

# Take Control

**...from smoking**

**Helping someone gain freedom  
from cigarettes...**



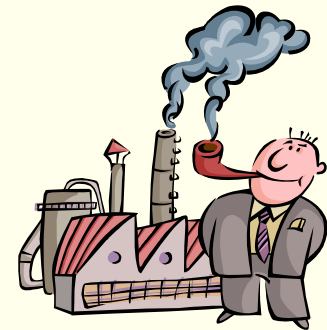
# What's new in Ontario?

Smoke Free Ontario Act provides protection  
from second-hand smoke  
on May 31<sup>st</sup>, 2006.



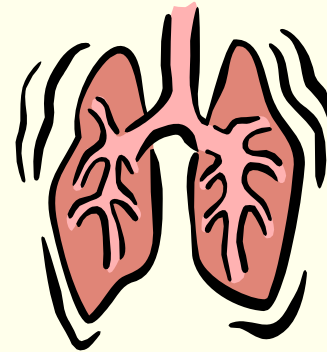
## How does this affect you?

“Smoking is prohibited in all enclosed workplaces and all enclosed public places.”



## Costs of smoking on health

- Cancer and lung disease
- Heart disease
- Other cancers
- Male impotence
- Osteoporosis
- Early signs of aging
- Fertility and pregnancy problems
- Effects on unborn child



## Some chemicals in cigarettes

- Nicotine – used in bug spray
- Cyanide – rat poison
- Formaldehyde – preservative in labs
- Ammonia – toilet bowl cleaner
- Arsenic – rat poison
- Acetone – paint stripper
- Methanol – jet engine fuel
- Toluene – poisonous solvent





**If cigarettes are so bad,  
why do people start to smoke?**

# Why do people start smoking?

- seek meaning and identity?
- control and escape from feelings?
- adult social activity?
- rebellion?
- seek comfort?



**Who wants people to start smoking?**

# The Tobacco Companies!

*“If they’ve got lips, ...we want them!”*



# Tobacco Company Deception!

*“Nicotine is addictive  
and we are in the business of selling nicotine,  
an addictive drug.”*





**What are some other triggers?**

## “People See”

### **Modeling Behavior**

- Children whose parents smoke have a greater chance of becoming a smoker.
- Movie stars smoking on screen have power. People start smoking when seeing someone they admire smoking.

# “People Learn”

## Conditioned behavior

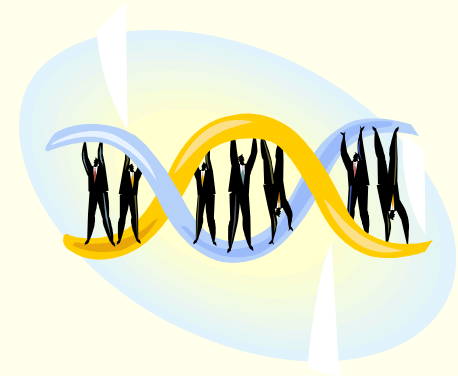
- Repeated pairing of triggers & behaviors that are rewarded.



“People might have”

