



Quitting Tobacco and Not the Program: A Critical Assessment of Smoking Cessation Programs

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[Learning Objectives]

- To learn about success rates of smoking cessation
- To evaluate current smoking cessation program at Community-University Health Care Center
- To gain an understanding of nicotine, resources, and patient challenges
- To share experiences with smoking cessation

[Tobacco Facts]

- **Leading preventable cause of death**
- **20.8% in the US smoke (2004, CDC)**
- **10 Million cigarettes are sold every minute in the world**
- **Every 8 seconds someone dies from tobacco use**
- **Accounts for 30% of all cancer deaths**

Rates of Success

	Experimental Group	Control	Odds Ratio
NRT gum	19.5%	11.5%	1.66
NRT patch	14.6%	8.6%	1.81
NRT inhal.	17.1%	9.1%	2.14
Bupropion	20%	10.2%	1.94
Chantix	23%	10.3%	2.66

Rates of Success

	Experimental Group	Control	Odds Ratio
Individual Counseling	12.7%	8.9%	1.56
Group Counseling	17.2%	7.7%	2.17
Self-help	5.6%	4.8%	1.24
Telephone Counseling	10.5%	7.5%	1.41

[Smoking Cessation Program]

- Referrals from clinic providers (medical, behavioral health, dental, OB)
- In clinic appointment with pharmacist to review
 - Smoking history
 - Coping with cravings
 - Motivations and rewards
 - Preparing for the quit date
 - Medications
- Weekly phone call follow-up after quit date

[Our Experience]

	Dx Tobacco Depend/use	Pharmacy Visit	# Patients
July 2007- June 2008	367	43	41
July 2008- Oct 2008	182	22	20
Total	485*	65	60*

* No duplicate patients

[A Critical Eye]

- **Not enough patients**
- **Difficulties with phone follow-up**
- **Access to medications**
- **Patients who “almost” quit**
- **Patients either quit or don't come back to try again**

Community Health Challenges

- **No active phone**
- **Language**
- **No prescription insurance**
- **Not just cigarettes (i.e. Cambodian areca nut)**
- **Social norms**

[I'll be honest. . .]

- **I don't like smoking cessation**

[Recap]

#1—tobacco dependence is prevalent

**#2—tobacco cessation rates low with
well-intentioned programs**

So

What can we do?

[Understanding Nicotine]

- **Very powerful drug**
- **Nicotine receptors**
- **Sensitization**
- **Patterned behavior**
- **Socially acceptable**

Use Our Resources

- **Access to medications**
 - Insurance
 - QuitPlan
 - Patient Assistance Programs (Chantix, Wellbutrin SR)
 - 340b drug pricing program

[Patient Patience]

- **Very powerful drug**
- **Majority of smokers begin before age 18**
- **Abstinence vs Quitting**
 - **High relapse rate 80-90%**
 - **Lapse (temporary) vs full relapse (regular daily use)**
- **Transtheoretical model**

[What works? What doesn't?]

[Change and Hope]

- Change our approach and be creative
- There is only room to improve smoking cessation success rates
- Bottom line—We can't quit or neither will our patients

References

1. Eisenberg, M et al. Pharmacotherapies for smoking cessation: a meta-analysis of randomized controlled trials. CMAJ 179 (2) p135-144.
2. De Biasi, M and Salas, R. Influence of Neuronal Nicotinic Receptors over Nicotine Addiction and Withdrawal. Society for Experimental Biology and Medicine. p917-929. 2008
3. Lewis, PC. Tobacco: What is it and why do people continue to use it? MEDSURG Nursing. 17 (3) p193-201.
4. Schmelzle, J. et al. Update on pharmacologic and nonpharmacologic therapies for smoking cessation. Canadian Family Physician. 54 p 994-999.
5. Drugs for Tobacco Dependence. Treatment Guidelines from the Medical Letter. 73 (6) Sept. 2008.
6. www.quitnet.com/
7. <http://www.rxassist.org>

Table 1. Some Drugs for Treating Tobacco Dependence

Medication	Forms	Daily Adult Maintenance	FDA Approved	Cost ¹
First-Line				
Nicotinic-Acetylcholine Receptor Agonists				
Nicotine transdermal ^{2,3} – generic <i>NicoDerm CQ</i> (Sanofi-aventis)	7, 14, 21 mg/24 hr	1 patch/d ⁴	Yes	\$ 76.50 103.20
Nicotine nasal spray – <i>Nicotrol NS</i> (Pfizer)	0.5 mg/spray; 1 dose = 2 sprays	1 dose 8-40x/d	Yes	178.00 ⁵
Nicotine oral inhaler – <i>Nicotrol</i>	10 mg cartridge	4-16 cartridges/d	Yes	178.08 ⁵
Nicotine polacrilex ³ gum – generic <i>Nicorette</i> (GSK)	2, 4 mg/piece	8-24 pieces/d	Yes	64.80 96.00
Nicotine polacrilex lozenge ³ – generic <i>Commit</i> ³ (GSK)	2, 4 mg/lozenge	8-20 lozenges/d	Yes	122.40 124.80
Dopaminergic-Noradrenergic Reuptake Inhibitors				
Bupropion SR – generic <i>Wellbutrin SR</i>	50, 100, 150, 200 mg sustained-release tabs	150 mg 2x/d	Yes	164.40
<i>Zyban</i> (GSK)	150-mg sustained-release tabs		No	210.00
			Yes	211.20
Nicotinic Receptor Partial Agonists				
Varenicline – <i>Chantix</i> (Pfizer)	0.5, 1 mg tabs	1 mg 2x/d	Yes	129.60