Smoking Cessation – What is happening in New Zealand?

Karen Evison
Tobacco Target Champion
A large number of New Zealanders smoke

In 2009, one in five (21.0%) adults aged 15–64 years were current smokers, with 19.2% of adults smoking daily.

<table>
<thead>
<tr>
<th>Ethnic group</th>
<th>Prevalence Female</th>
<th>Prevalence Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maori</td>
<td>49.3%</td>
<td>40.2%</td>
</tr>
<tr>
<td>Pacific</td>
<td>28.5%</td>
<td>32.3%</td>
</tr>
<tr>
<td>European/Other</td>
<td>18.9%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>4.4%</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

Source: 2009 NZ Health 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.
Why it matters…

• Smoking kills around 4500–5000 New Zealanders every year (with 1500 of these deaths occurring in middle age)
• Societal costs, costs to health service, lost productivity
• Loss of 15 years of life, on average
• Second hand smoke
• High rates of smoking amongst Maori and Pacific
Stopping smoking is one of the most important things a smoker can do to improve their health.
The Health Target
‘Better Help for Smokers to Quit’

One of the Government’s 6 health targets
Health Target results in hospitals

Health Targets Results over 2 years

- Shorter stays in emergency departments
- Improved access to elective surgery
- Shorter waits for cancer treatment
- Increased Immunisation
- Better help for smokers to quit
- Better diabetes and cardiovascular services

Target range
Who and how?

* Co Target Champions
  * Karen Evison
  * Dr John McMenamin

* Clinical Advisors
  * Dr Hayden McRobbie
  * Dr John McMenamin

* ABC framework
* Working with professional associations
* Support tools to assist implementation (e.g. e-learning)
* Reducing barriers (e.g. NRT)
ABC is a reminder of what to do

*A - ask whether a person smokes
*B - give brief advice to quit to all people who smoke
*C – make an offer of cessation treatment
“We provide patients information on smoking addiction and NRT”

“We view asking about smoking as important as taking your blood pressure”

“We educate the whole family…that encourages them to quit too”
Research shows that 1 in 40 smokers will quit for good, just because their health professional gave them brief advice.
% patients making a quit attempt in 6 months following a GP visit

- No intervention: 20%
- Brief advice to quit on medical grounds: 25%
- Making an offer of treatment: 35%

Aveyard et al (2011) Addiction Dec 16
Acceptance of smoking cessation treatment by readiness to quit

Total N=2168

% of total
Accepted treatment
Abstinent at end of treatment (17 weeks)

Key steps to successful quitting

1. Making an attempt to quit!
Key steps to successful quitting

2. Using effective treatments!

400%
Cumulative chances of quitting over time when making one quit attempt per year with and without cessation treatment.

Graph showing the percentage of smokers who quit over different ages with and without medication, and with or without medication and behavioural support.
Encourage ‘not a puff’

* Most people who smoke are trying to change their behaviour and cutting down is a common approach
* Unfortunately this approach is associated with few health benefits and people can rarely maintain this behaviour
* When people cut down they typically compensate by smoking their fewer cigarettes more intensively – e.g. taking bigger puffs and holding the smoke down for longer
* Cutting down is not the answer
* Clinician to offer cessation options
Options for Cessation Support

- Tobacco dependence is a chronic relapsing condition
- One size does not fit all for cessation treatments
- No “magic cure” but lots of things that increase chances of quitting for good
- NZ has a comprehensive range of cessation treatments available
Cessation Services in NZ

- Quit Group
- Aukati KaiPaipa (AKP)
- Pacific specific services
- Pregnancy specific services
- Local DHB and PHO services
NRT doubles the chance of quitting for good.
Nicotine from NRT

- Nicotine from NRT is absorbed slowly, with much lower peak concentrations
- The levels of nicotine delivered by NRT are typically less that those obtained from cigarettes
- Cigarette smoke results in more intense acute CV effects than the same amount of nicotine absorbed from NRT
Cytisine

- Alkaloid from a plant Cytisus laburnum (also found in Kowhai)
- Nicotine analogue, acting as a partial nicotinic acetylcholine receptor agonist (like Champix)
- Cytisine has been used in Eastern European countries to help people stop smoking since the 1960’s.
- Reduces tobacco withdrawal symptoms, making quitting easier
- 25 day treatment course
- Very cheap
  - In Bulgaria it costs approximately $5 for a full course of treatment
## Early studies

