

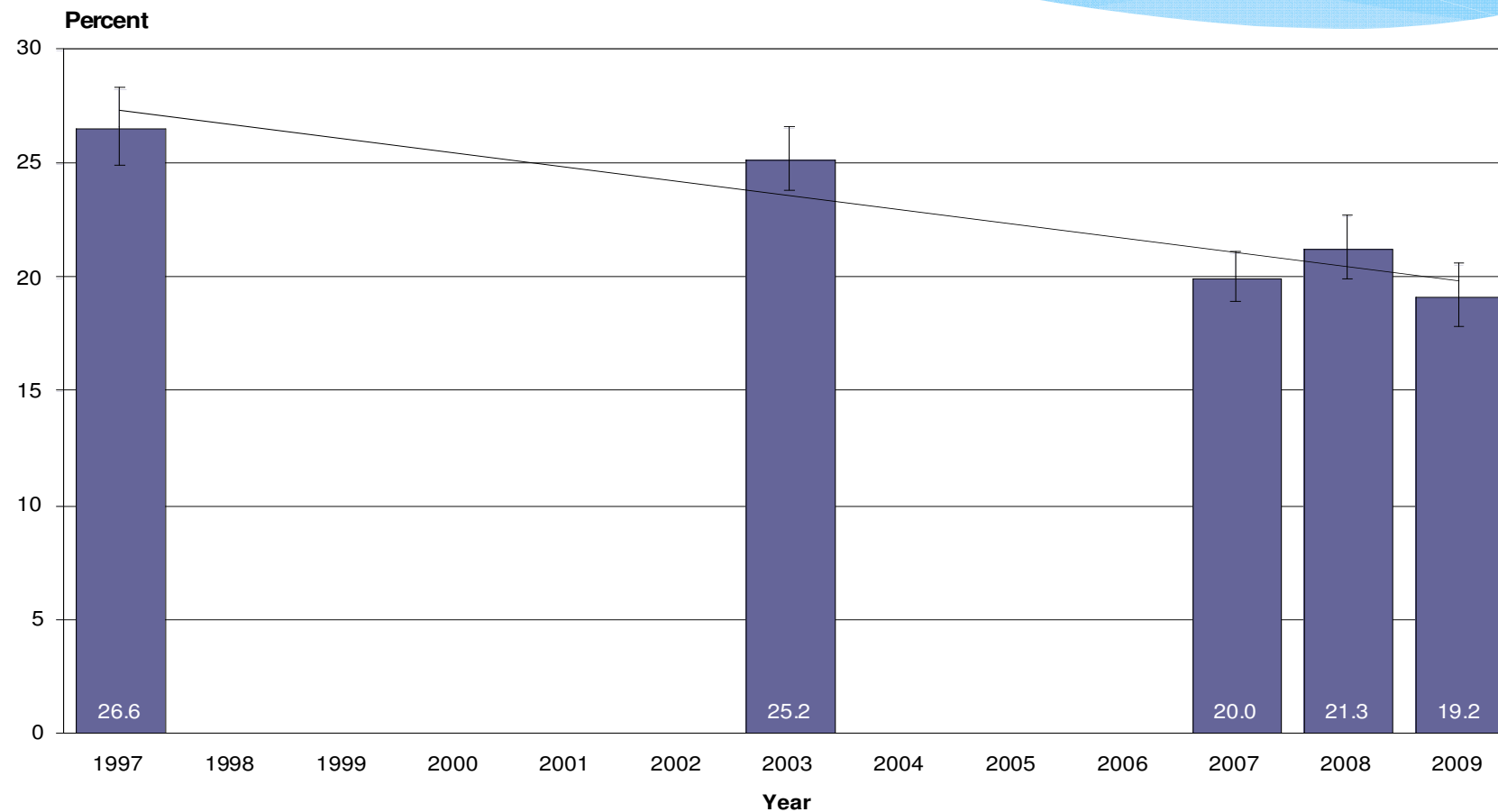


Smoking Cessation Initiatives

Karen Evison
Tobacco Target Champion

Smoking in people aged 15–64

Source: 2009 New Zealand Tobacco Use Survey



Do smokers want to smoke?



