Smoking Cessation

Patient Toolkit

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United States Smoking Statistics

In the United States:

30.8 MILLION adults smoke cigarettes.

3.08 MILLION middle and high school students use tobacco products.

1 IN 4 PEOPLE who don’t smoke are exposed to secondhand smoke.

Over $240 BILLION is spent each year to treat smoking-related diseases.
Smoking can cause cancer almost anywhere in your body.

- Mouth and throat (oral cavity and pharynx)
- Voice box (larynx)
- Acute myeloid leukemia
- Kidney and renal pelvis
- Urinary bladder
- Uterine cervix
- Esophagus
- Lung, bronchus, and trachea
- Liver
- Stomach
- Pancreas
- Colon and rectum

You can quit. For free help: 1-800-QUIT-NOW. CDC.gov/quit
Tobacco Companies Target Audience

• Tobacco companies target lower income, specific populations and continue to do so

• Every year the tobacco industry spends $9.1 billion in the United States marketing
  – Advertising, price discounting and other strategies

• There are nearly 5 times more tobacco retailers per square mile in the neighborhoods with the lowest income compared to the neighborhoods with the highest income

• Deceptive marketing practices, coupled with current low tobacco prices, continue to incentivize smoking for people with limited incomes and other populations at higher risk of being targeted
Tobacco Companies Target Audience

• Tobacco companies target **YOU** - a specific audience whom they have capitalized on over the years and continue to do so at **YOUR** health risk

• Top reasons for smoking, which tobacco companies focus on
  – Peer pressure
  – Parental influence
  – Media influence
  – Genetic factors
  – Stress factors

• **Are you ready to quit?!**
Where to Begin

• Wanting to quit smoking is the first step
• Then what? Where do you begin?
• There is so much information available that it can be confusing and overwhelming
• Talk to your clinician
• Talk to your family, friends, and other support systems
• Make a plan, know and use your resources like this toolkit
• Take the first step
State Specific Smoking Cessation

Did you know that your very own state has a Smoking Cessation plan and State specific resources?
Michigan Tobacco Quitline

- Ask yourself
  - Would you like to quit?
  - When is your first cigarette of the day?
- Assistance is available
  - Nicotine Replacement Therapy
  - Medications
  - 1-800-QUITNOW
- Always remember
  - It’s never too late to quit
  - It’s okay to start over and try again
**Treatment Options and Phone Apps**

### Patch

**STEP 1** Select your dose.

**STEP 2** Place the patch on a clean, dry, hairless spot on your upper body.

**STEP 3** Replace patch every 24 hours.

**STEP 4** Reduce dosage over time.

- **Weeks 1-6:** 21 mg
- **Weeks 7-8:** 14 mg
- **Weeks 9-10:** 7 mg

Start here if you smoke 10 cigarettes or more per day.

### Gums

**STEP 1** Select your strength.

**STEP 2** Choose a flavor. There are many options.

**STEP 3** To use the gum, chew slowly until the taste becomes strong, then place the gum between your cheek and gums for 1 minute. Repeat this “chew and park” method for 30 minutes.

**STEP 4** Use the gum whenever you have the urge to smoke as part of a quit immediately or quit gradually plan.

### Lozenges

**STEP 1** Select your strength.

**STEP 2** Slowly dissolve the lozenge in your mouth, while occasionally moving it from one side of your mouth to the other. The lozenge will take approximately 10 minutes to fully dissolve.

**STEP 3** Reduce usage over time.

- **1-2 hours:** 4 mg
- **2-4 hours:** 2 mg
- **4-8 hours:** 1 mg
- **8-16 hours:** 0.5 mg

Use 1 lozenge every 2-4 hours.

### Nasal Spray

**STEP 1** Blow your nose to clear it.

**STEP 2** Tilt your head back and spray once in each nostril. Wait 2-3 minutes before blowing your nose.

**STEP 3** Reduce dosage over time.

- **Weeks 1-8:** 1 dose = 2 sprays (one in each nostril)
- **Weeks 9-10:** 0.5 dose = 1 spray (one in each nostril)
- **Weeks 11-12:** 0 dose = 0 sprays

### Inhaler

**STEP 1** Insert a cartridge into inhaler.

**STEP 2** Puff in short breaths through the mouthpiece like you are sipping from a straw. Cartridges last for about 20 minutes of active use, but this can be broken up into multiple shorter uses.

**STEP 3** When the cartridge is empty, remove from the inhaler and discard.

**STEP 4** Reduce usage over time.

- **Weeks 1-12:** 6 cartridges per day
- **Weeks 13-24:** Reduce gradually

* Consult your doctor to determine the appropriate treatment options and dosing.

