

July/August/September 2013

## Casual, Social, or Light: It's Still Smoking, or Is It?

James R. Jacobs, MD, PhD, *The Ohio State University*

CLASSIC SMOKING IS DAILY, HEAVY SMOKING USUALLY CONSISTING of more than 10 cigarettes per day. Most of what we have been taught — and what we teach — about negative health effects, public health risks, and financial burdens of cigarettes is derived from observations of heavy use. Furthermore, smoking a half-pack of cigarettes or more every day is likely to get you labeled as a “smoker,” by both yourself and others.

Fortunately, the stereotypic pattern of heavy daily cigarette use is decreasingly common in the U.S., especially among young people. Smoking less than 10 cigarettes per day is generally accepted as “light” smoking and is rarely a transitional phase between abstinence and heavy smoking, or vice versa. However, in most cases, light daily smoking does represent an addictive behavior that may be responsive to common cognitive and pharmaceutical approaches to cessation.

Beyond “light,” the terminology for non-classic smoking is messy, especially with regard to intermittent or non-daily smoking behaviors. Researchers and clinicians are using multiple terms, including “experimenter,” “occasional smoker,” “casual smoker,” “social smoker,” and many others, often without strict definition. Non-daily smokers are generally younger and have a higher educational or employment

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## “Boston Strong” Theme of Service to Others, Compassion for All Resonates with Attendees

Adrienne Wald, EdD, MBA, RN, CHES, *University of Massachusetts Boston*

AT THE OPENING SESSION OF THE ACHA 2013 ANNUAL MEETING ON May 29, 2013, over 2,000 college health professionals from across the world stood and joined together in singing Neil Diamond’s “Sweet Caroline,” a song that has come to symbolize the strength of the Boston community.

This touching display of unity and support for Boston moved me — and many others — to tears. Just six weeks after bombings rocked our marathon and our city, this outpouring of compassion, a theme of the conference, was deeply felt by me and other attendees from the many Boston area colleges.

So many college health professionals personally felt the impact of the events on April 15 and the aftermath. Many went into immediate action that day or in the days and weeks that followed. Furthermore, many continue to offer support and treatment on our campuses for

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## A Note from Immediate Past President Jenny Haubenreiser

**D**URING THE 2013 ANNUAL MEETING IN BOSTON WE WERE honored to have six colleagues from the Japan University Health Association (JUHA) in attendance. This included several members of JUHA who had organized the first International Symposium on College Health in Kobe, Japan, last October. During this time I had the privilege of presenting a framed certificate of sustaining membership to JUHA leadership, as well as establishing our interest in maintaining a collaborative relationship.

During the Opening General Session in Boston I had the opportunity to publicly thank these colleagues for initiating the symposium and express my personal gratitude for their extraordinary hospitality. That evening the ACHA Board of Directors hosted a small reception in the presidential suite as an additional gesture of our appreciation. We had the opportunity to meet, reconnect, exchange gifts, and further discuss our mutual passion for college health. Dr. Mayumi Yamamoto presented us with a beautiful plaque (pictured) and delivered a touching message from the JUHA leadership, which is printed below:

*"It is a great honor to attend this reception with ACHA's Board of Directors. It is a wonderful opportunity for us to be able to introduce JUHA to the ACHA leadership.*

*The 50th commemorative annual meeting of JUHA last year on October 16th included an international symposium in Kobe, Japan, as Jennifer reported this morning.*

*Representatives Jennifer Haubenreiser from ACHA, Dr. Harpeet Arshi from the Student Health Association in England, and Dr. Saito from JUHA delivered presentations describing the activities of their associations and addressed university student health topics.*

*We are very impressed to know that so many colleges around the world are conducting university student health programs. We look forward to the exchange of skills and knowledge, since we collectively have a great deal of experience in this field. We all face a variety of student issues every day, from infectious disease*

*prevention to mental health support.*

*On behalf of JUHA, I would like to express our wish to create a long and fruitful relationship with the ACHA.*

*I feel there are not many countries in the world with national associations for university health. The ACHA and JUHA may provide leadership for university health quality improvement in their respective regions, including North and South America, Europe, and Asia.*

*The JUHA annual meeting this year will be held at my home institution Gifu University. We are pleased to host the meeting and have invited as a special speaker Past [ACHA] President Dr. Anita Barkin.*

*Finally, I wish to sincerely express our gratitude for your support and gifts after*

*the East Japan earthquake and tsunami disaster of 2011. We lost much and were deeply saddened; but we realized that we had many friends all over the world, such as you. We will never forget the Tomodachi Operation of the U.S. military base.*

*Please accept our deepest sympathy and sincerest condolences for the victims in Boston and victims of the tornado in Oklahoma. We continue to pray for your recovery and reconstruction, and we believe you will overcome.*

*I am communicating this message on behalf of the JUHA president. He believes that a strong relationship between the ACHA and JUHA will play an important role for international student health in higher education. We are happy to present you with a honorary plaque and souvenirs from JUHA."*

College health has no international boundaries and these types of international alliances will only strengthen our field and expand the value to the students and campus communities we serve. ■

*Delivered by Mayumi Yamamoto, MD, PhD, MBA (Gifu University, Japan), during the 2013 ACHA Annual Meeting, Boston, Massachusetts.*



*Mayumi Yamamoto presents ACHA 2012-2013 President Jenny Haubenreiser and Executive Director Doyle Randol with a plaque on behalf of the Japan University Health Association.*