E-QUIT:
AN INTRODUCTION TO WEB-BASED SMOKING CESSATION RESOURCES

DECEMBER 6, 2012
Treating Tobacco Dependence

Why Is It Important?

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The Cigarette Death Epidemic in Perspective in the USA

- Annual smoking: 440,000
- Second-hand smoke: 50,000
- World War II: 416,000
- Vietnam War: 58,000
- Annual auto accidents: 33,000
- AIDS Annual: 18,000
- Annual murders: 15,000
- Annual heroin, morphine, & cocaine deaths: 14,000
The Cost of Smoking in USA

• $96 B/year – Healthcare costs
• $97 B/year – lost productivity
• ↓ resale value of car or house of smokers
• ↑ price for life and car insurance and lesser extent health insurance
Scenarios for future deaths from tobacco

Source: Peto et al
Scenarios: Impact of prevention

Cumulative deaths from tobacco (millions)

Source: Peto et al

If smoking uptake halves by 2020

Trend

220

520

500
Scenarios: Impact of Treatment

Cumulative deaths from tobacco (millions)

Year

Source: Peto et al
Cigarettes and Tobacco Dependence

- Cigarette smoke – complex mixture of 7,000 chemicals with over 60 known carcinogens
- Most efficient delivery device for nicotine that exists- better than intravenous
- Cigarette manufacturers have modified cigarettes over the past decades to maximize nicotine delivery to the brain
- High doses of arterial nicotine cause upregulation of the nicotinic acetylcholine receptors
- Genetic factors influence tobacco dependence
- Left untreated 60% of smokers die from a tobacco-caused disease

Hurt RD, Robertson CR JAMA 280:1173, 1998
Perry, DC, et al. J Pharmacol Exp Ther, 289:1545, 1999
Basic Concepts

• We treat tobacco dependence for the serious medical problem it is

• Supportive counseling plus pharmacotherapy

• Higher nicotine patch doses are better

• Combinations are better

• Longer treatment is better. This is not strep throat nor a UTI
Treating Tobacco Dependence in a Medical Setting

Best Practices

• USPHS Guideline (www.ahrq.gov)
• Behavioral, addictions, pharmacologic treatment, and relapse prevention
• Neurobiology of tobacco dependence
• “Teachable moment”
• Telephone quitlines, web-based, social media
• Public policy-Taxes and smoke-free workplaces

Effective Workplace Interventions for Smokers

- 100% Smoke-free workplace policies
- Easily accessible treatment services
- Comprehensive healthcare insurance with no co-pays for treatment
- Interventions improve employee health, ↓ absenteeism and ↓ healthcare utilization

MMWR 60:1305, 2011
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AN INTRODUCTION TO WEB-BASED SMOKING CESSION RESOURCES

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NEW MEDIA, NEWER ALL THE TIME
GOOD REASONS TO QUIT SMOKING
A NEW WAY TO THINK ABOUT QUITTING

Re-learn
Life without cigarettes
A New Way To **Think** About Quitting

The EX Plan is a free quit smoking program that helps you re-learn your life without cigarettes. Before you actually stop smoking, we'll show you how to deal with the very things that trip up so many people when they try to quit smoking. So you'll be more prepared to quit and stay quit.

Whether this is your first try at quitting smoking or your 10th, the free EX Plan can help you really do it this time. [LEARN MORE ABOUT THE PLAN](#).

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**Step 1. How To Quit**

**Step 2. Quit Smoking**

**Step 3. Staying Quit**

GET STARTED

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**The Community feels your pain.**

Nobody gets what you're going through like the EX Community. Get the support you need to successfully quit.
EX PLAN EXPLAINED

Re-learn Habit

You know how things, like driving, stress or just having dinner make you want to smoke?

These things are called triggers.

EX will help you learn how to handle them without smoking.
When you smoke, the nicotine in your cigarettes causes receptors in your brain to get that “nice” feeling. And that “nice” feeling makes you want to smoke more.

EX will help you break this cycle and show you how medication can double your chances of quitting for good.
The right kind of support can greatly increase your chances of quitting.

On the EX website, you’ll find an online community that provides just that.
BECOMEANEX.ORG FEATURES

- Easy-to-Access Information
- Interactive Exercises
- Personalization
- Online Community
EASY-TO-ACCESS INFORMATION

Step 1. How To Quit
Step 2. Quit Smoking
Step 3. Staying Quit

GET STARTED

Videos
- Nicotine and Your Brain
- Medication and Myths
- Choosing a Medication
- Gum
- Lozenge
- Patch
- Inhaler
- Nasal Spray
- Non-nicotine Medications
- Important Things

Tonya: Smoked for 8 years
Jason: Smoked for 7 years
INTERACTIVE EXERCISES

Cigarette Tracker

May 17, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Trigger</th>
<th># of Cigarettes</th>
<th>Urge Level</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 pm</td>
<td>After a Meal</td>
<td>1</td>
<td>Moderate</td>
<td></td>
</tr>
<tr>
<td>04:00 pm</td>
<td>Your Jerk-face Boss</td>
<td>2</td>
<td>Strong</td>
<td></td>
</tr>
<tr>
<td>07:00 am</td>
<td>Coffee</td>
<td>1</td>
<td>Strong</td>
<td></td>
</tr>
<tr>
<td>10:00 am</td>
<td>Being Stressed</td>
<td>2</td>
<td>Very Strong</td>
<td></td>
</tr>
<tr>
<td>01:00 pm</td>
<td>After a Meal</td>
<td>1</td>
<td>Moderate</td>
<td></td>
</tr>
</tbody>
</table>

Click here to set a quit date.