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**HBOMich.org**
New Cessation Technologies

• Text Messaging
  – https://smokefree.gov/SmokefreeTXT

• Smartphone Apps
  – https://smokefree.gov/tools-tips/apps

• Web-based Services
  – http://tobaccofreeflorida.com/quityourway
Podcasts and YouTube Videos

• SVS VQI Podcast
  – Coming soon
• NYU Langone
  – https://youtu.be/ouDPuj8Vle0
• Behavior Health & Wellness
  – https://youtu.be/iYCMlUd6djC
• American Heart Association
  – https://youtu.be/AOz9Ksncy8w
Featured Ads & Campaigns

- CDC Tips Campaign
- Media Campaign Resource Center
- Real Stories
Meet Bill B. Bill lived in Michigan and had diabetes. He started smoking at age 15 and quit at age 39, after his leg was amputated due to poor circulation—made worse from smoking. Bill died from heart disease at age 42.

Meet Rebecca C. Rebecca, age 43, lives in Indiana and started smoking as a teenager in California. She lost all five toes on her right foot to Buerger’s disease, a smoking-related condition that cut off the blood supply to her foot.

Meet Beatrice R. Beatrice, age 40, lives in New York and formerly served in the U.S. Navy. She began smoking regularly at age 13. A mother of two, Beatrice quit smoking in 2010 because she wanted to be around for her family.
Smoking Effects

- Smoking increases your risk for peripheral artery disease (PAD)
- Contributes to plaque buildup in your arteries
- Damages blood vessel walls by making them narrow
- Increases your blood pressure and heart rate
- Lowers your good cholesterol (HDL) and increases your bad cholesterol (LDL)
- Increases your triglyceride levels which are a type of fat found in the blood
- Thickens your blood which makes it harder for your blood to carry oxygen
- **All of these can lead to amputation(s) of your toes, feet, and/or leg**
Social Media Supporting Communities

- Supporting social communities
  - Facebook
  - Twitter
  - YouTube

- Social Quitting Communities

Smokefree.gov - Join a support community to help you or someone you care about with tips and support to be tobacco-free:
Facebook, Twitter, YouTube

- https://www.quitassist.com/helpful-resources.htm?gclid=EAIaIQobChMll72AyJ7D_gIvqv3jBx3Q_Qw6EAYASAAEgKycfD_BwE#quitting-tips
Telephone Quitlines

Toll-Free quitlines are staffed by counselors who provide helpful information, advice, and support in English.

- 1-800-QUIT-NOW
- 1-800-332-8615 (hearing-impaired)
- 1-877-44U-Quit

Resources En Español

Online quitting advice, resources, and quitline in Spanish from the U.S. Centers for Disease Control and Prevention (CDC).

- 1-855-335-3569

Language-Specific Quitlines

Access quitting support from the CDC and National Cancer Institute in multiple languages:

- **Chinese:**
  - 1-800-383-8917
- **Korean:**
  - 1-800-556-5564
- **Vietnamese:**
  - 1-800-778-8440

Quitline for Military Personnel and Veterans

For those receiving care through the U.S. Department of Veterans Affairs (VA).

- 1-855-QUIT-VET
  - (1-855-784-8838)
Reasons to Quit Smoking

Everyone has their own reasons for quitting smoking. Quitting smoking has many benefits. This is true no matter how old you are or how long or how much you have smoked.

WHAT ARE YOUR REASONS FOR QUITTING?

You may not be sure. In that case, ask yourself:

1. What will get better if you quit?
2. What do you dislike about smoking?
3. What do you miss out on when you smoke?
4. How will quitting improve your health and appearance?
5. How does smoking affect your loved ones?
6. What will you do with the extra time and money?

Remember, even if you've tried before, the key to success is to keep trying and not give up. It is never too late to quit smoking!
Society for Vascular Surgeons

• Coming soon – there will be links between Society for Vascular Surgeons (SVS) and Vascular Quality Initiative (VQI)
  • SVS www.vascular.org
    – Patient education
    – Physician education
    – Smoking Cessation toolkit
  • VQI www.vqi.org
    – Physician education
    – Smoking Cessation toolkit
What Happens When You Quit Smoking?

2 Weeks
As soon as after you quit smoking, your body begins to recover from the effects of nicotine.
You may find that your sense of taste and smell improves, as you have less breath odor, and your coughing and wheezing may decrease.

After 1 Month
You’ll start to feel more energy and have less breathlessness, you will notice a significant increase in your stamina, and you will feel better in general. Twelve hours after quitting, the risk of heart attack due to smoking decreases by 50%.

