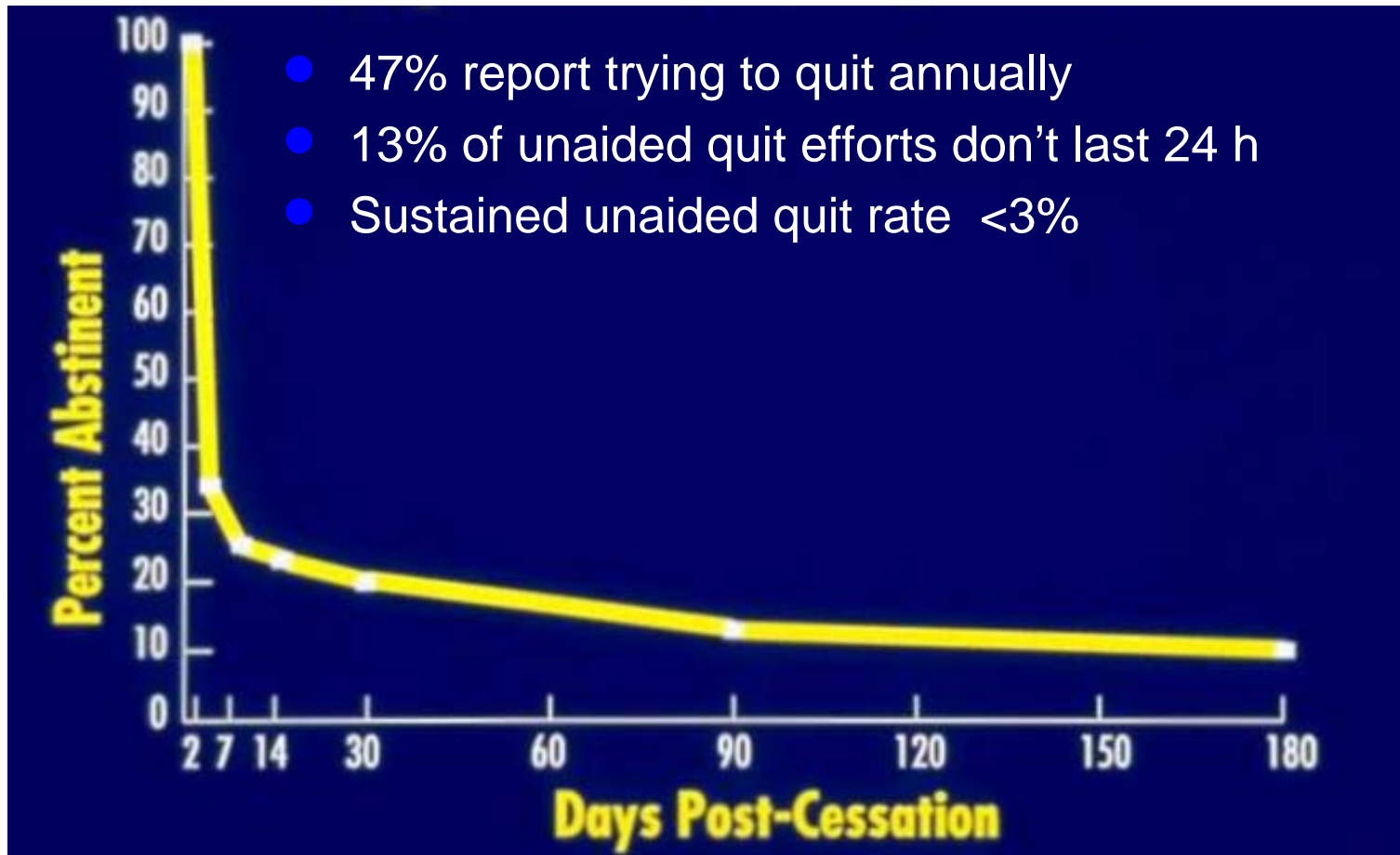
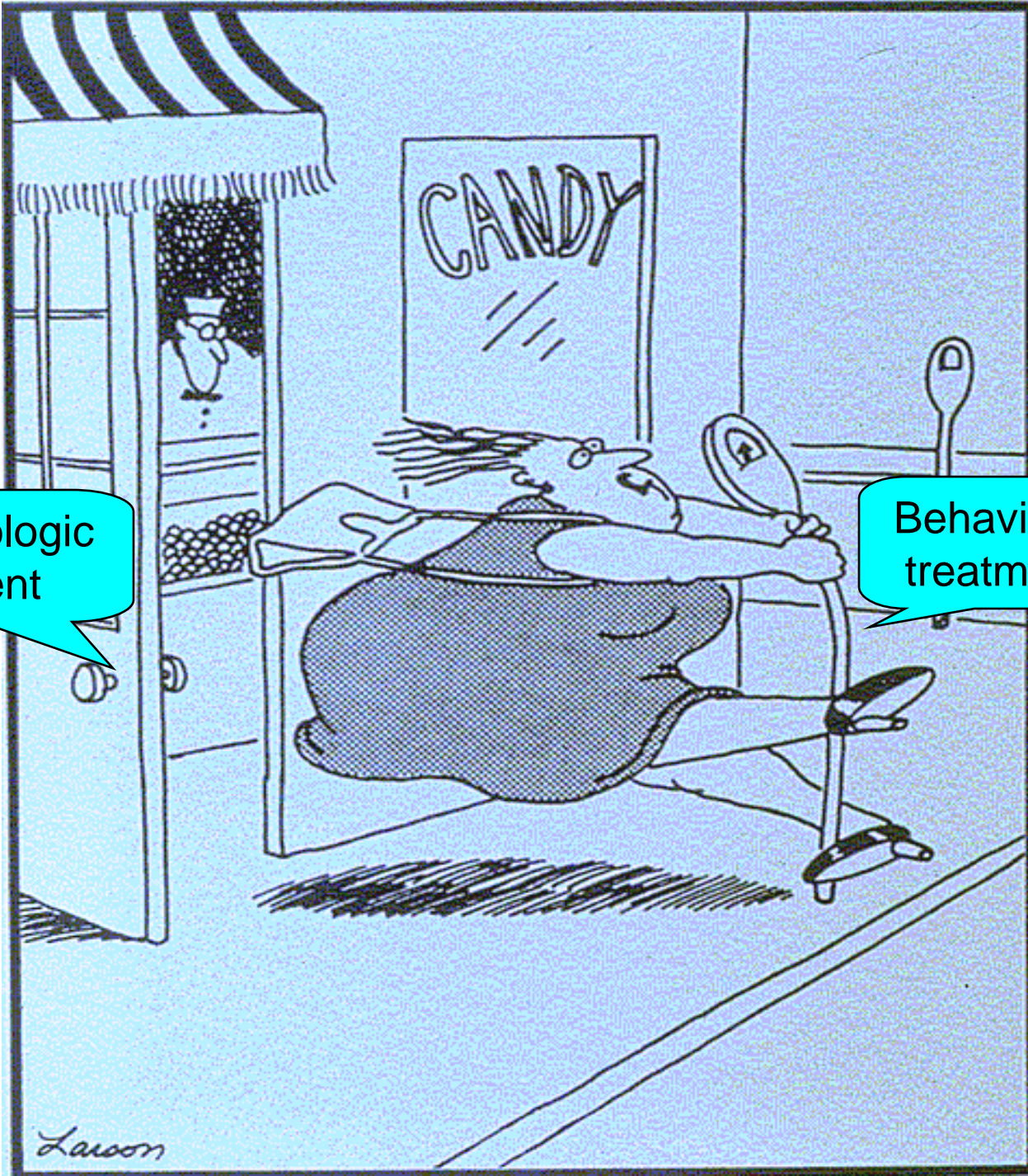


