



Smoking Cessation

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Smoking Cessation

- Clinical vs. Public Health
- More Intense Treatment for Fewer Individuals vs. Less Intense Treatment for More Individuals



Smoking Cessation Clinical

- Multi-Component Behavioral Programs (Group and Individual Formats)
- Behavioral Strategies
 - Self Monitoring
 - Behavioral Contracting
 - Stimulus Control Techniques
 - Alternative Behavior

continue



Smoking Cessation Clinical

- Diet and Exercise
- Relaxation and Coping Skills
- Aversive Conditioning
- Quit Date for Initial Cessation
- Relapse Prevention/Follow-up
- Pharmacological Therapy

Smoking Cessation Clinical

- Nicotine Replacement Therapy
 - Gum
 - Patch
 - Inhaler
 - Nasal Spray
 - Lozenge

Bupropion (Zyban)

Combination Therapy

Extended Use

High Dose

Smoking Cessation Clinical

- Outstanding Issues
 - Long-term Maintenance/Relapse
 - “Chronic Disease”
 - Adolescents
 - High Dropout Rates
 - Modest Outcomes
 - Harm Reduction



Smoking Cessation Public Health

- Mass Media Campaigns/Community Mobilization, Policy/Legislation
 - Clean Indoor Air Laws
 - Taxation
 - Advertising
 - Age of Sale Laws

continue



Smoking Cessation Public Health

- OTC-NRT
- Self-Help Brochures
- Hotlines
- Computer Programs/Internet
- Quit and Win Contest
- Physician/ Health Provider Brief Intervention



Smoking Cessation Public Health

- Physician and Health Care Providers
 - Anticipate (Youth)
 - Ask
 - Advise
 - Assist
 - Arrange Follow-up



Smoking Cessation Public Health

- Physician Intervention
 - Multi-Component Strategies to:
 - Prepare For Quit Date
 - Prevent relapse
 - Behavioral Strategies
 - Pharmacological Strategies



Smoking Cessation Public Health

- Physician Intervention
- Motivational Interviewing
(Vignette)