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## Addictions Awareness Week - November 18-24, 2013

Nicotine is one of the most addictive substances known to man, and so information about tobacco and health risks associated to its use, are extremely appropriate at this time of year. Consider providing a tobacco cessation presentation in your community. No sense starting from scratch – PACT has several powerpoint presentations ready to go. [www.ccsa.ca](http://www.ccsa.ca).

## Awareness in Youth

The tobacco industry is extremely good at packaging and marketing their tobacco products to attract sales and use in young people. On October 17th, OTRU hosted a webinar “When Cigar Packages Speak: Overview and Some Findings from the Chatterbox Project”. If you missed this webinar or others in their series visit [their archive](#) for the slide decks and audio recordings of the webinar. More importantly, share the information about the Chatterbox Project with others. Youth deserve to know the facts.

## Flavoured tobacco luring youth

### ***CDC: Flavored tobacco products luring underage smokers***

"Federal health officials say flavored tobacco products are luring an alarming number of underage smokers. The warning comes as the Centers for Disease Control and Prevention (CDC) released its first study measuring the number of American youth using flavored ‘little cigars’ and flavored cigarettes. More than 42 percent of middle and high school smokers reported they have used either product, according to the study published in the Journal of Adolescent Health."

- [See full article on Fox News](#)

### ***Flavoured Tobacco Use among Canadian Youth: Evidence from Canada's 2010/2011 Youth Smoking Survey***

Manske SR, Rynard V, Minaker L.

Waterloo, ON: Propel Centre for Population Health Impact, October 2013

- [See full report on UWaterloo](#)

## National Non-Smoking Week NNSW – January 19 – 25, 2014; Weedless Wednesday, January 22

Start planning now to celebrate NNSW. Think of unique ways to promote tobacco reduction within your health region or community. Share your ideas with us – we are happy to promote them on the PACT Bulletin Board. [www.nnsw.ca](http://www.nnsw.ca).

## Varenicline in Subjects with Major Depressive Disorder MDD

Many people seeking treatment for smoking have a history of depression, and quitting for someone with MDD can be challenging. Results from a recently published study in the Annals of Internal Medicine Sept 2013 entitled: “Varenicline Increases Smoking Cessation in Subjects with Major Depressive Disorder – A Randomized Clinical Trial” (<http://annals.org/article.aspx?articleid=1738494>) provide additional understanding of the benefit-risk profile of CHAMPIX.

Subjects in the varenicline group had a higher likelihood of quitting at week 12 (primary endpoint) and at week 52 (key secondary endpoint). The most commonly reported adverse events in greater than or equal to 10% of subjects were: nausea, headache, abnormal dreams, irritability and insomnia. In addition, psychiatric scales included for safety assessments did not show any difference between varenicline and placebo. Pfizer Canada intends to submit this new data to Health Canada for a labeling change. If accepted, the Product Monograph update would be expected in 2015.

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