

# Quitters Really Do Win!

Improving your patient's success with  
tobacco cessation

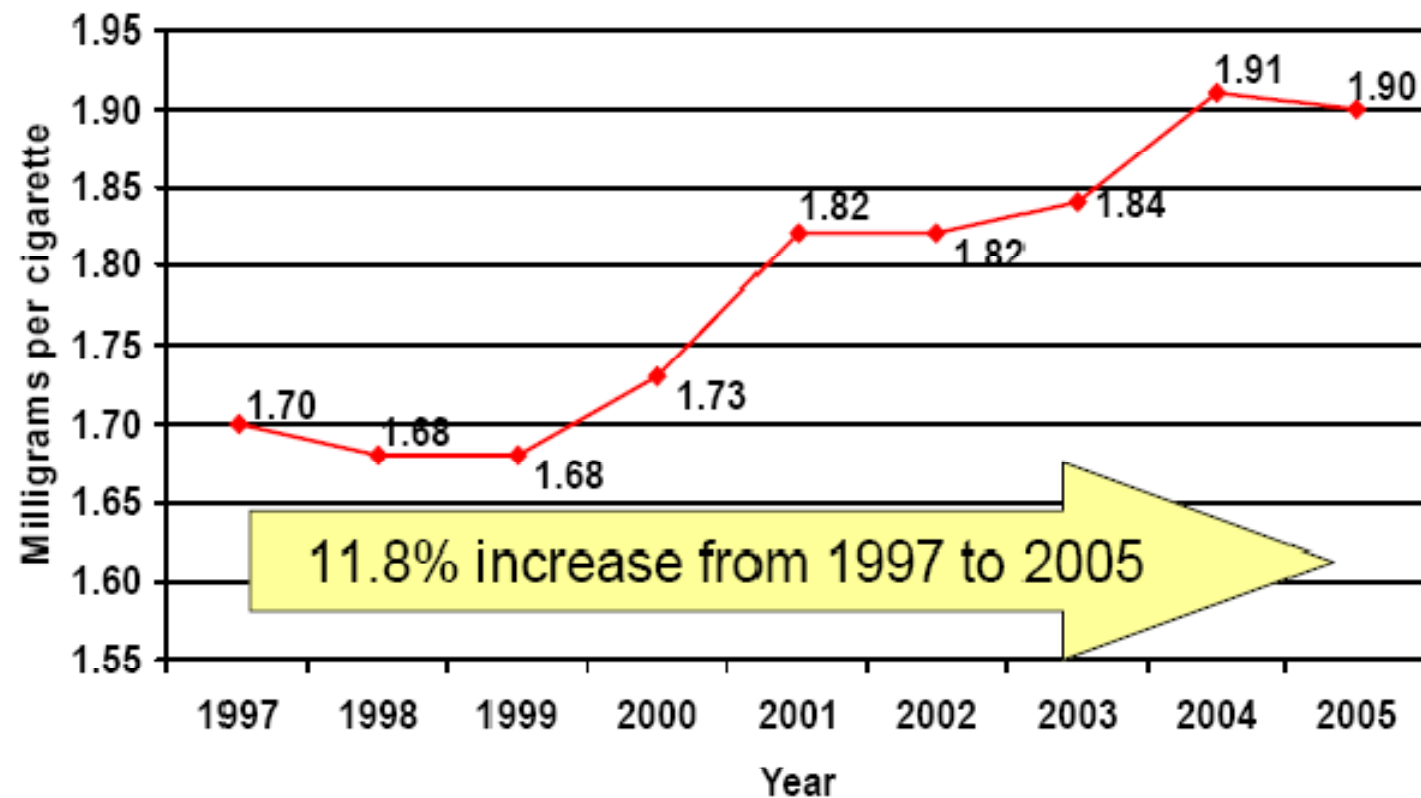
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# Increased Nicotine Levels in Cigarettes

