Smoking cessation: A responsibility for us all!

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You have an opportunity to play an important “value added” role in advising employers on key health related issues impacting the workforce and their benefit plans, including smoking cessation products.

Many employers don’t cover smoking cessation products and may in fact call them out specifically as not covered.

Government does cover some of them once a year (Varenicline).

NRT can be covered if patients go to CAMH and get enrolled in study.

But., these products are often lumped in with “lifestyle” products such as Viagra.

Smoking is a real risk to patient’s health, including an impact on absenteeism and presenteeism in the workplace.

YOU have an opportunity here.....
What does it take to get someone to quit?
DISCLOSURE

Dr. Alan G. Kaplan
Chair, Family Physician Airways Group of Canada

Perceive no conflict of interest with giving this presentation, but present the following companies that I have worked with or consulted for:

Abbott, Astra Zeneca, Boehringer - Ingelheim, GSK, Johnson & Johnson, Merck, Novartis, Takeda, Talecris and Wyeth.

Also, I am on the Health Canada Section of Allergic and Respiratory Therapeutics and Public Health Agency Section on Respiratory Surveillance.
Smoking: Leading Preventable Cause of Disease and Death

Top 3 Smoking-Attributable Causes of Death in Canada

1. Lung cancer
2. Ischemic heart disease
3. Chronic airways obstruction

Cancers
- Lung, Bronchus
- Esophagus
- Lip, Oral cavity/pharynx
- Larynx, trachea
- Cervix uteri
- Urinary bladder
- Stomach
- Colon
- Leukemia
- Pancreas
- Kidney, other urinary
- Liver

Respiratory disease
- Chronic airways obstruction
- Asthma
- Bronchitis/emphysema
- Pneumonia/influenza
- Respiratory tuberculosis

Paediatric disease
- Low birth weight
- Respiratory conditions-newborn
- Respiratory distress syndrome
- Sudden Infant Death Syndrome

Reproductive Problems
- Reduced fertility
- Spontaneous Abortion
- Placental abruption

36 Ontarians die every day from tobacco related illnesses.

It is never too late to quit.

Talk to your healthcare provider at St. Joseph’s Healthcare Hamilton.
Tobacco is the only legally available consumer product which kills people when used entirely as intended.

World Health Organization
We ARE succeeding in the battle against smoking...

...But the decline in prevalence appears to have slowed

What do Canadian Smokers look like?
While younger people are more inclined to take up smoking...

...Older people smoke more per day

The poor are more likely to smoke...

...BUT there are more wealthy smokers by population

There are three times as many smokers in the highest family income bracket as in the lowest

Lower-educated population is more likely to smoke...

But our population is quite educated

3 million smokers ≤ high school
2 million smokers ≥ College/University

**Low job control, low job satisfaction and fewer quit programs lead to higher smoking among blue collar workers**

Having a work partner who smokes lowers quit rates. Having a partner who also quits increased success by almost 4x

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>34</td>
</tr>
<tr>
<td>Mining and oil and gas extraction</td>
<td>29</td>
</tr>
<tr>
<td>Transportation and warehousing</td>
<td>29</td>
</tr>
<tr>
<td>Administrative support, waste management, and remediation services</td>
<td>27</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>27</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>26</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>24</td>
</tr>
<tr>
<td>Retail trade</td>
<td>23</td>
</tr>
<tr>
<td>Real estate and rental leasing</td>
<td>23</td>
</tr>
<tr>
<td>Agriculture, forestry, fishing, and hunting</td>
<td>22</td>
</tr>
<tr>
<td>Other services (except public administration)</td>
<td>22</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>18</td>
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<tr>
<td>Arts, entertainment, and recreation</td>
<td>18</td>
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<tr>
<td>Utilities</td>
<td>17</td>
</tr>
<tr>
<td>Information and cultural industries</td>
<td>17</td>
</tr>
<tr>
<td>Professional, scientific, and technical services</td>
<td>16</td>
</tr>
<tr>
<td>Public administration</td>
<td>16</td>
</tr>
<tr>
<td>Finance and insurance</td>
<td>15</td>
</tr>
<tr>
<td>Educational services</td>
<td>10</td>
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</tbody>
</table>

Why is Smoking Cessation Important?
There is hope: quitting smoking brings immediate benefits

- Blood pressure & pulse return to normal: 20 Minutes
- Oxygen levels return to normal: 8 Hours
- Risk of heart attack begin to decrease: 24 Hours
- Sense of taste & smell improve: 48 Hours

Health Canada (2007). *Rewards of Quitting*
Smoking Reduces Survival by an Average of 10 Years

Results From a Study of Male Physician Smokers in the United Kingdom

Nicotine Replacement Therapy and Wound Healing

• 48 smokers randomized to continuous smoking or abstinence, with or without nicotine replacement
• Standardized surgical wounds over a 12 week period

## Estimated Outcomes of Preventive Interventions

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Lives Saved</th>
<th>NNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking Cessation</td>
<td>328,400</td>
<td>9</td>
</tr>
<tr>
<td>Lipid Lowering</td>
<td>132,777</td>
<td>34</td>
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<tr>
<td>Blood Pressure Control</td>
<td>63,282</td>
<td>31</td>
</tr>
<tr>
<td>ACE Inhibitors (CHF)</td>
<td>11,000</td>
<td>N/A</td>
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<tr>
<td>ß-Blockers (MI)</td>
<td>17,023</td>
<td>120</td>
</tr>
<tr>
<td>ASA (MI)</td>
<td>10,365</td>
<td>143</td>
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<tr>
<td>Coumadin (A.Fib)</td>
<td>3,418</td>
<td>2,014</td>
</tr>
</tbody>
</table>

*Source: Woolf AH. JAMA 1999;282:2358-65*
Model of Deaths Prevented or Postponed Through Risk-Factor Reduction

Study of coronary heart disease deaths in England

Deaths Prevented or Postponed (N)

- Quitting Smoking: 24,680
- Cholesterol Reduction: 4,710
- Blood Pressure Reduction: 7,235

"Trust me-- once you start down this mountain, you'll forget all about your cigarettes."

© The Quit Smoking Company www.quitsmoking.com
The “5 A’s”

- Ask about tobacco use at each visit
- Advise the patient to quit
- Assess willingness to quit
- Assist via counseling and referral
- Arrange for follow-up to evaluate and encourage
The cycle of change

Smokers may move backwards or forwards, to and fro across the cycle many times before finally quitting

Adapted from Prochaska JO, DiClemente CC. J Consult Clin Psychol 1983; 51: 390-5