## Biological

- genetic predisposition -CYP2A6





**Why is it so hard to stop smoking?**

# Nicotine Addiction

## Changes happen to the brain!

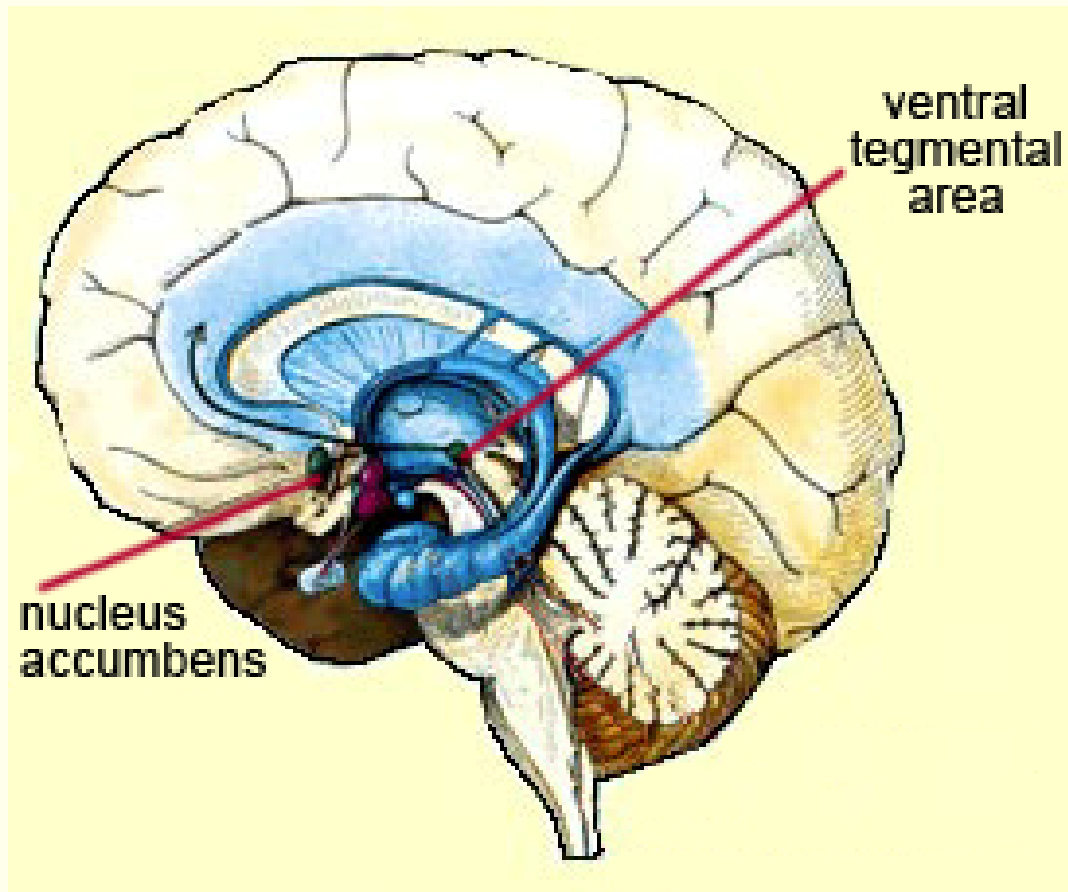
- Ventral Tegmental Area
- Nucleus Accumbens
- Dopamine neurotransmitters
- Receptor changes
- Locus Coeruleus



## VTA and Nucleus Accumbens

- **Pleasure pathway or reward circuit.**
- Activated by a pleasurable stimulus that can be natural or artificial.
- Located midbrain at top of brainstem.

# VTA and Nucleus Accumbens



# Dopamine Neurotransmitters

- Nicotine stimulates release of **dopamine**.
- Activates “pleasure pathway”.
- Smoker becomes dependent on nicotine for rewards.

## Tolerance Develops

- Number of nicotine **receptor sites** in brain increase.
- Smokers require more and more cigarettes to get same initial effect.

A decorative graphic at the top of the slide consists of a horizontal line with a color gradient from light green on the left to light blue on the right. A pink bracket is positioned on the left side of the line, and a blue bracket is on the right side.

