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## NEWS RELEASE

# NE Delta HSA Tobacco Summit Aims to Reduce Louisiana's High Rate of Tobacco Dependence



January 28, 2017 - [NE Delta HSA](#) hosted a tobacco cessation summit yesterday, entitled *A Clear New Year*. At the event, tobacco treatment experts and regional healthcare leadership shared information about the link between behavioral & primary health and tobacco usage, the dangers of tobacco and tools to prevent tobacco use. NE Delta HSA uses a model that addresses both behavioral and primary

health in support of regional citizens. The NE Delta HSA Tobacco Cessation program is one facet of this [integrative approach](#) .

Dr. Monteic A. Sizer, NE Delta HSA Executive Director said "We know the Centers for Disease Control and Prevention reports that adults who are uninsured or on Medicaid in the U.S. smoke at rates more than double those for adults with private health insurance or Medicare at about 28% versus 13%. We are actively working to reduce regional tobacco prevalence among our citizens with our recently-initiated [Tobacco Cessation program](#) at NE Delta HSA."

The *Clear New Year* Summit program included:

- NE Delta HSA Executive Director Dr. Monteic A. Sizer, who led a panel discussion about regional integrated behavioral and primary healthcare
- Keynote Speaker Thomas Payne, PhD., University of Mississippi Medical Center, who has trained numerous Tobacco Cessation Specialists. Dr. Payne shared person-centered techniques to help people strengthen their motivation for change
- Mark Napoli, MD, interventional cardiologist, connected the dots to clear up misunderstandings we might have concerning the link between smoking and heart disease
- Jennifer Haneline, MSW, LCSW, Regional Manager of the Louisiana Campaign for Tobacco-Free Living, discussed how to make communities healthier through policy change and coalition building
- Cesar Camacho, CEO of INFIT, motivated attendees with his experiences as a former smoker and current gym owner
- Hope Anderson, Registered Dietician and former Miss Louisiana, explained the vital role of nutrition in improving health outcomes
- Jean Hartzog, an Internationally Certified Prevention Specialist and Certified Tobacco Treatment Specialist served as the event planner and emcee.

Keynote speaker Thomas Payne, PhD., said, "Tobacco treatment remains the gold standard for reducing preventable deaths and healthcare costs. Tobacco use is a key consideration in the management of other health and mental health conditions, as a function of its strong association with other substance use, impact on physiological processes related to medical treatment, influence on medication effectiveness, and much more." Dr. Payne is a nationally-recognized tobacco treatment expert. He serves as Professor of Otolaryngology and Communicative Sciences and he is Director of the ACT Center Statewide Network for Tobacco Treatment, Education and Research at the University of Mississippi Medical Center.

Event speaker Jennifer Haneline recommends a surefire way to avoid the trap of smoking: "The easiest way to quit tobacco is to never start. So we have to speak out about the \$205.1 Million in tobacco advertising spent in Louisiana every year; we have to work together to give every person to right to a healthy, smoke-free workplace," she said. "We cannot sit idly by any more - our people are worth it."

*A Clear New Year* panelist Cesar Camacho is a great proponent of exercise to improve health. He says "Food and cigarettes are the most abused anxiety drugs. Exercise is the most underutilized antidepressant. It's not about growing muscles or losing weight. It's about longevity. It's about adding quality of life to the years to come."

"According to a recent survey conducted by the Substance Abuse and Mental Health

Services Administration, about 25% of adults in our country have some form of mental illness or substance use disorder, and these adults consume almost 40% of all cigarettes smoked by adults," said Dr. Sizer.

"High tobacco use is one of many serious issues our region faces," said Dr. Sizer. "In 2017, NE Delta HSA will be even more intentional about working with hospital officials, law enforcement, chambers of commerce, municipal governments and public health leaders to further reduce our region's prevalence of serious mental health issues and addiction, crime and poverty. In addition, we will actively engage our citizenry and propose public policies that will help our citizens receive quality, competent integrated healthcare services. We want to help equip regional healthcare providers, companies and citizens with the tools and treatment they need to live healthier lives."

[Click here](#) to see photos from the event on the NE Delta HSA Facebook page. [Click here](#) for more information about the NE Delta HSA Tobacco Cessation program.

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#### **About Northeast Delta Human Services Authority (Northeast Delta HSA)**

Northeast Delta HSA directs the operation of community-based programs to improve the quality of life of people with major mental illness, developmental disabilities and addictive disorders. Northeast Delta HSA is devoted to deliver programs and services that encourage people to reach their true human potential. The agency uses an integrative behavioral and primary healthcare model and collaborates with regional partners to help improve health outcomes for our citizens.

Three tenets guide our efforts: excellent customer service, greater access to services and competent, quality care. Northeast Delta HSA serves citizens in 12 parishes of northeastern Louisiana: Caldwell, East Carroll, West Carroll, Ouachita, Lincoln, Madison, Franklin, Morehouse, Jackson, Tensas, Richland and Union. For more information, please visit our website at [www.nedeltahsa.org](http://www.nedeltahsa.org) or call 318-362-3270.

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