After 6 Months
Your “smokers cough” is likely to have disappeared, and you may notice subtle changes in your lungs, such as more comfortable breathing and less congestion. Your risk of stroke also begins to decrease at this point. This includes the risk of developing cancer of the mouth, throat, and esophagus.

After 1 Year
Your risk of heart disease is now half of what it was a year ago, and the risk of having a heart attack has also dramatically dropped.\(^1\) With a healthier heart and healthier lungs, you may notice that not only does everyday life feel easier but you’re crushing it in the gym and in your workouts, too.

Keeping a strong support system throughout your journey is important! Consider Quit.com, a website full of insight and information to help you stay strong, as well as a customizable email program that provides support for every step of the way.

After 5 Years
Around five years of the stop smoking timeline, your risk of stroke greatly reduces.\(^3\) Your risk of developing smoking-related diseases also begins to decrease at this point. This includes the risk of developing cancer of the mouth, throat, and esophagus.\(^3\)

After 10 Years
Your lung cancer death rate is about half that of a smoker once you’ve gone a decade without smoking.\(^3\) Your precancerous cells have been replaced by healthy cells and your lungs continue to heal. Your risk of developing bladder, kidney, and pancreas cancer decreases after 10 years.\(^3\)
## Cost Savings per NIH

### Cost of Smoking

Smoking one $7 pack of cigarettes a day for ...

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost (in dollars)</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Week</td>
<td>$49</td>
<td>Movie tickets for the family</td>
</tr>
<tr>
<td>1 Month</td>
<td>$210</td>
<td>Smartphone</td>
</tr>
<tr>
<td>6 Months</td>
<td>$1,260</td>
<td>Home entertainment system</td>
</tr>
<tr>
<td>1 Year</td>
<td>$2,555</td>
<td>Living room furniture set</td>
</tr>
<tr>
<td>2 Years</td>
<td>$5,110</td>
<td>Dream vacation for the family</td>
</tr>
</tbody>
</table>
Take It One Step At A Time

- Set your quit day and take a no smoking pledge
- Choose your method for quitting
- Speak with your doctor and decide if you will need medicine or something else to successfully quit
- Make a plan for quit day and afterward
- Quit tobacco for good on your quit day
Keep Trying

• This is not going to be easy – smoking is an addiction
• It takes an average of **six attempts** at smoking cessation before succeeding
• It’s okay to fail, just get up and start over
• Make sure you have a support system and talk to them
• When you quit smoking, some experience the “icky threes”
  – Extra challenges on Day 3
  – Extra challenges on Week 3
  – Extra challenges on Month 3
• You are **NOT ALONE** in this walk – speak with your clinician, be open and honest
There will never be a perfect moment to quit smoking. Don’t wait for life to change, it won’t.

Hard Yes,

Impossible No
It’s Never Too Late

- 4.5 million older adults continue to smoke.
- Smoking cessation after 55 is possible.
- Older adults are more likely to be successful in quit attempts.
- Quitting can support overall quality of life.
- Quitting can decrease poor health outcomes.
- Older adults are individuals 55 years or older.
- It is never too late to quit.
- Quitting can add years to your life.
- Greater success quitting with age.
- Greater interest in quitting with age.
- We have the tools to help!
You CAN DO it!
Local-State

- 1-800 QUITNOW https://www.quitnowyourstate.com/provider-materials
- Most states offer free NRT with program participation
- SC support groups via hospital or county health agency
- ‘In house’ hospital SC programs with Tobacco Treatment Specialists

Societal and Federal

- US Dept. of Health and Human Services: https://www.smokefree.gov
- American Heart Association-5 Steps to Quit Smoking and Vaping: https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/5-steps-to-quit-smoking
- American Lung Association-Quit Smoking: https://www.lung.org/quit-smoking
- Centers for Disease Control-Quit Start Phone App: https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/quitstart-app/index.html
- World Health Organization-Tobacco: https://www.who.int/news-room/fact-sheets/detail/tobacco
Resources

Resources

• Center for Disease Control and Prevention 2023 website. https://www.cdc.gov/tobacco/quit_smoking/index.htm
• Health Behavior Optimization Michigan 2023 website. https://www hbomich.org/category/tobacco-cessation/
• Indiana University Health 2023 website. https://iuhealth.org/find-medical-services/smoking-cessation?campaignid=15627029171&adgroupid=130540893599&keyword=smoking%20cessation&device=c&gclid=EAIaIQobChMIz466xrPD_gIVocfjBx21lghW8EAAYAiAAEGKwN_D_BwE
• Quit Assist 2023 website. https://www.quitassist.com/helpful-resources.htm?gclid=EAIaIQobChMIsYaL4bPD_glVocfjBx2WbAZXEAYASAEgK15vD_BwE
Resources