- 4 in 5 smokers said that they would not smoke if they had their life over again
- 3 in 5 had tried to quit in the last 5 years

Tar wars over smoking cessation



- * Preventing uptake has been a traditional mantra
- * Promoting cessation in current smokers will save far more lives

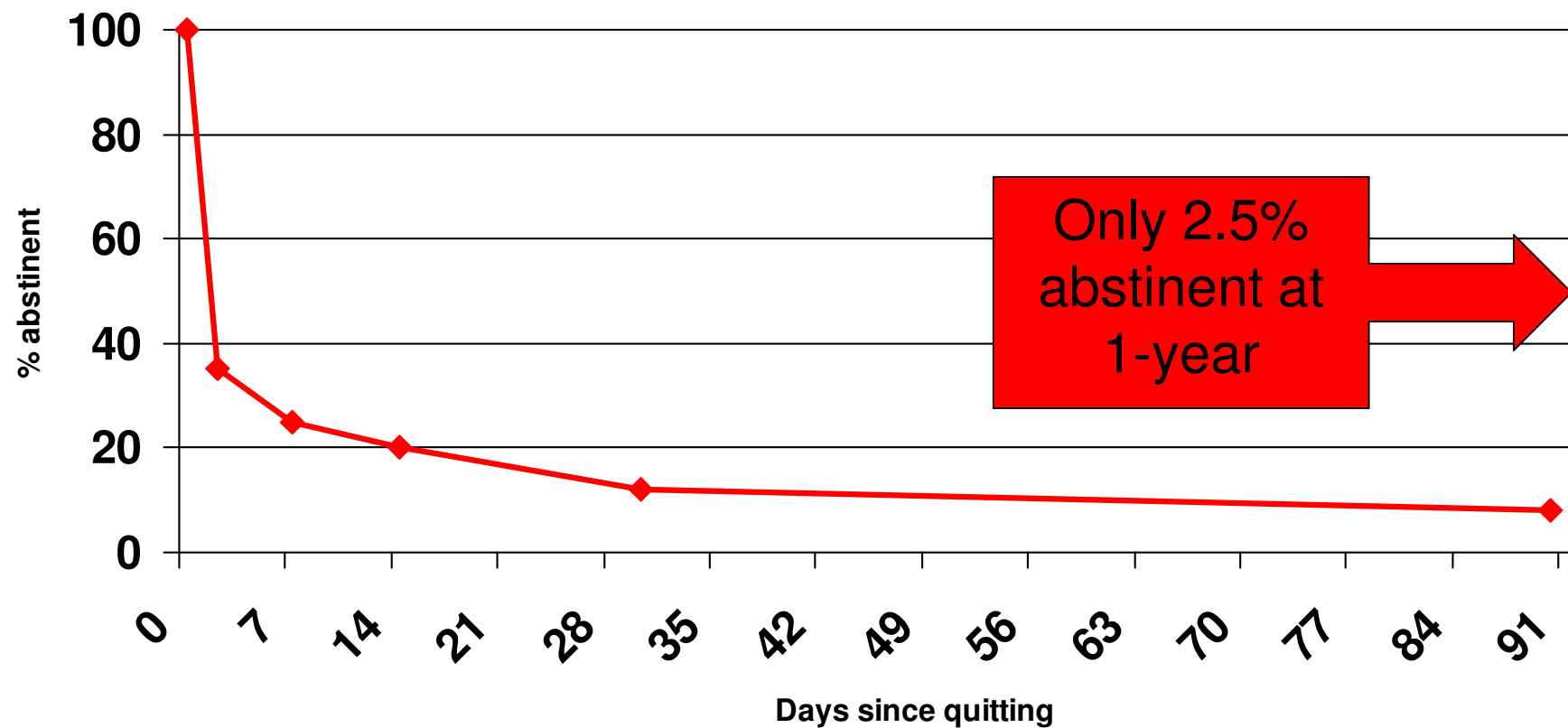


Why provide treatment?



