

Nicotine

(Continued from Page 1)
American women is equal to that of White women, despite the fact that they smoke fewer cigarettes."

The tobacco industry spends \$13 billion on marketing cigarettes and tobacco while cessation programs only spend \$5 to \$600 million a year, the doctor reminds.

The medicinal aids are easy to obtain in any local

drug store, says Mark Saunders, spokesman for GlaxoSmithKline, a leading healthcare company that recently announced a new campaign to help people quit smoking. He says the company is reaching out to African-Americans because they are more apt to try to quit cold turkey, with no assistance.

The leading over-the-counter medications are

NicoDerm CQ, a patch for the body; Nicorette, a chewing gum; a lozenge, called the Commit Lozenge, says Saunders, explaining how the medicine works.

"There are cells in your brain that literally demand nicotine," Saunders said. "And those cells in your brain are what's driving a smoker to demand a cigarette. For example, if I were to give a smoker a bowl of

nicotine or a cup of nicotine, the brain would be satisfied. [The cells] develop by smoking. The more we smoke, then the more they develop. You can imagine that someone who has smoked a decade or 20 or 30 years, has much more of these cells in terms of millions in their brain... They've trained their brain cells over the years that when I smoke at a particular time, that's when to expect me to want cigarettes again... So, the smoker has almost no choice but to feed the brain." He says when the brain thinks it's nicotine time — that person's habitual time to smoke — the medication will kick in with its nicotine to calm the longing.

"Particularly African-American smokers underestimate their physical addiction. They tend to think it's all about their character," said Saunders. "They think, 'Oh, I'm such a loser. I'm a bad person. I don't have willpower. But the reality is, their brain is doing it. And their brain is driving them to do things that they wouldn't necessarily do if they had control."

Saunders concedes that once the cigarette habit is

broken, the former smoker must then withdraw from the nicotine fix altogether.

"For some people, it'll take months. But, some people, it'll take years to do it," he said. But, the average is about 10-12 weeks, he says, and then they taper down over time. Dr. Cheryl Healton, president and CEO of the American Legacy Foundation, also believes in the medicinal assistance. But, a new Legacy program, "BecomeanX.com" has a list of recommendations for how to quit smoking, specifically pitched to African-Americans.

"Basically, the advice is to make a plan, to set a quit date, to see a health professional, whether it's a pharmacist or pharmacist/doctor in order to be able to obtain some kind of medication to help you out. The highest quit rates are among people who try two medications together. That would be a nicotine replacement therapy and a medication to help them deal with the mood problems associated with the early period of quitting and to get social support and counseling," she said.

The Legacy-recom-

mended counseling line is 1-800-QuitNow (1-800-784-8669). Healton also recommends that people turning to their own social support. You turn to people that you know, who want to help you... It might be a person at work who has quit... Get people to stand by you. And most important, if at first you don't succeed, try, try, again." The payoff is huge, said Morris.

"The wonderful thing about quitting smoking is that it's not like weight loss whereas you might have to wait for a couple of months or a few weeks to see some results. With smoking, you see results immediately. You immediately start feeling better. You're immediately able to breath deeper," he said.

"As for that patient — or loved one — who persists in smoking, it's best to avoid browbeating, but, do warn them of the danger," said Morris.

"You ask them the question, 'What would it take for them to stop smoking? What would you need to happen? Would you have to have a stroke, or would your baby have to end up on a respirator because you were smoking while you were pregnant? What is it that it would take?'"

Your Horoscope Says...May 24-May 30

ARIES

Family responsibilities may feel like a chore this week. If you relinquish control of the situation, a natural order will occur, and things will organize themselves. You can let people be who they are. That makes it easier for you to be who you are.

Soul Affirmation: I let go and let the spirit run my life this week

Lucky Numbers: 41, 54, 55

TAURUS

Be on the lookout for love from a distance source, not just romantic love but the warm glow that comes from someone who cares deeply for you. Think hard about who your lover is. Make a few phone calls. The instant you hear the voice you'll know — this is the one.