**What happens when someone stops smoking?**

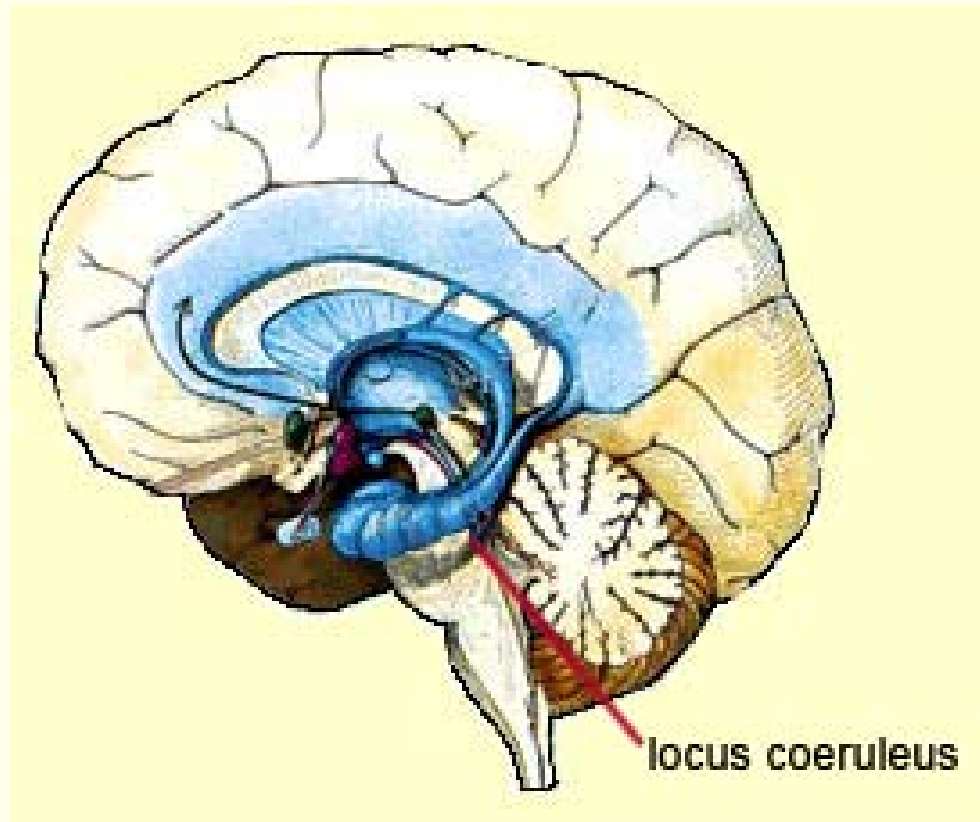
# Locus Coeruleus

## Alarm Centre in brain Rings!

- Important role in withdrawal symptoms.
- Activates “**fight or flight**” autonomic nervous system.



# Locus Coeruleus



# Withdrawal Symptoms

- Cravings
- Mood swings
- Depression
- Anxiety
- Irritable, frustrated and angry
- Tiredness
- Weight gain (average is 5 lbs.)
- Cough
- Constipation



## When the brain is recovering

- Withdrawal symptoms are **normal** process of **healing** and recovery from nicotine addiction.
- Average length is 3 – 4 months and first week is most difficult.
- Intense cravings last 3 – 5 minutes.





"Think it'll work?"



**Is there help available?**



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## Help is available

**KFL&A Public Health Unit,  
221 Portsmouth Ave,  
#549-1232 or 1-800-267-7875, ext. 333**

1. Tobacco Information Line
2. Individual Counselling
3. Group Sessions (Monday 7 – 8 pm)
4. Workplace Programs

Help is available

## **Napanee Smoke-Free for Good Group**

37 Dundas St. W.,  
L&A Addiction Services,  
every Wednesday, 7 – 8 pm  
(except holidays)

**# 354-6624**

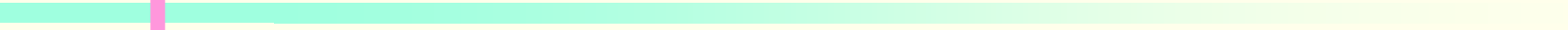
Help is available

## **Smoker's Helpline**

# 1-877-513-3333

[www.smokershelpline.ca](http://www.smokershelpline.ca)





**How can you help?**

## Ask, Advise, Assist

- 1-2 minute brief intervention increase quit rate by 2%.

(RNAO. BPG Recommendation #1 October, 2003)

- 10 minute intervention increase quit rate by 3%.

(RNAO BPG Recommendation #2, Oct 2003)

## Ask, Advise, Assist

Clients now anticipate they will be asked:

“Do you smoke?”

“Are you thinking about quitting?”

## Who Wants to Quit?

- 20% of Canadians are smokers.

### Of these:

- 49% consider quitting in 30 days.
- 57% consider quitting in next 6 months.
- 64% tried to quit in last two years.



**How can I ask without offending?**

# Motivational Interviewing

## **Four Basic Principals**

1. Express Empathy
2. Develop Discrepancy
3. Avoid Argumentation and Roll with Resistance
4. Support Self-Efficacy



**How do I apply this to “Stages of Change”  
in just a brief encounter?**

# Five Stages of Change

- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance



## Pre-contemplation Stage



### **Ask**

Do you smoke?