Current Evidence-Based Cessation Treatments: Efficacy and Critical Ingredients

Saul Shiffman

Outcome of Smoking Cessation without Treatment





Pharmacologic
treatment

Behavioral
treatment

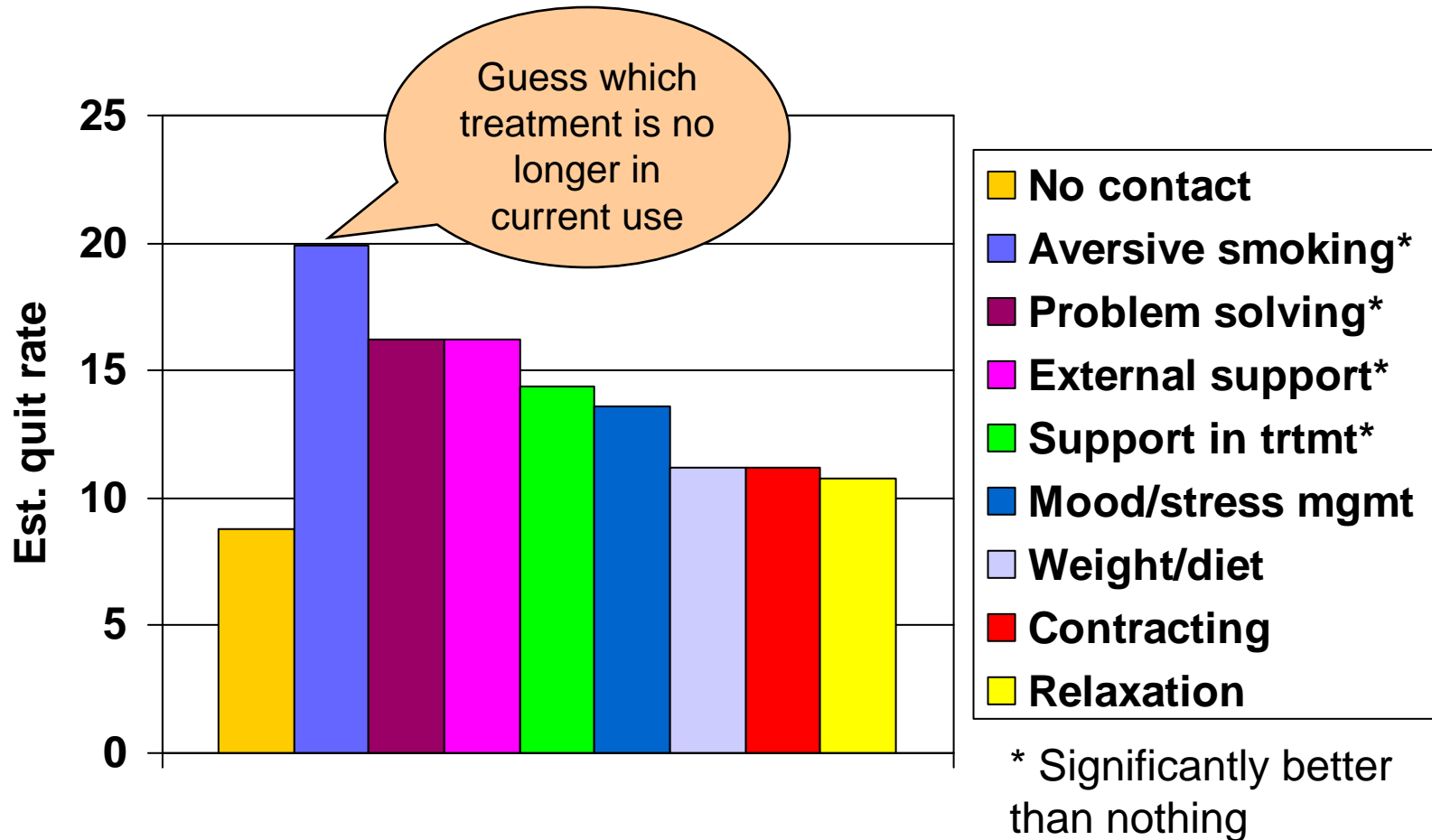
Behavioral Treatment

- Aimed at assisting behavior change
- Practical psycho-educational approach
- Based on cognitive-behavioral treatment principles
- “Multi-component” mix dominates
 - Few/no “brand-name” differentiated treatment approaches
- Little/no content innovation in 20 years

Active Ingredients in Behavioral Programs

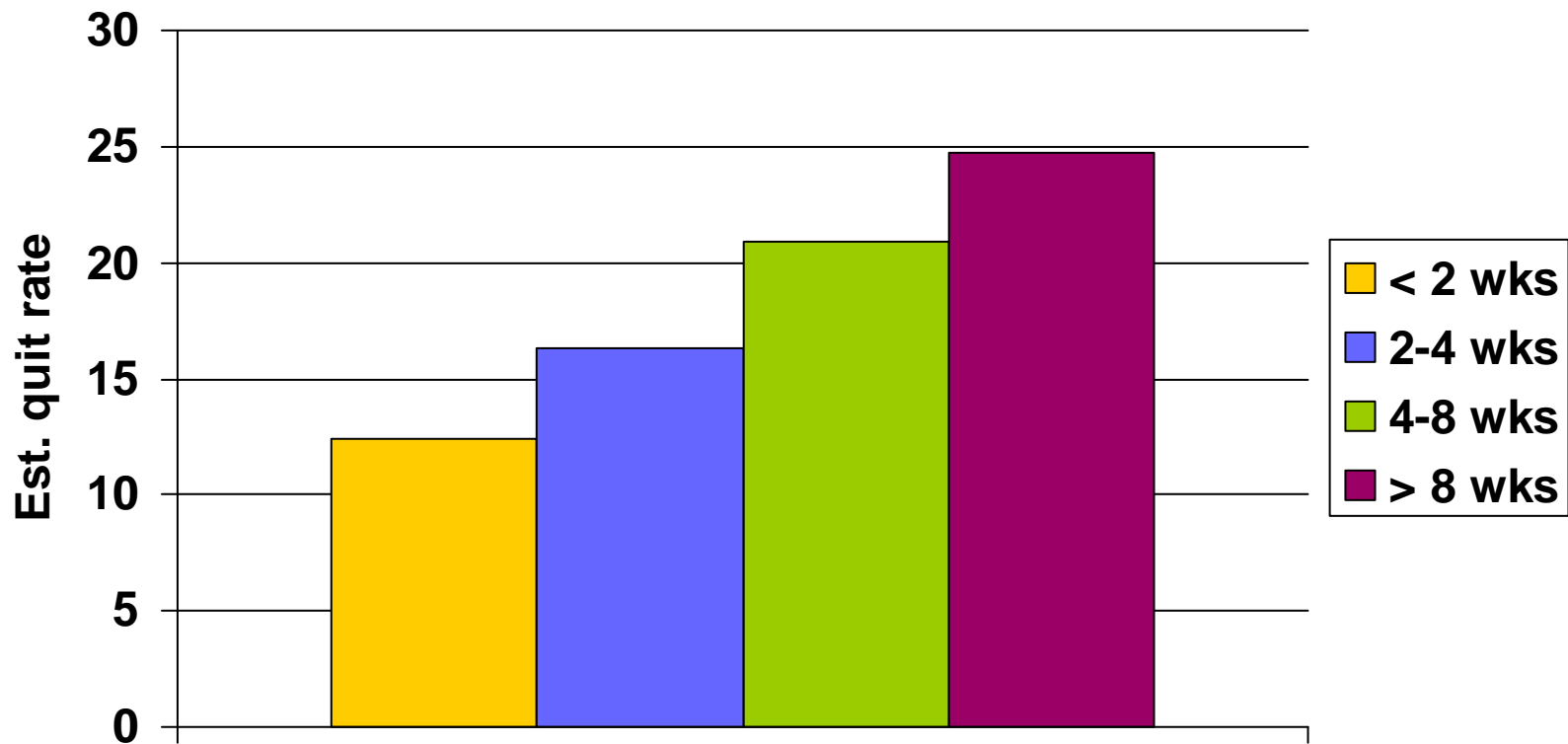
- Information
- Motivation enhancement
- Encouragement
- Support
- Planning & problem-solving
- Tips & techniques
- Medication support
- Process orientation
- Structure
 - Conceptual
 - Temporal
- A specific, step-by-step, pathway to quitting
- Contact, engagement, caring
- Lifestyle change