- * Most people try to stop smoking unassisted
- * Most of those who are ex-smokers stopped in this way
- * However this approach is associated with the lowest long-term quit rates

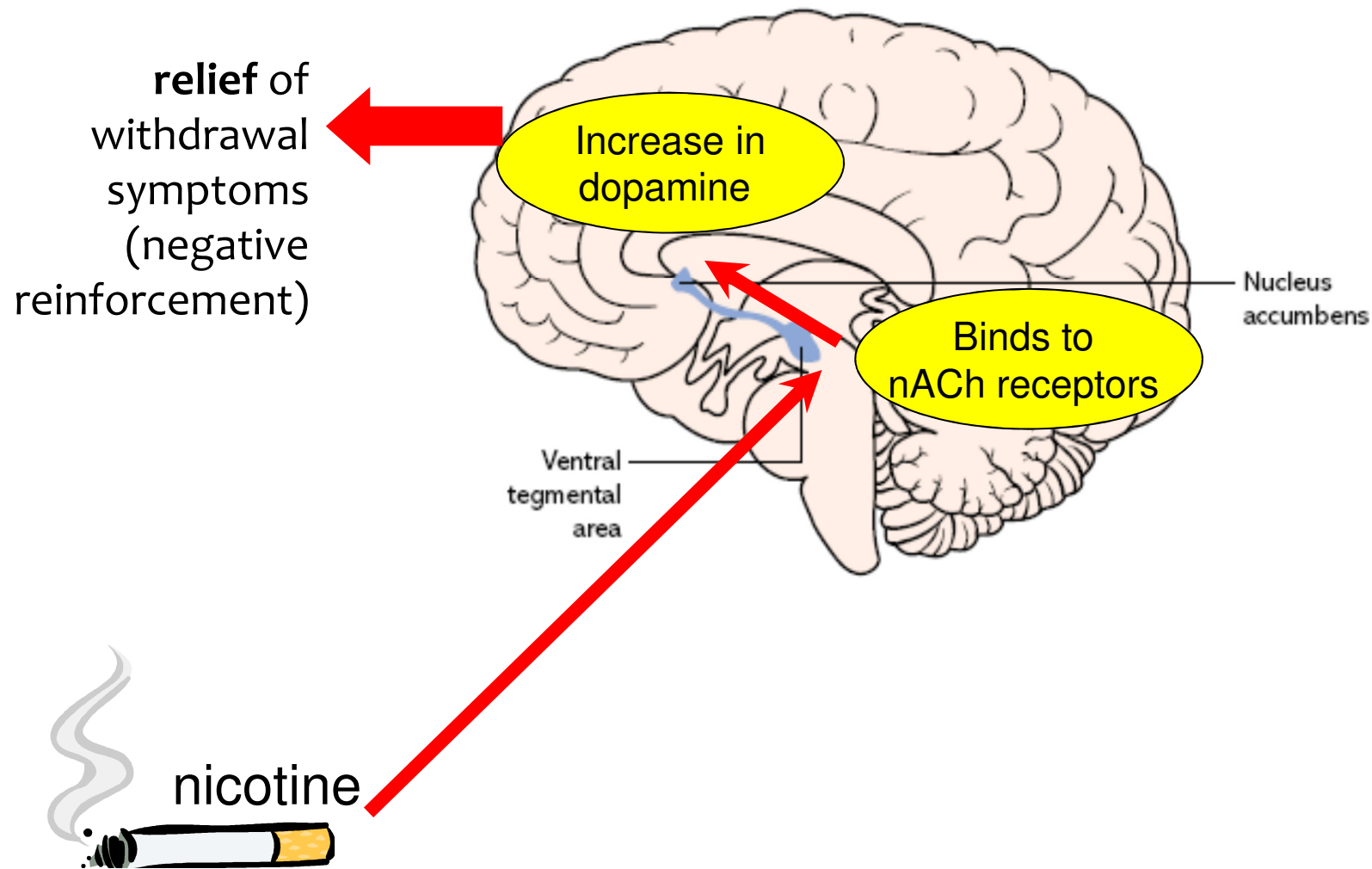
Quitting without support



Tobacco Dependence & Withdrawal

Why people smoke?
Why they find it difficult to stop?

The Actions of Nicotine



Tobacco withdrawal syndrome

Signs & symptoms

Duration

Prevalence

Irritability

< 4 weeks

50%

Depression

< 4 weeks

60%

Restlessness

< 4 weeks

60%

Poor concentration

< 2 weeks

60%

Increased appetite

> 10 weeks

70%

Sleep disturbance

< 1 week

25%

Urges to smoke

> 2 weeks

70%

↓ Heart rate

Long-term

> 80%

↓ Tremor

Long-term

> 80%

↑ Skin temperature

Long-term

> 80%

Mouth Ulcers

> 4 weeks

40%

Constipation

>4 weeks

17%

Key Steps to Successful Quitting