Are you thinking about quitting?

### ***Pre-contemplative Stage***

Person may not admit to smoking or be thinking seriously about quitting.

# Pre-contemplative Stage Strategies

## *Advise*

- Best thing is to quit, but if not able, can still protect others by smoking outside away from open windows or doorways.
- Understand it's their choice.

## *Assist*

- Provide resource materials.
- Be non-judgmental and patient.

# Pre-contemplative Stage Strategies

## *Your Goal*

- Establish therapeutic bond.
- Harm reduction.
- Increase awareness of risks.
- Appreciate ambivalence.
- Keep the door open.

## Contemplation Stage



### **Ask**

Do you smoke?

Are you thinking about quitting?

### ***Contemplation Stage***

May admit smoking is harmful and should quit, but are still ambivalent.

## Contemplation Stage Strategies

### *Advise*

- Quitting is best thing they can do, but while considering options, can still protect others from second-hand smoke.
- Understand quitting is difficult and their choice, but help is available, when ready.
- Review health risks.
- Accept their conflict and concerns.

# Contemplation Stage Strategies

## *Assist*

- Provide self-help material.
- Referral to quitting program.
- Referral to other healthcare provider.

## *Your Goal*

- Movement towards next stage.
- Increase client's self awareness.
- Shift ambivalence.
- Build motivation and commitment.

## Preparation Stage



### **Ask**

Do you smoke?

Are you thinking about quitting?

### ***Preparation Stage***

Smoker has tried in past to quit and may be thinking about trying again soon.

# Preparation Stage Strategies

## *Advise*

- Give support for past quit attempts as each attempt was important and taught something new about triggers.
- Encourage efforts to quit, as it is best thing they can do for their health and family.

# Preparation Stage Strategies

## *Assist*

- Provide self-help material.
- Referral to quit program.
- Referral to other healthcare provider.
- Explore fears and barriers.

## *Your Goal*

- Client chooses their best plan to quit.
- Builds self-confidence.
- Plans a quit date.
- Strengthens motivation and commitment.

## Action Stage



### **Ask**

Do you smoke?

Are you thinking about quitting?

### **Action Stage**

Receptive to advice about quitting  
and trying to quit.

## Action Stage Strategies

### *Advise*

Give encouragement. It may be hardest thing have ever done. It is also the best thing will do.

### *Assist*

- Provide resources for quitting.
- Referral to quit program.
- Referral to other healthcare provider.
- Support self-management.

## Action Stage Strategies

### *Goal*

- Reinforce efforts to become smoke free.
- Strengthen lifestyles changes.
- Build confidence for steps taken.

# Maintenance Stage



## **Ask**

Do you smoke?

Are you thinking of quitting?

## ***Maintenance Stage***

Trying to stay smoke free and coping with cravings and fear of relapse.

## Maintenance Stage Strategies

### ***Advise***

Congratulate on success and reinforce efforts to remain smoke-free.

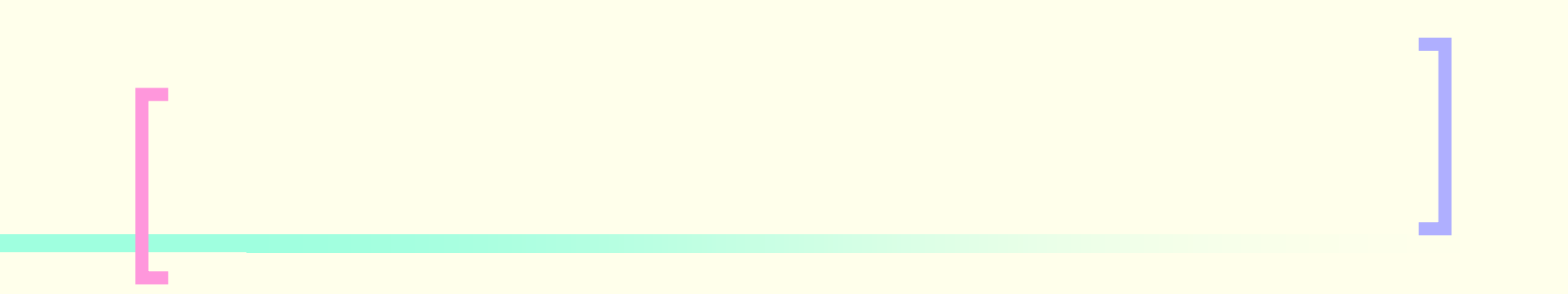
### ***Assist***

- Provide support for temptations and slips.
- Give self-help material if needed.
- Inform about support programs.