Effectiveness of Behavioral Treatment Components



Source: AHRQ analysis: 2000

More is Better



Source: AHRQ analysis: 2000

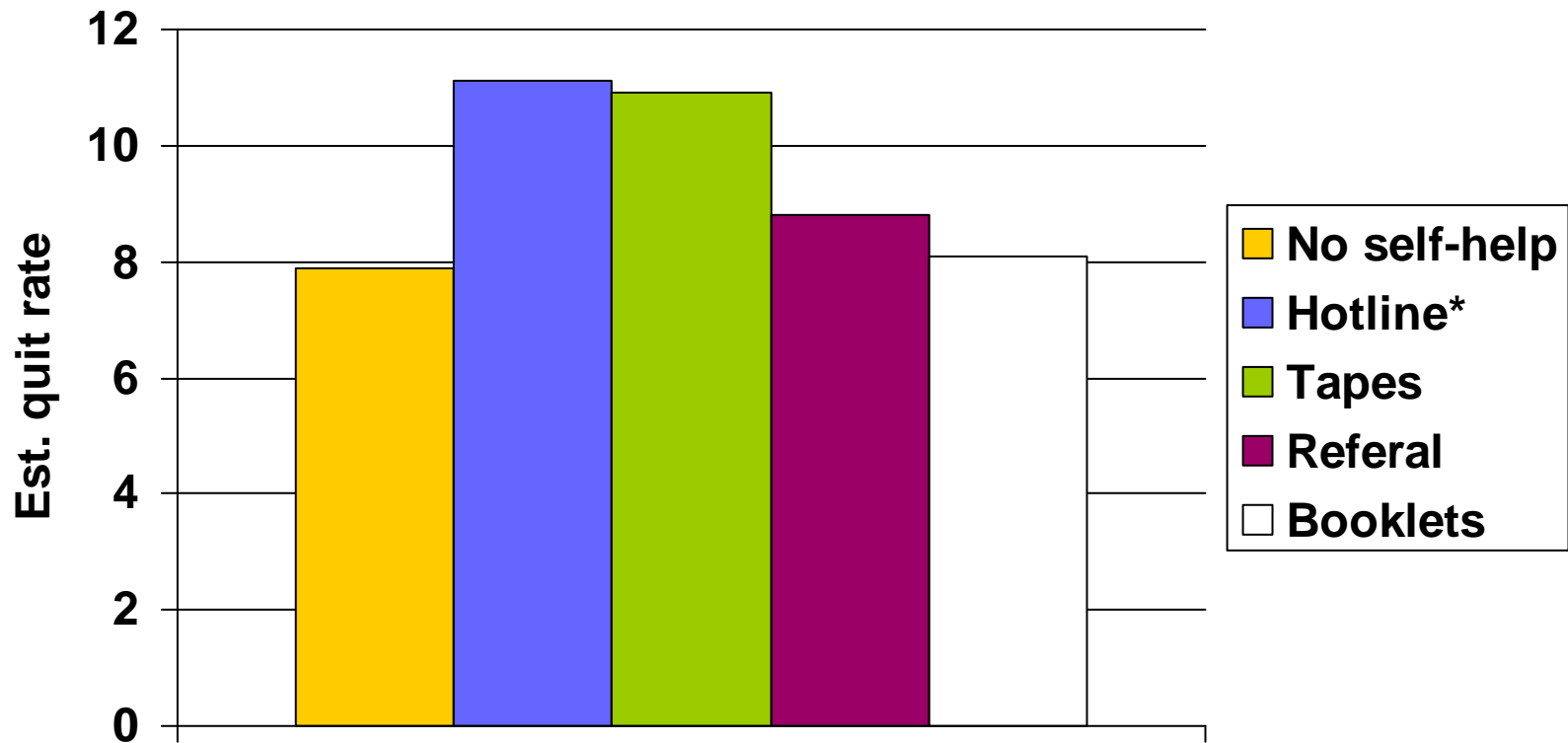
Developments in Behavioral Treatment

- Little/no content innovation
- Innovations in delivery modality & dissemination
 - Channels
 - Media
 - Providers
 - Packaging
 - Duration

The Old & New Models of Behavioral Treatment

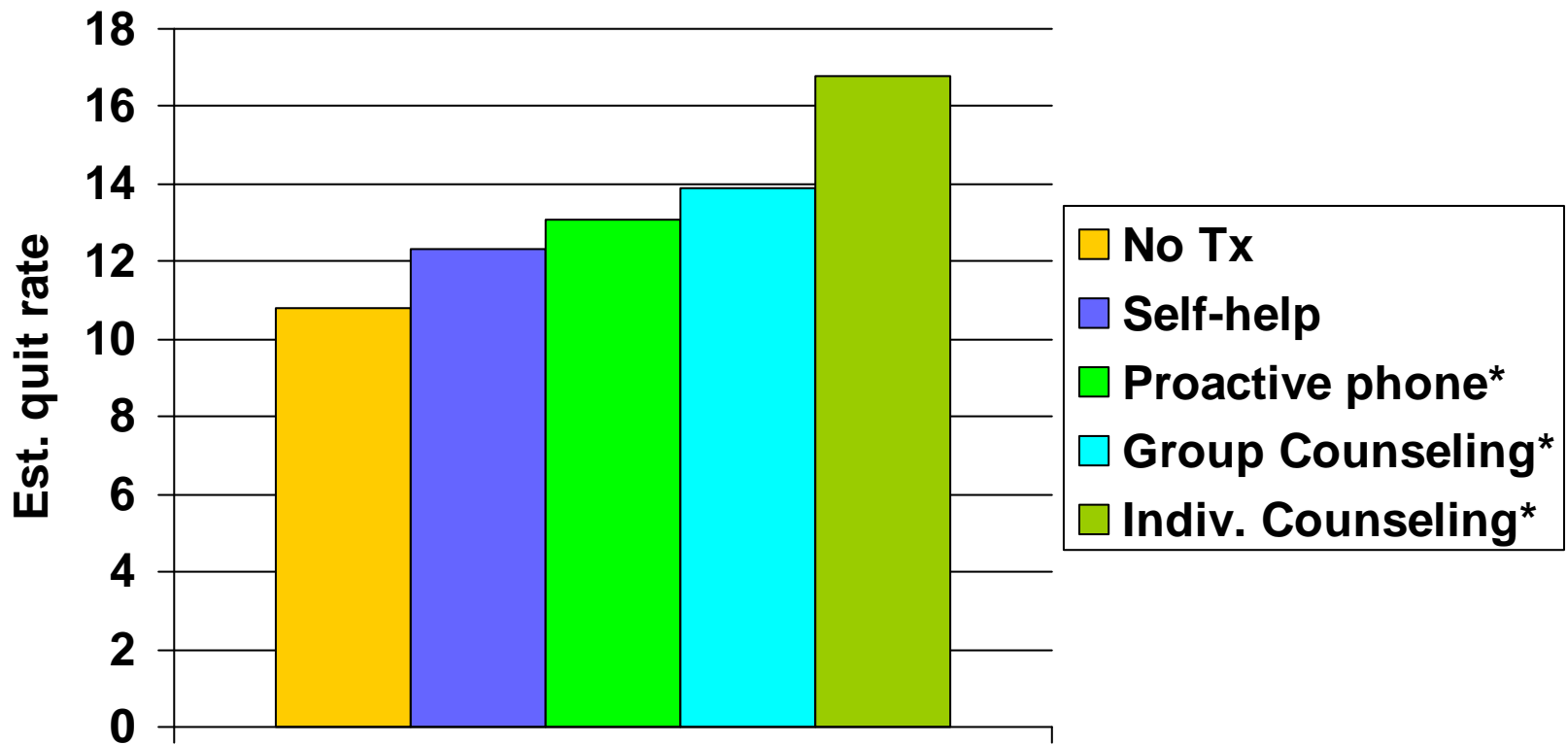
| | Old way | New way |
|-----------------------|----------------------|----------------------|
| Approach | Cognitive-behavioral | Cognitive-behavioral |
| Medium | Face-2-face | Phone, web |
| Delivery model | Central | De-centralized |
| Provider | Semi-Pro | Para-pro, computer |
| Scripting | Ad-lib | Scripted |
| Intensity | High | Low-Medium |
| Medication | Negative | Integrate |