<table>
<thead>
<tr>
<th>Study</th>
<th>Cytisine</th>
<th>Placebo/Control</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paun 1968 (n=605)</td>
<td>55% (8-weeks)</td>
<td>33%</td>
<td>p&lt;0.001</td>
</tr>
<tr>
<td>Scharfenberg 1971 (n=1214)</td>
<td>21% (2 years)</td>
<td>13%</td>
<td>p&lt;0.001</td>
</tr>
<tr>
<td>Schmidt 1974 (n=520)</td>
<td>41% (4-weeks)</td>
<td>31%</td>
<td>p&lt;0.05</td>
</tr>
<tr>
<td>Monova 2004 (n=150)</td>
<td>37% (4-weeks)</td>
<td>3%</td>
<td>p&lt;0.001</td>
</tr>
<tr>
<td>Vinnikov 2008 (n=171)</td>
<td>11% (6 months)</td>
<td>1%</td>
<td>p=0.01</td>
</tr>
</tbody>
</table>
Cytisine for quitting smoking

8.4% vs. 2.4%
p=0.001

n=740

End of treatment
(25 days)

Cytisine

Placebo

1-year

Not a single puff
(1-year)

West et al 2011, NEJM
Outreach approaches that work – Text based cessation support

* Simple and relatively low cost intervention
* Mobile phone coverage in many countries is high
* First study (Rodgers 2005) showed short-term, but not long-term benefit
  * 6 weeks: 28% vs.. 13% (RR=2.20, 95% CI 1.79-2.70)
  * 6 months: 25% vs.. 24% (RR=1.07, 95%CI:0.91-1.26)

7-day point prevalence abstinence rates

Rodgers et al. Tobacco Control, 2005
Txt2Stop

N=5800

Quit Day

Not a single puff (6 months)

6 months

Txt2Stop

Control

10.7% vs. 4.9%
RR 2.20, p<0.0001

5 txts/day for 5 weeks then 3/week

Free et al 2011, Lancet
Using hospital discharge information to your advantage

- If you notice any changes in smoking status - whether a smoker becomes a non-smoker or vice versa, this can encourage communication with your patient to help them on their smokefree journey
  - Write to patients, noting change in smoking status and offer help
  - Practice nurse to hold a follow up phone call with patient offering consultation
  - Is there anything the nurse or GP can do to help?
  - Offer of NRT or referral to cessation support
Other useful resources...
‘ABC’ e-learning tool
www.smokingcessationabc.org.nz

3.3 Brief Advice People you may come across

Before you go any further, hover over the people below to identify someone you might come across in your role. Then click on their photo to find out how brief advice could be given to them and how long it takes.

Note: These people are actors, engaged to show examples of how ABC can be used. The transcripts have been developed by a registered health-care professional.

Allen

Allen is 53 years old and currently smokes 20 cigarettes a day. He’s tried to stop smoking in the past. Today, he’s seeing his GP for cardiovascular disease risk assessment.
The HIIRC website  www.hiirc.org.nz

Health Improvement and Innovation Resource Centre

Help for Smokers to Quit

The HIIRC is your source of knowledge to improve New Zealand's health care system. It has been developed to support performance and quality.

Reminder re QuitCard information requirements...
10 days ago by Carl Billington in Help for Smokers to Quit

Just a continued reminder for us all to ensure we are filling out Quit Cards directly. Legally, Quit Cards are...

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New tobacco control plan unveiled for England

A new tobacco control plan, aimed at reducing smoking rates and...
Quitcards

If you are interested in helping people quit smoking, you may want to become a Quitcards provider. This means you can distribute Quitcards for subsidised nicotine patches, gum and lozenges to people who want to quit smoking.

To be a Quitcards provider you must be smokefree, and need to meet these criteria.

Order Quitcards here (providers only).

If you want patches, gum and lozenges for yourself, please use this form instead.

Free smoking cessation training is available from The National Heart Foundation, Ti Ora Manawa Moana and Pacific Heartbeat.

For information about Quitcards contact us from here or phone 0800 778 778.
The downloadable brochure

Nicotine Patches

Simply log on to www.hiirc.org.nz and search:

‘nicotine factsheet’
How to use nicotine therapies correctly

You Tube video

How to use nicotine therapies correctly
“This is not a box-ticking exercise, it’s about saving lives”
Any questions?

Thank you for your time

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