# Maintenance Stage

## *Goal*

- Maintain smoke free status.
- Build confidence in long-term coping strategies.



**Medication support for cravings may  
double chance of quitting.**

# SPEED BUMP

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# Nicotine Replacement Therapy

- Does not require prescription.
- Helps reduce withdrawal symptoms.
- Costs less or same as 1 pack/day.
- Check with physician if there are any medical concerns.

## Nicotine Patch

- Do not smoke when using patch.
- Supplies small steady dose of nicotine through skin patch during 24 hours.
- Different strengths – most start with 21 mg patch.
- Taper using 14 then 7 mg patches.
- Side effects – skin irritation, headache, light-headedness, sleep and stomach upset

## Nicotine gum

- 2 strengths – 2 mg & 4 mg.
- Nicotine absorbed by lining of cheek.
- Use when cravings occur.
- Average use is 10 – 20 pieces/day to start.
- Taper usage over 3 to 6 months.
- Side effects – sore mouth or jaw, hiccups, irritability, sleep or stomach upset, headache, light headedness.

## Nicotine inhaler

- Mouthpiece with nicotine vapor cartridge.
- Puff 5 – 10 minutes when craving.
- Nicotine absorbed by lining of mouth and throat.
- One cartridge lasts 20 minutes.
- Average use is 6/day.
- Use to manage cravings.
- Side effects – mouth & throat irritation, cough, upset stomach.

## Zyban

- Does not contain nicotine.
- Prescription drug.
- Reduces withdrawal and cravings.
- Start dose 1 week before you quit.
- Take for 10 – 12 weeks.
- Side effects – dry mouth, sleep upset, shakiness.
- NOTE: may interact with other drugs.



**What about alternative therapies?**

## Alternative Therapies

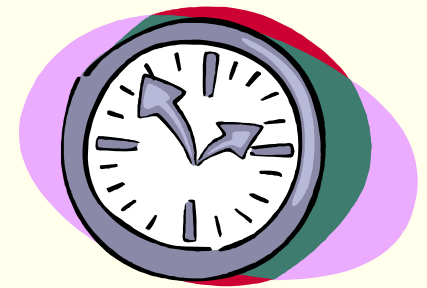
- **Hypnosis:** focused state of attention and become more responsive to suggestions.
- **Acupuncture:** based on ancient Chinese Science of connections in body. Needles are placed into skin at these strategic points.
- **Laser therapy:** based on same theory as acupuncture but instead of needles, laser beams are used.



**What is the good news?**

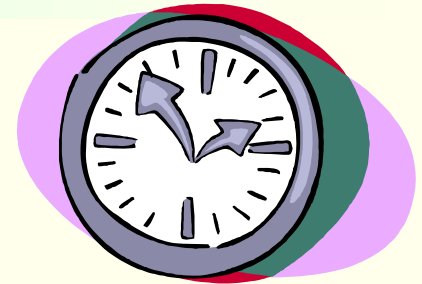
## Good News about Quitting

- **20 minutes:** Blood pressure drops and your pulse returns to normal. Temperature of hands and feet stabilizes.
- **8 hours:** Carbon monoxide level in blood drops.
- **24 hours:** Chance of having a heart attack decreases.
- **48 hours:** Ability to smell and taste improves.



## Good News about Quitting

- **72 hours:** Lung capacity increases, breathing becomes easier.
- **2 weeks to 3 months:** Circulation improves, walking becomes easier and lung functioning increases by up to 20%.
- **1-9 months:** Coughing, sinus congestion, fatigue and shortness of breath decrease.  
(Cilia comes back to life to clear lungs)
- **1 year:** Risks of heart disease are cut in half.



# THE FAMILY CIRCUS By Bil Keane



**"No, Daddy! Let's make him a NON-SMOKER  
so he'll last longer!"**