Some Low-Intensity, Convenient Forms Are Ineffective



Source: AHRQ analysis: 2000

Effectiveness Rises with Intensity



Source: AHRQ analysis: 2000

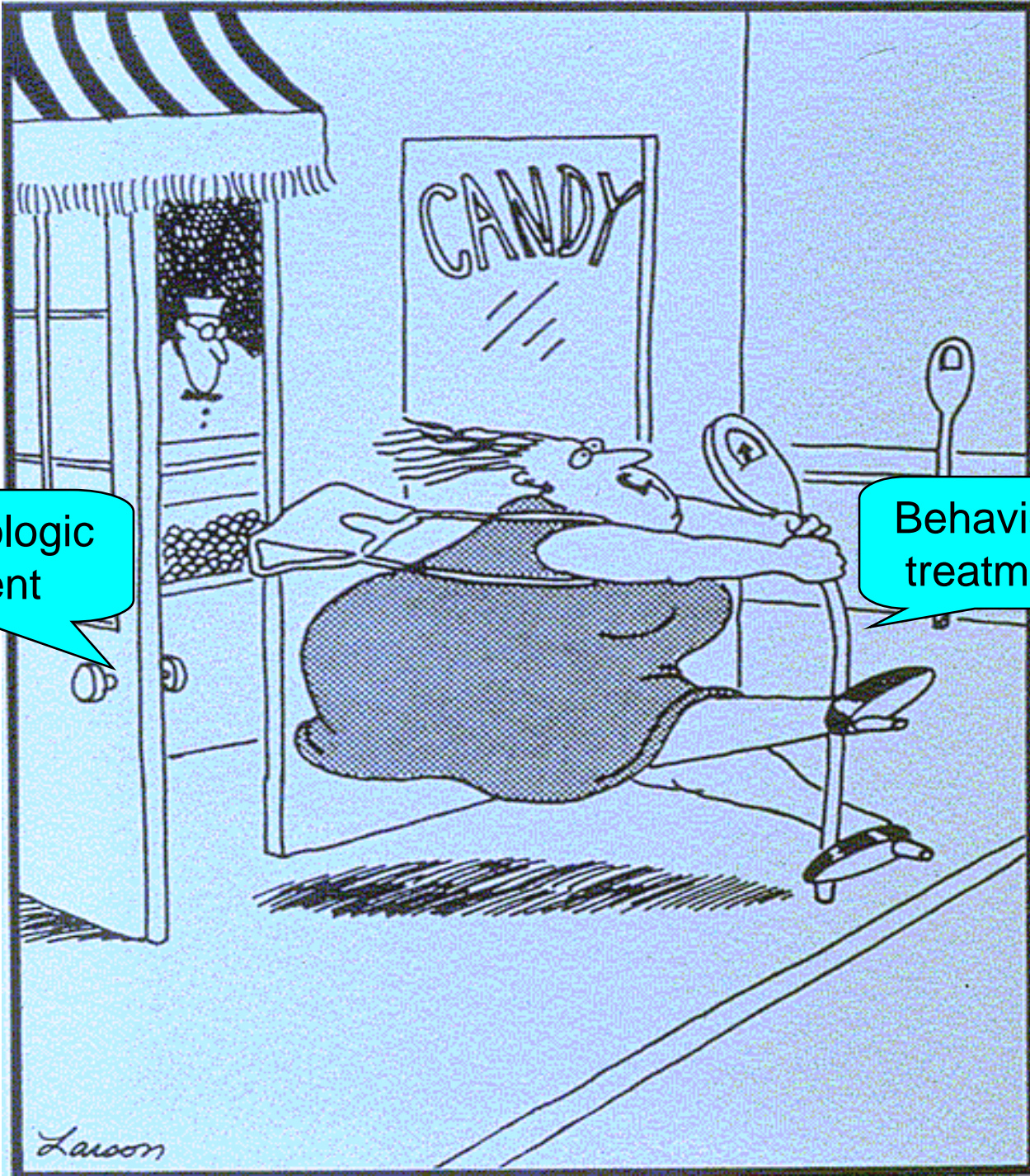
Targeting to Groups

- By gender, ethnicity, age, disease, etc, etc
- No evidence they require different approaches
- Targeted materials may be more appealing
- Situations that affect the challenge & need may need different approach
 - e.g., pregnancy, acute abstinence in hospital

Tailoring to Individuals

- One size does not fit all
- Assess user
- Tailor content, emphasis, sequence to individual characteristics and needs
- Model what a counselor would do
- Greater utilization, satisfaction
- **Improved efficacy**





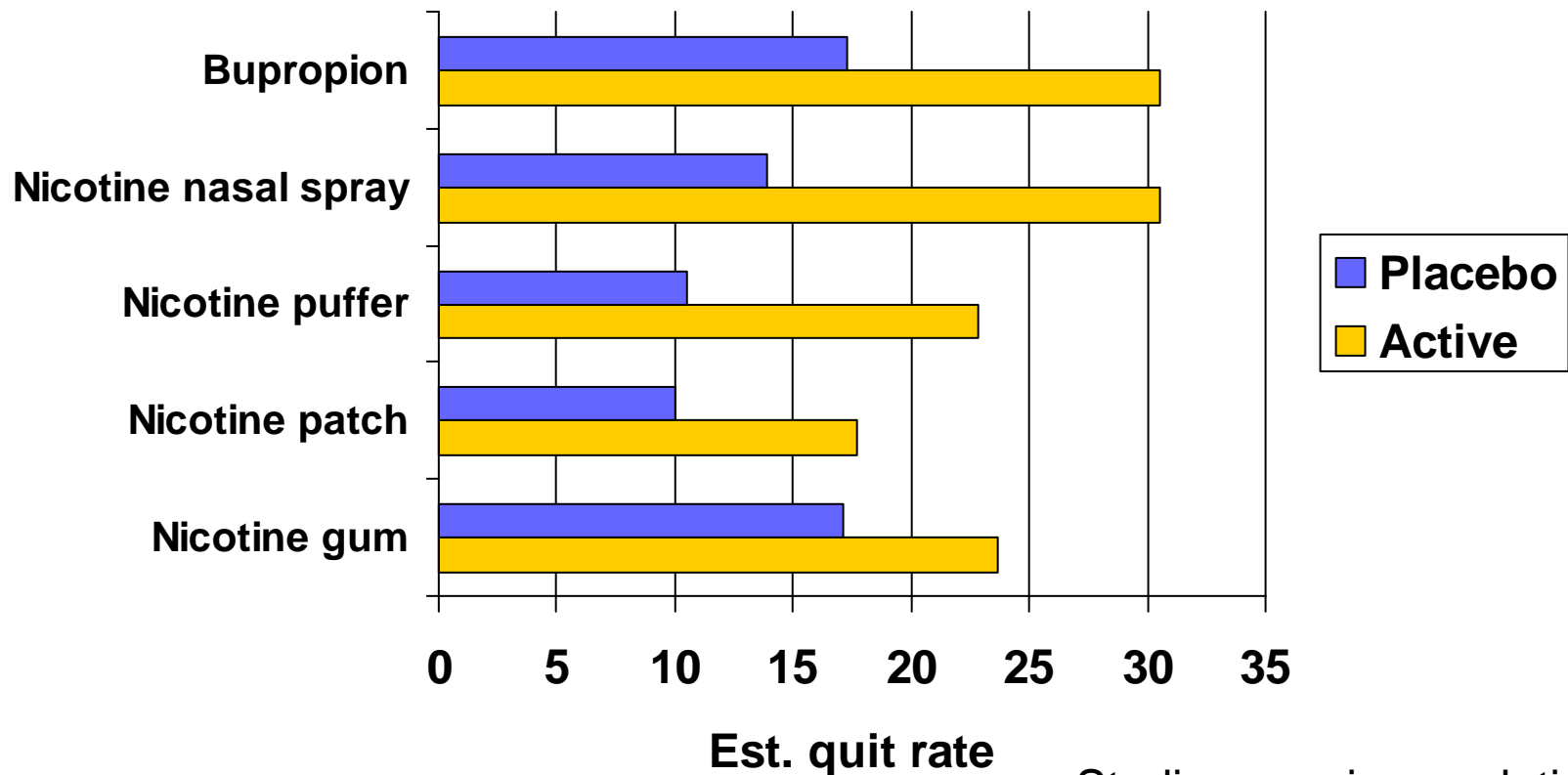
Pharmacologic
treatment

Behavioral
treatment

Pharmacological Treatment

- Meant to address dependence-related symptoms
- Nicotine Replacement Therapy (NRT)
 - Patch
 - Gum
 - Lozenge
 - Puffer
 - Nasal spray
- Bupropion
- New compounds, approaches coming (Frank Vocci)