## Average Nicotine Yields Per Cigarette 1997-2005

*Harvard School of Public Health, 2007*

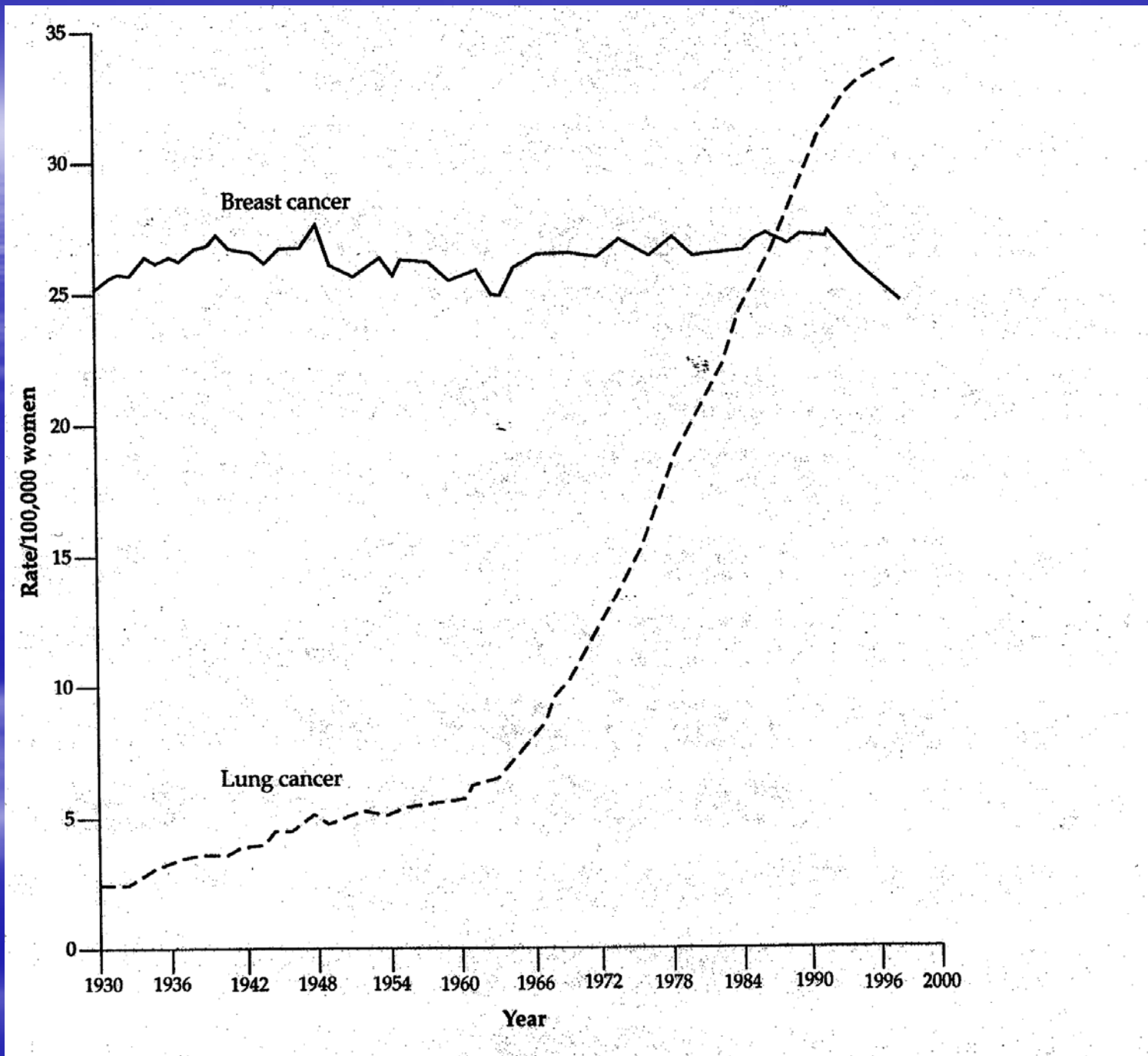


# Tobacco use is the leading cause of preventable death and disease in Minnesota.

- 5,618 Adult deaths per year
- \$2.6 Billion annual economic burden - this equals \$7 per pack in health care costs and lost productivity

Worldwide, a tobacco related death occurs every 10 seconds

- One in every 7 deaths in Minnesota
- Including: cancer, heart disease, stroke, complications of pregnancy, and chronic obstructive pulmonary disease
- Leading cause of cancer deaths for both men and women?



