

# Quitting

"Every nicotine patch sold means 200 cigarettes not sold." Clive Bates, ASH UK, 2002

The main dangers of smoking decrease when smokers quit, even in those who have smoked for 30 or more years.

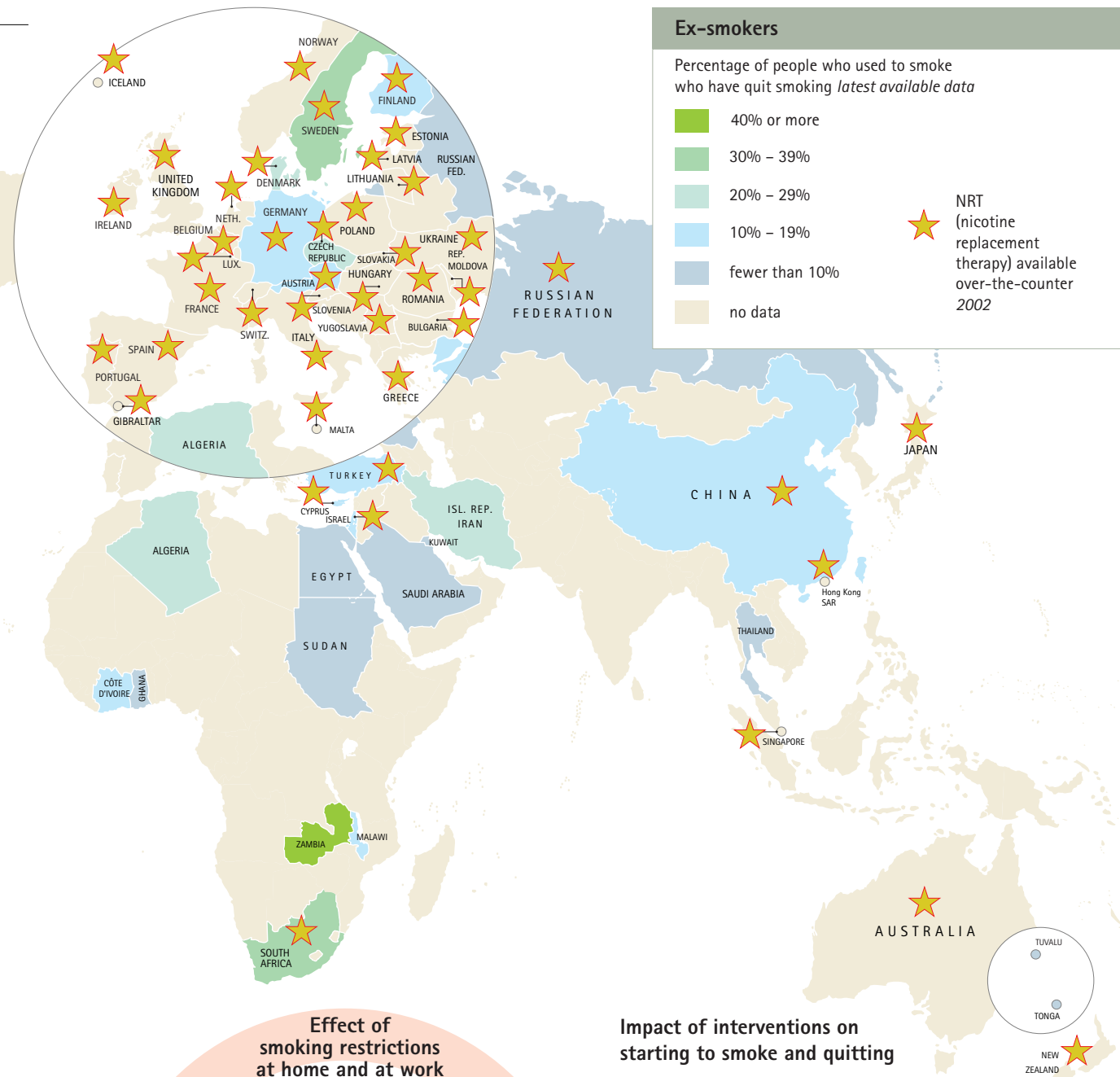
Smokers move through stages in relation to quitting: of pre-contemplation, contemplation, readiness then action, followed by maintenance or relapse. Many move through this cycle several times before they finally quit, while others report they found it easier to quit than they expected. These stages are influenced by increased costs from tax increases or reduction of smuggling, illness in the smoker, family or friends dying from tobacco, the media, health profession, bans on promotion, creation of smoke-free areas and, while most smokers still quit on their own, availability of support and treatment.

There are now techniques to assist those who want to quit smoking, although these are not

available in all parts of the world: social support, clinics, quitlines, internet sites; skills training; nicotine replacement therapy (NRT) and other pharmaceutical treatments.

If interventions only focus on prevention of initiation, and do not address cessation, then 160 million additional smokers will die before 2050 (see below).

In the UK, NRT is available to all citizens under the National Health Service and is reimbursed as any other medicine.



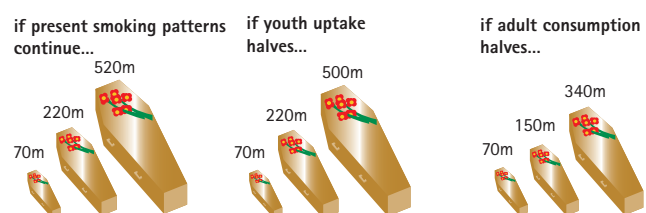
## Quitting Calendar

The benefits of stopping smoking

1 day later	Heart, blood pressure, and the blood show improvements
1 year later	Excess risk of coronary heart disease is half that of a continuing smoker
5 to 15 years later	Risk of a stroke is reduced to that of never-smokers
10 years later	Risk of lung cancer is reduced to less than half that of continuing smokers; risks of many other cancers decrease
15 years later	Risk of coronary heart disease is similar to that of never-smokers, and the overall risk of death almost the same, especially if the smoker quits before illness develops

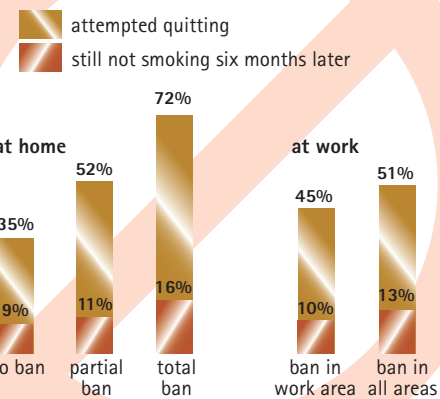
## Effects of starting and quitting smoking on deaths

Total accumulated tobacco deaths 2000, 2025 and 2050 projected millions



## Effect of smoking restrictions at home and at work

USA 1992-93 percentages



## Impact of interventions on starting to smoke and quitting

Type of intervention	Quitting
More than 10% price increase	3% increase in quitting
Anti-smoking media	Increased number of attempts and success
Bans on promotion	Complete ban reduces consumption by 6%
Restrictions on youth access	no evidence
Smoking restrictions	Work and household restrictions most effective
NRT	Higher number of attempts to quit