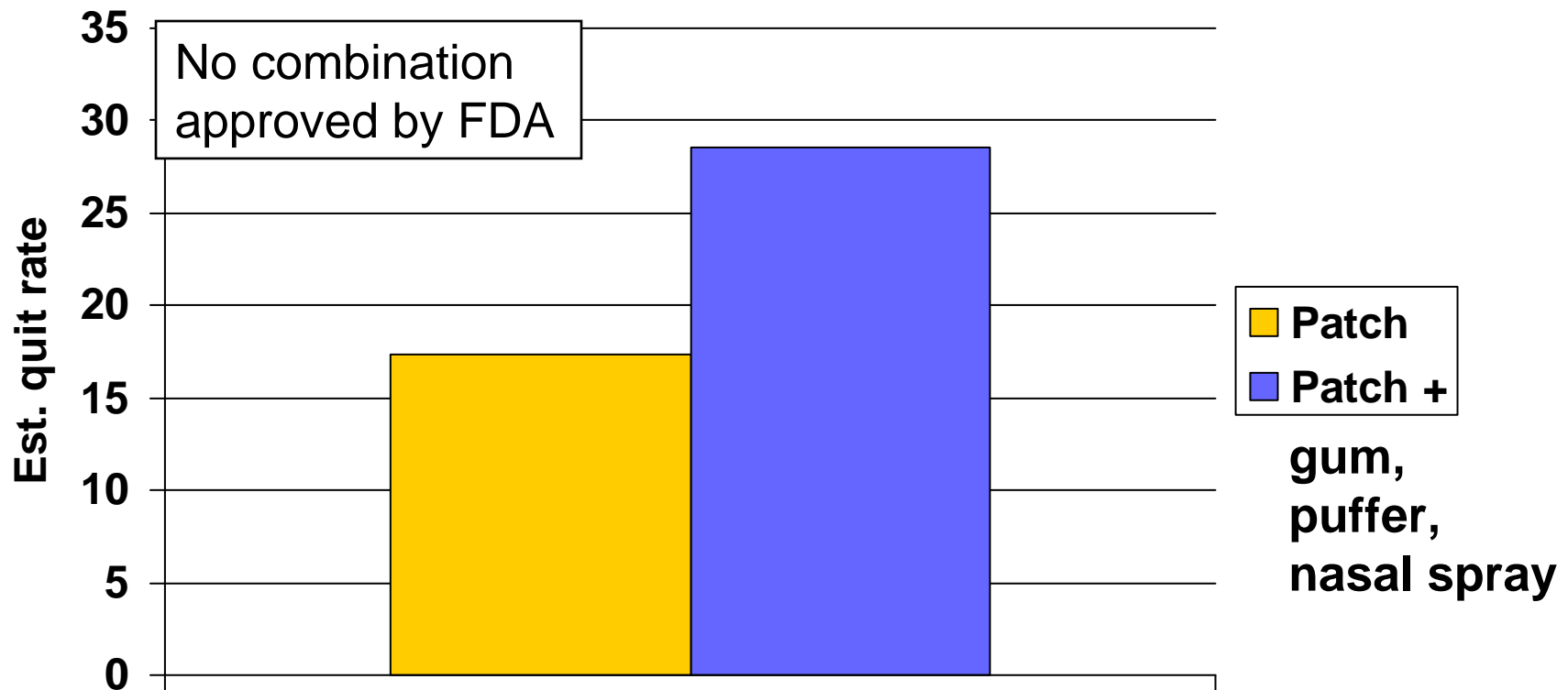
All Medications Effective; About Equally Effective