# Adult Smoking in MN

- 18% Current smokers (26% former, 56% never)
- Nearly 70% of current smokers want to quit
- 50% make a serious quit attempt annually - about 2.5% are able to quit permanently

# US Dept of Health & Human Services

## Treating Tobacco Use and Abuse

- Tobacco dependence is chronic condition that requires repeated intervention
- Effective treatment is available and every tobacco user should be offered treatment
- Brief intervention is effective
- There is a dose-response relationship between the intensity of tobacco dependence counseling and it's effectiveness.
- Pharmacotherapy should be used with all patients attempting to quit
- Tobacco dependence treatments are effective – clinically and financially

# Tobacco Users Willing to Quit

## The 5 – A's

- Ask
- Advise
- Assess
- Assist (intensive v.s. brief)
- Arrange

# Tobacco Users unwilling to quit

## The 5 – R's

- Relevance
- Risks
- Rewards
- Roadblocks
- Repetition

# A Systems Approach – Recommended Strategies

- Every clinic should implement a tobacco-user identification system
- All health care systems should provide education, resources and feedback to promote interventions
- Clinical sites should dedicate staff to provide tobacco dependence treatment
- Hospitals should promote policies that support and provide tobacco dependence services
- Insurers and managed care should include tobacco dependence treatments as covered services – including reimbursement to clinicians

With help, patients are **seven** times more likely to succeed in their cessation attempt.

# Nicotine Replacement Therapy (NRT)

- Other research shows that using nicotine replacement therapy along with an organized cessation program doubles your chance for a successful quit.

# Nicotine patches

- Steady dose of Nicotine
- Available in 7mg, 14mg and 21mg dose
- Simply apply a patch to skin daily
- May cause skin irritation
- 24 hour patch v.s. 14 hour patch

# Gum

- Cravings are controlled more quickly than patch
- Available in 2mg and 4mg pieces
- “Bite and Park” – don’t chew
- Don’t eat or drink 15 minutes before placing gum in mouth

# Lozenge

- Available in 2 mg and 4 mg doses – no more than 20/day
- Place in your mouth and allow to dissolve slowly
- Don't eat or drink 15 minutes before putting the lozenge in your mouth
- FDA approved lozenge – (NOT Ariva)

# Nasal Spray or Oral Inhaler

- Both require a prescription
- Both act rapidly to control cravings

# Zyban – Wellbutrin - Bupropion

- Available by prescription
- Action not completely understood – originally marketed as an anti-depressant
- Should be taken 1-2 weeks before quit attempt – remain on 7-12 weeks
- May be combined with nicotine replacement
- Contains NO nicotine
- Side effects

# Chantix - Varenicline

- Available by prescription
- Start Rx 1 week before quit date – continue 12-24 weeks
- Blocks nicotine receptors
- Not recommended to combine with nicotine replacement products
- Side effects

# Other NRT Tips

- Often combine therapy to achieve best control
- Continued NRT – not intended use of product, but often done

# Cessation methods

- Self help
- Self help plus
- QUITPLAN: 1-888-354-PLAN
  - As part of the tobacco settlement in MN all smokers have access to cessation services, including nicotine replacement products – phone, web, or face-to-face counseling
- Nationwide: 1-800-QUIT-NOW
- American Lung Association
  - Call Center – 1-800- LUNGUSA
  - Freedom from Smoking (group/online)
- Health Plans (BCBS, Medica, etc)

**“Giving up smoking is the easiest thing in the world. I know because I've done it thousands of times.”**

**–Mark Twain**



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