Add another cigarette

Submit
INTERACTIVE EXERCISES

Separation Exercise

Now that we’ve given you some ideas on how to separate your smoking triggers and cigarettes, it’s time to actually practice doing it before you quit smoking.

Start by picking one trigger. Remember, you don’t have to give up the cigarette that goes with it entirely. Just don’t automatically smoke the cigarette when the trigger hits. Wait a few minutes and then smoke the cigarette. The next time it hits, wait a few minutes more. The more you practice, the more you’ll break that "glue." And the more you’ll be ready for your quit day.

1. List one of your smoking triggers:
   Presenting on webinars

2. What date do you plan to begin separating?
   12/07/12

3. What can you do to separate the smoking trigger from this cigarette?
   Get a colleague to present for me.
Support Exercise

Part of Re-learning Support is letting your family and friends know exactly how they can support you while you’re quitting smoking.

Remember, family and friends can be a huge help when you’re quitting — or they can be smoking triggers. Think about the people you know who will support you at home and work. Think about which people won’t. Chances are, you won’t be able to avoid the people who aren’t supportive, so prepare yourself when you know you’re going to be around them. Don’t let them be the reason you start smoking again.

Take a few moments to think about and write your answers to the following questions:

1. Who will you trust for support at home? At work?
   My Lunch Crew

2. Who will be most helpful?
   Alex

3. Who should you avoid for a while?
   The Boss
PERSONALIZATION

My Quit Plan

Track Cigarettes  Set Quit Date

Keep track of your cigarettes by clicking on the day you smoked them below.

December, 2012

1. HOW TO QUIT SMOKING
   Re-Learn Habit
   - Track Your Cigarettes
     - Beat Your Smoking Triggers
   - Separation Exercises
     Re-Learn Addiction
   - How Nicotine Addiction Works
     Re-Learn Support
   - Reach Out
     - Talking to Family and Friends Who Smoke
   - EX Community
   - Support Exercises

2. QUIT SMOKING
   - Set Your Quit Date
     - Right Before You Quit
     - The Day You Quit
     - Slip-ups
     - Slippery Places

3. STAYING QUIT
   - Benefits and Rewards
   - Keeping the Weight Off
   - Ways to Relieve Stress

Switch to Day View to edit # of cigarettes
ONLINE COMMUNITY

EX Community
600,000 members

My Profile
A personalized page for each member

Blog
A way for members to say what’s on their minds

Groups
Connect people with similar interests

Forum
Discussion topics led by experts
OTHER RESOURCES

• BecomeAnEX.org connects users to other resources
  ◦ 1-800-QUIT-NOW
  ◦ Mayo Clinic Nicotine Dependence Center
  ◦ Free information from partners
  ◦ State-based quit smoking sites

• BeTobaccoFree.gov
• Smokefree.gov & SmokefreeTXT
• Freedom From Smoking Online (premium)
• Corporate Wellness Offerings:
  ◦ Quit for Life; QuitNet.com; Text2Quit
ADOPTING EX AS A CESSATION RESOURCE FOR YOUR COALITION

Rebecca Carle, Senior Manager, Collaboration & Outreach
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IMPLEMENTATION IDEAS

- Post EX badge to your site or blog
  - BecomeAnEX.org or Legacyforhealth.org site
IMPLEMENTATION IDEAS

- Distribute EX wallet cards
  - Offer at health fairs and other community events
  - Supplement quit kits
  - Outreach to health care providers
IMPLEMENTATION IDEAS

➢ Post EX tear-off flyer and poster in community centers, health care facilities, employee break rooms
IMPLEMENTATION IDEAS

- Display EX monitors in waiting rooms and public spaces

Everyone knows why they should quit smoking. This is about *how*.

*ex* re-learn life without cigarettes.

Get a free quit plan at BecomeAnEX.org/alpha
IMPLEMENTATION IDEAS

➢ Promote EX in coalition and partner newsletters

A New Year, A New You!

As the New Year approaches, it is the perfect time to start planning to quit smoking. Quitting smoking is one of the most important lifestyle changes people can make to improve and extend their lives, especially those with asthma and allergies and those who live with them. BecomeAnEX.org is a free online plan that can help any smoker start on the path to quit. The program was created by Legacy®, a national public health foundation, with input from current and former smokers along with tobacco treatment experts at the world-renowned Mayo Clinic.

Most smokers know why they should quit, they just don’t know how.

EX helps smokers re-learn life without cigarettes by learning:

- How to break the glue between certain trigger activities and smoking through practice and preparation;

- About addiction and how medications can increase a smokers’ chances for quitting success; and

- How support from friends and family members can play a critical role in quitting.

If quitting smoking is the first item on your list of resolutions this New Years’ visit: www.BecomeAnEX.org today to get started.
IMPLEMENTATION IDEAS

- Create an EX online community on BecomeAnEX.org
IMPLEMENTATION IDEAS

- Like EX on Facebook and follow on Twitter
IMPLEMENTATION IDEAS

- Host introductory EX webinar for partners
- Request a local train-the-trainer session – at a coalition meeting or a webinar
- Inform local cessation programs about EX
- Incorporate EX content into wellness materials, health care provider trainings
In conclusion

- Visit LegacyForHealth.org/EX for more information and ideas

- For outreach support, contact Rebecca Carle at rcarle@legacyforhealth.org
QUESTIONS & ANSWERS

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THANK YOU