Studies vary in populations,
behavioral intervention, and
length of follow-up 16

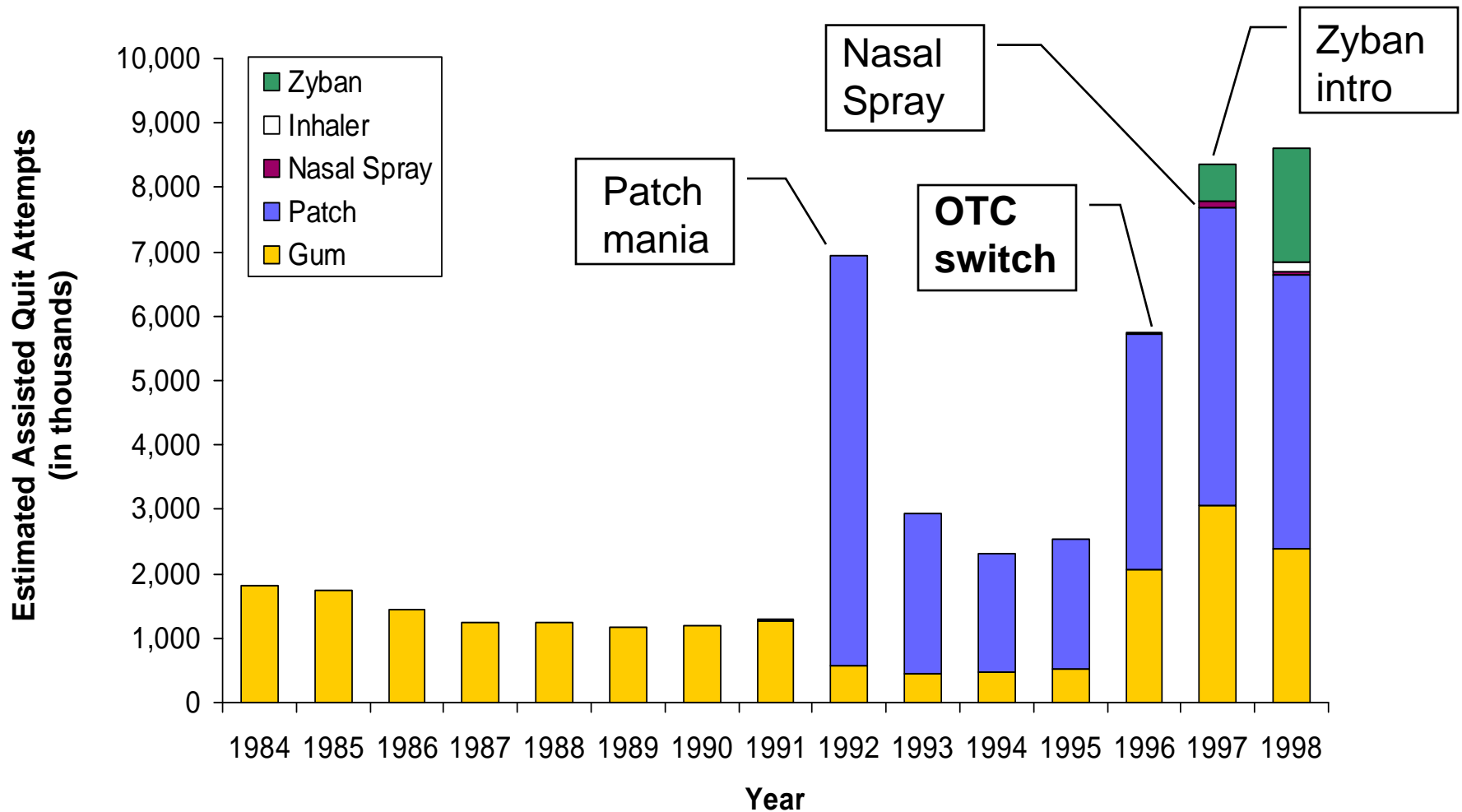
Source: AHRQ analysis: 2000

Combining Medications Enhances Efficacy

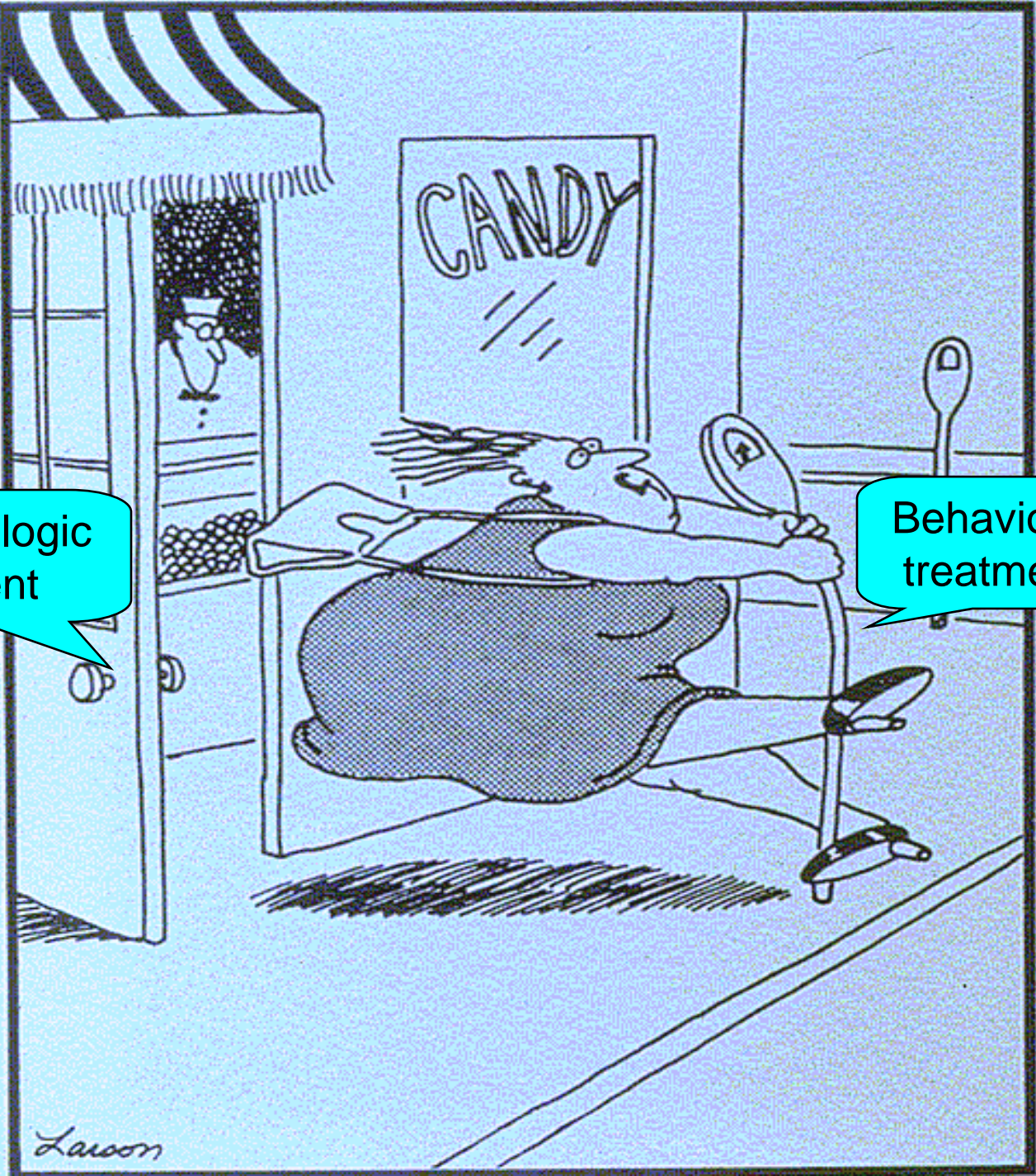


Source: AHRQ analysis: 2000

Innovation in Dissemination: OTC Marketing Increased Utilization



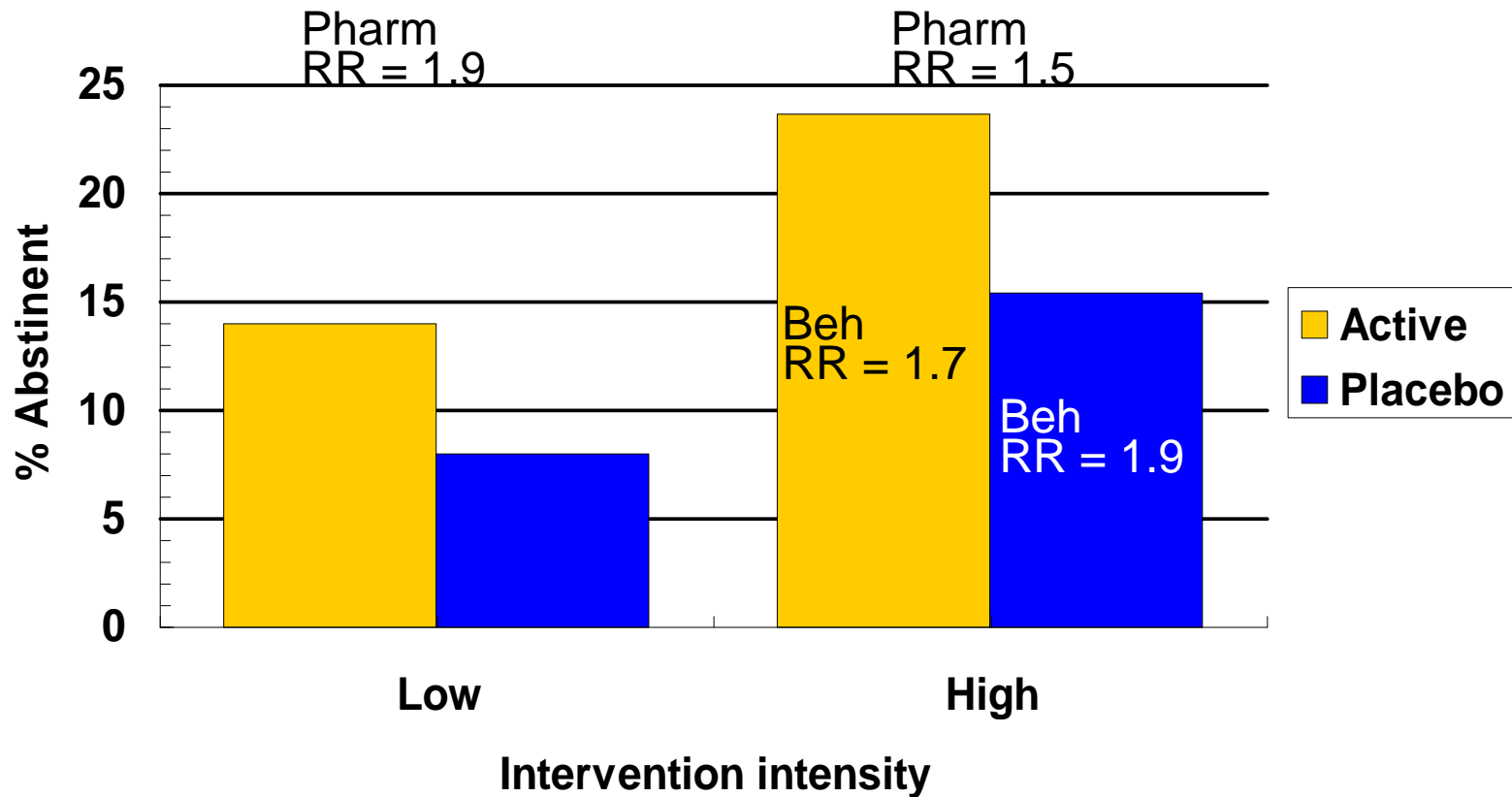