Soul Affirmation: Truth is revealed in the smallest grain of sand.

Lucky Numbers: 18, 29, 27

GEMINI

Work calls, and you're not completely happy with current divisions of labor. Do your part as a member of the team and you'll be glad that you did. Others will notice that you are a committed team player. Look for financial rewards from your hard work.

Soul Affirmation: Joy is my houseguest this week.

Lucky Numbers: 42, 44, 45

CANCER

Business looks good this week as you discover a new way of increasing exposure to your product. Let hope and optimism lead you into new beginnings and fresh starts. All vibes are good, go! Take a good friend with you for help and company on your journey into newness.

Soul Affirmation: Make-believe is real while I believe it.

Lucky Numbers: 12, 36, 49

LEO

This will be one of those weeks that seem like one you've lived before. Good! Make some changes in the way you see things, and you'll make the old new, the routine will become exciting. Communications skill should be excellent. Have some good long talks with relative.

Soul Affirmation: I find happiness by making those around me happy.

Lucky Numbers: 26, 34, 52

VIRGO

Travel has been on your mind for some time. Buy the tickets. Fuel the car. New surroundings will bring fresh ways of looking at things, which is exactly what you need. A trip that involves creative expression is called for.

Soul Affirmation: I give myself a chance to see how good I can be.

Lucky Numbers: 24, 51, 52

LIBRA

Keep a low voice. Let your presence supply the power, not your words or deeds. Great reward can come from travel with a friend or sweetheart. Remember something that a co-worker has been saying. There is a blessing in it.

Soul Affirmation: I let go of all resentment, and I love my life.

Lucky Numbers: 18, 32, 55

SCORPIO

Rev up your engines. This is a fine week for making progress with projects that you've got in the works. Your energy is high and your mind is clear. Use every advantage this week to finish up your works.

Soul Affirmation: I promise to treat myself well this week.

Lucky Numbers: 31, 48, 49

SAGITTARIUS

A spirit of competition may be troubling you. Let it go. Celebrate differences and get on with the work of creating new hope in the world! Your tendency to speak without considering the full impact on others should be checked this week.

Soul Affirmation: I seek the lighthearted flavor of love this week.

Lucky Numbers: 3, 18, 19

CAPRICORN

Confusion exists over some question, and every time you think you've got the answer, circumstances will change and new information will come to your attention. Don't worry. Things are going to clear up and work out. Take it easy. Change the question.

Soul Affirmation: I make myself an inspiration to others this week.

Lucky Numbers: 12, 19, 20

AQUARIUS

Communications flow smoothly this week and your word is golden. A wild idea for money making could come to you, but you should let the strictly material walk on by. Stick to your current plan and use your imagination for ways to up the level of your spiritual outlook.

Soul Affirmation: I celebrate freedom of mind this week.

Lucky Numbers: 33, 42, 49

PISCES

A party or gathering with friends from the past will give you the opportunity to see how much you are loved. You've made tremendous strides and accomplished much in your life, so be pleased with yourself this week. Pass some of your wisdom along to others.

Soul Affirmation: I give thanks for who I am this week.

Lucky Numbers: 40, 48, 55



Bishop M. J. Pace



Pastor Hamilton



Prophet Berrian



B.A.P.P.S. 2007

May 29th-June 2nd



Bishop Joseph Hargo

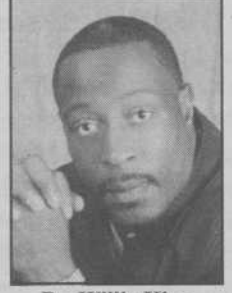
Golden Nugget Hotel
May 29th-30th
(Pebble Beach Room)

Word of Blaze Ministries
(Pastor Tate)

May 31st & June 1st
Special Consecration of Bishops
Friday Night

Golden Nugget Hotel
June 2nd

More Information
(702) 248-7729



Dr. Willie King



Apostle J. Weatherly



Apostle R. D. Henton

