyone who wants to write a book or who faces a ‘publish or parish’ situation in their career.

Each book is different, each author is different, each path to publishing is different.

Find the one that is right for you!

**Available at [Amazon.com](http://Amazon.com) and [BoomerBookSeries.com](http://BoomerBookSeries.com)  
ISBN: 0-9801941-3-X**

If you're a **new non-smoker**  
and want to do something  
profoundly useful to your family  
with the money you're saving:



**Secrets to Creating Passive  
Income**  
by EJ Thornton  
& John Clark Craig

**Passive Income greater than Expenses  
equals Financial Freedom!**

The financial gurus of our time teach that your money has to work for you if you are ever to reach Financial Freedom. Passive Income is the best way to accomplish this.

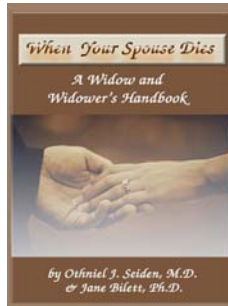
When you think “passive income,” most people think stock investing, real estate investing, book royalties or savings accounts. Those are all good, but only represent a handful of the potential passive income streams that are available to you.

This book is intended to get your creative juices flowing, give you ideas, tools and resources so that you can increase your passive income up to the point where you're financially free. There's an old silly saying, “The one who dies with the most toys - wins!” We'd like to replace that commonplace saying with one that makes a lot more sense.

**“The one that gets free first, wins!”**

**Available at [Amazon.com](https://www.amazon.com) and [BoomerBookSeries.com](https://www.BoomerBookSeries.com)  
ISBN: 0-9801941-9-9**

If you're a **new non-smoker**  
and unfortunately find yourself widowed,  
you will probably want to read:



**When Your Spouse Dies  
A Widow & Widower's  
Handbook**  
by Othniel J. Seiden M.D. &  
Jane L. Bilett, Ph.D.

As a doctor and a widower, Dr. Othniel Seiden has more experience with this subject than most anyone else on the planet.

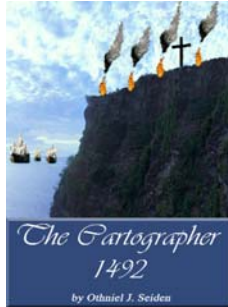
He and his new wife, psychologist Dr. Jane Bilett discuss the details of what is necessary to think about when dealing with the death of your spouse. From Financial Issues of the estate to starting over, this book gives valuable advice and true comfort to the bereaved spouse.

It is the purpose of this book to help you cope with your loss and help you to eventually get on with your life. Your mate's life has ended, but the fact remains that yours has not. In addition to your loss, there will be new demands on you. No matter how independent you may have been, you'll find you relied more heavily on your mate than you ever suspected.

Even when death is expected  
following a terminal illness,  
you're never ready for it.  
Imagine what a shock it is when death is unexpected...

This book will help...  
**Available at [Amazon.com](https://www.amazon.com) and [BoomerBookSeries.com](https://www.BoomerBookSeries.com)**  
**ISBN: 0-9801941-6-4**

If you're a **new non-smoker**  
and want to take up reading to relax you,  
you will probably want to read:



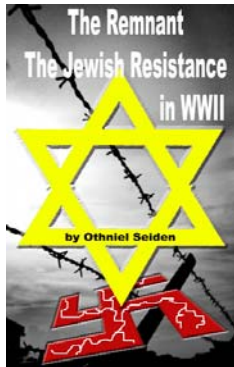
**The Cartographer**  
by Othniel J. Seiden

The Spanish Inquisition, Christians burned at the stake, Moslems and Jews expelled from Spain and the Columbus expedition...

This historical novel takes you into the lives of everyday Christians, Moslems, Jews and Secret Jews of ancient Spain and what they had to endure during that horrific time in history. The details of the epic voyage were researched meticulously using Columbus' personal journal. Othniel Seiden takes you on the voyage itself, beyond the discoveries through the fears, victories and superstitions of the adventurers of that era into the humanity of all souls encountered on the journey.

Available at [Amazon.com](https://www.amazon.com) and [BoomerBookSeries.com](https://www.BoomerBookSeries.com)  
ISBN: 0-9801941-2-1

If you're a **new non-smoker**  
and are a history buff,  
you will probably want to read:



**The Remnant**  
**An Historic Novel About**  
**the Jewish Resistance in WWII**

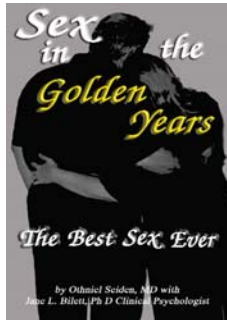
by Othniel J. Seiden

After researching the transcripts of the Nuremberg Trials and interviewing ‘The Remnant’ or Jewish survivors of the holocaust, many still living in Israel; Othniel Seiden was compelled to write their startling and remarkable stories of World War II. In this stunning and compelling historical novel about the Jews who were able to remain free and fight, Seiden documents their survival, their suffering, their missions and their guerrilla warfare tactics against the Nazi occupation forces.

Also, well documented, the tragedy of Kiev and now infamous ravine of Babi Yar where it is thought that nearly a million people, Jews and non-Jews alike were massacred. These brave few escaped the certain death of their co-religionists by acts of bravery and sheer determination to live. The myth that the Jewish people “went to their deaths like sheep to slaughter...” is put to rest forever in the stories of “The Remnant.”

Available at [Amazon.com](https://www.amazon.com) and [BoomerBookSeries.com](https://www.BoomerBookSeries.com)  
ISBN: 0-9801941-4-8

If you're a **new non-smoker**  
and are **over 50**,  
and are still sexually active  
you will probably want to read:



**Sex in the Golden Years**  
**Sex Advice for People over 50 book**  
by Othniel J. Seiden M.D. &  
Jane L. Bilett, Ph.D.

This book's purpose is to dispel lots of old myths and help us continue to be active & happy participants in nature's greatest gift.

**SEX SHOULD CONTINUE  
TO IMPROVE WITH TIME**

With the baby boomers at the door step of becoming old timers brings many concerns, not the least of which is, "Am I over the hill sexually?"

The emphatic answer is, "No! You shouldn't be!" The fact is that the human animal is normally sexually active to the day it dies. Now that more people are living to be 70, 80, 90, and 100, research with the elderly shows quite clearly that sex is as important as ever; and quite frequently and happily more fun than ever. We should all be delighted to find that out because it gives us lots to look forward to. The norm is that you should be getting it and enjoying it for a long time to come, and if you aren't you should be questioning why not. In the great majority of cases what ever is stopping you can be remedied. Sex in the Golden Years should be the greatest ever!

**The Best is Yet to Come!**

**Available at [Amazon.com](http://Amazon.com) and [BoomerBookSeries.com](http://BoomerBookSeries.com)  
ISBN: 0-9801941-1-3**

**To you,  
the new non-smoker...**

**CONGRATULATIONS!!!**

**Sincerely,**  
Othniel J. Seiden, M.D.  
Jane L. Bilett, Ph.D.  
EJ Thornton (Publisher)  
Doctors To The World!!!

Please feel free to share this with  
anyone who still smokes!

**Keeping our indoor air clean!**