Pharmacologic
treatment



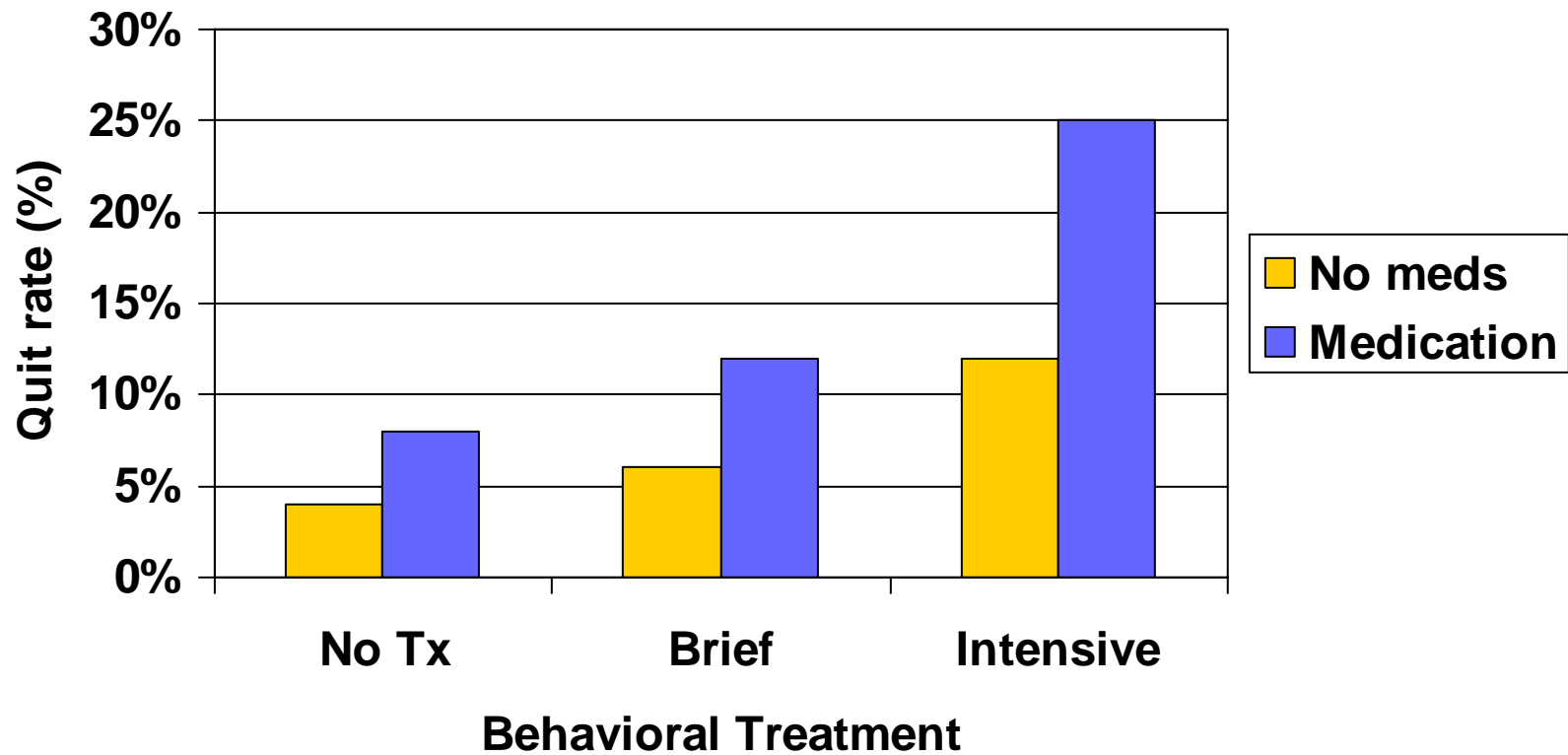
Behavioral
treatment

Larson

Pharmacological & Behavioral Treatments: Additive Effects



Treatment Options: Approximate Effectiveness



Impact of Treatment Depends on Utilization

Impact (# of quits)

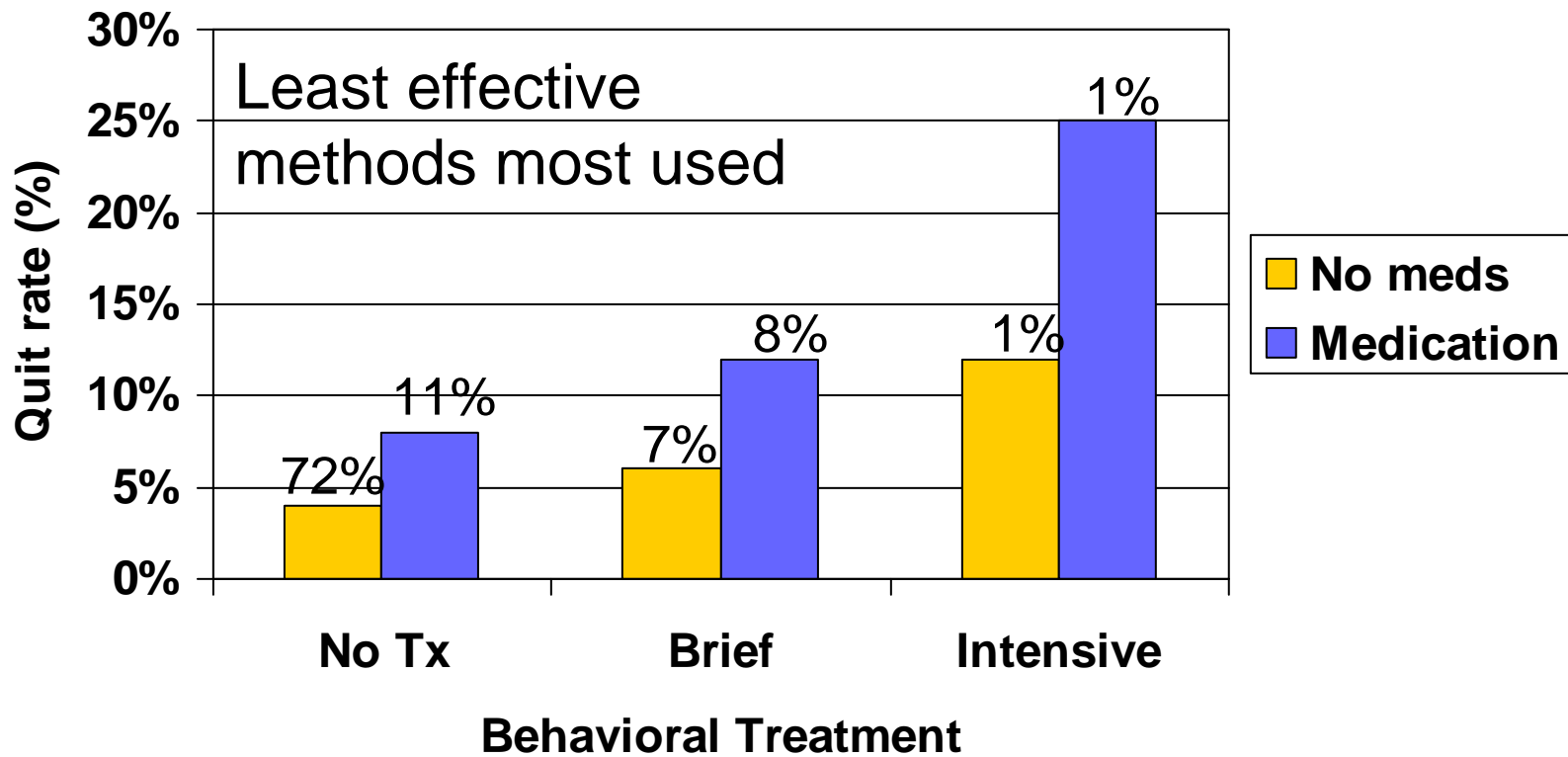
=

Efficacy (% quit)

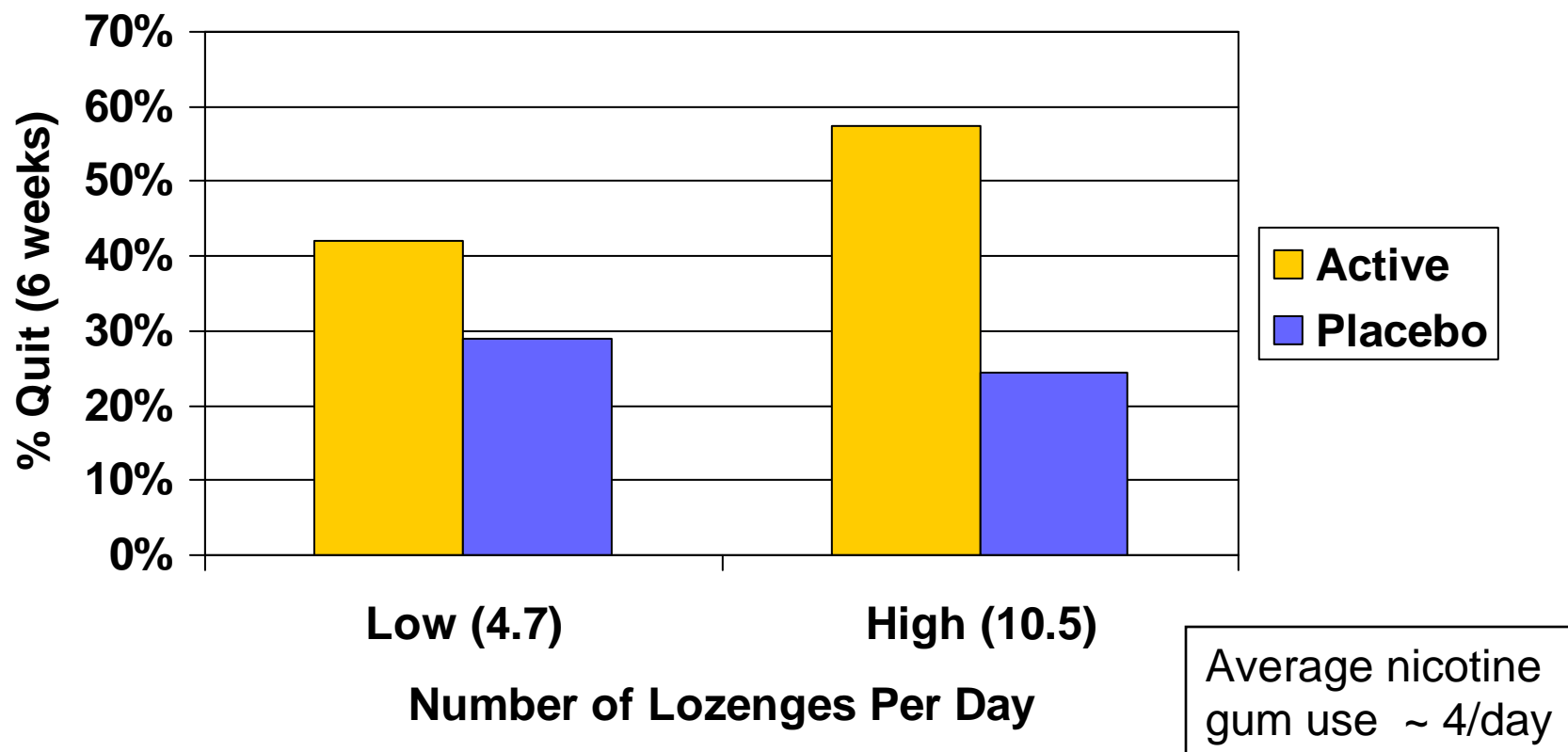
X

Utilization (# using method)

Treatment Options: Most Effective are Least Used

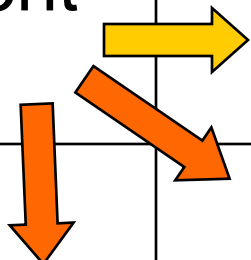


Even Among NRT Users Compliance is Poor – and it Matters



Status of Cessation Treatment and Goals for Change

| | | Efficacy | |
|-------|------|----------|------|
| | | Low | High |
| Reach | Low | Present | |
| | High | | |



Barriers to Treatment Use

Behavioral Tx

- Disconnect on mechanism
- Don't see a need
- Injury to esteem
- Doubt efficacy

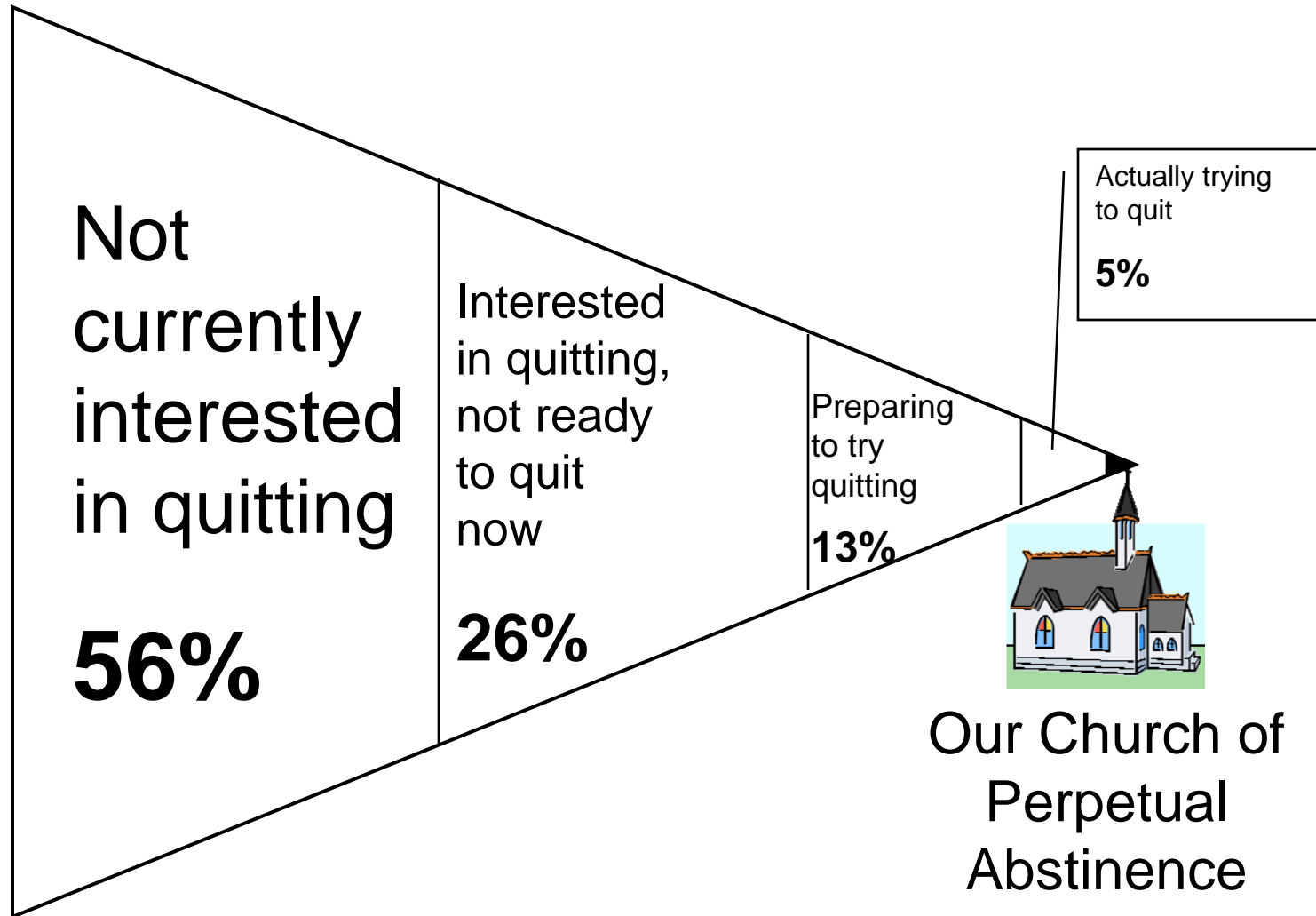
- Cost
 - Mostly non-cash

Pharmacological Tx

- Disconnect on mechanism
- Don't see a need
- Injury to esteem
- Doubt efficacy
- Doubt safety

- Cost
 - Mixed empirical support

We Are Reaching Only The Tip of the Iceberg



Sources: NHIS 2000,
DiClemente et al, 1991

Building Demand

- “Build it, they will come” – not!
- Marketing: product, positioning, packaging, promotion
 - Figure out what people want
 - Explain what it is
 - Explain why they need it
 - Make it pleasant, palatable, effective
 - Make it cool
 - Different strokes for different folks
 - Make it, attractive, accessible, & convenient
 - Promote it (repeatedly)
 - Maintain a continuing relationship & system of care

GREAT INVENTION! BUT
NOW WE MUST SMOKE
THESE NIGHT AND DAY
OR THE FLAME WILL DIE!



NOT!