

Offer help to quit tobacco use

The *WHO Framework Convention on Tobacco Control* states:

Article 14

Each Party ... shall take effective measures to promote cessation of tobacco use and adequate treatment for tobacco dependence.

Each Party shall endeavour to design and implement effective programmes aimed at promoting the cessation of tobacco use [and to] include diagnosis and treatment of tobacco dependence and counselling services on cessation of tobacco use in national health and education programmes, plans and strategies ...

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Few smokers get the help they need

More than one billion smokers worldwide – a quarter of all adults – are victims of the tobacco epidemic. Like people dependent on any addictive drug, it is difficult for tobacco users to quit. However, most people want to quit when informed of the health risks.

Tobacco control policies create the environment in which users can successfully stop. Cessation support and medication can increase the likelihood that a smoker will quit successfully. However, few smokers currently receive the help and support they need to overcome their dependence.

Health-care systems are responsible for treatment

Tobacco dependence treatment is primarily the responsibility of each country's health-care system.

Countries should establish programmes that provide low-cost, effective interventions for tobacco users to stop.

Cost analyses have shown the benefits from tobacco cessation programmes to be either cost-saving or cost-neutral.

Yet, few smokers currently receive the help and support they need to overcome their dependence.

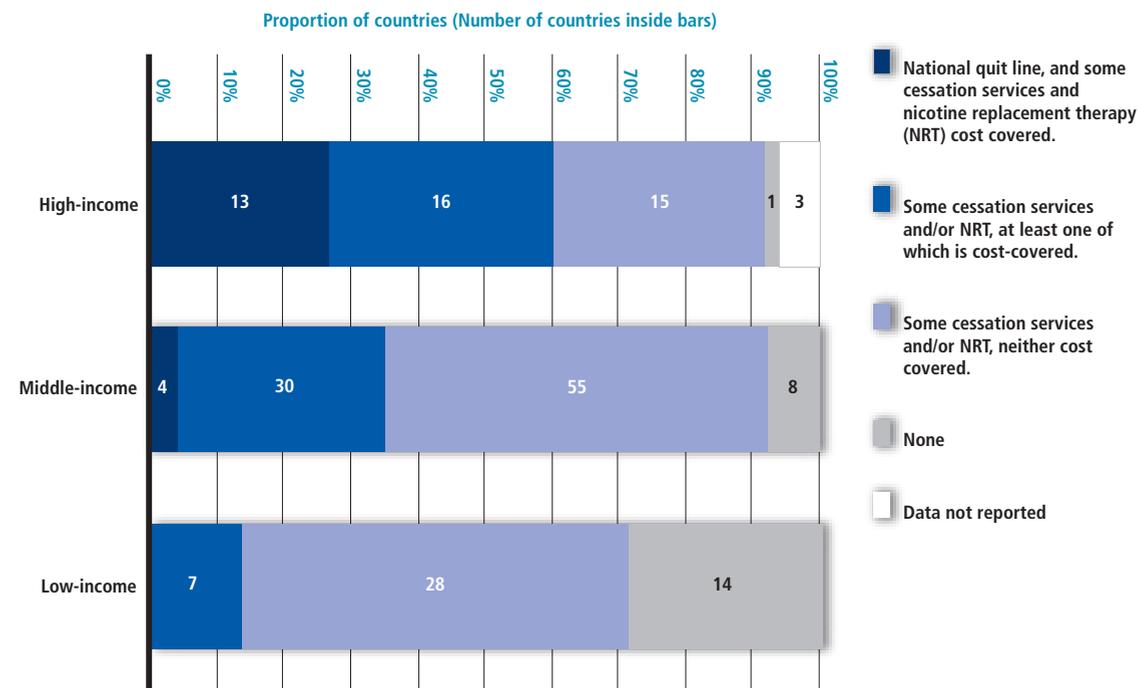
Three primary forms of treatment

Treatment includes various methods, but programmes should include:

- Tobacco cessation advice incorporated into primary and routine health-care services
- Easily accessible and free telephone help lines (known as quit lines)
- Access to free or low-cost cessation medicines

These methods work best when adapted to local conditions and cultures, and tailored to individual preferences and needs.

IN 2008, SMOKERS IN 98 COUNTRIES HAD TO PAY FOR ANY TOBACCO DEPENDENCE TREATMENT. IN 23 COUNTRIES NO TREATMENT WAS AVAILABLE



Data from 2008. Source: WHO Report on the Global Tobacco Epidemic, 2009. Implementing smoke-free environments. Geneva, World Health Organization, 2009.

Quit advice from all health professionals is effective

Clear, strong, personalized advice from all health professionals about the risks of tobacco use and the importance of quitting is usually well-received and increases quit rates.

Brief advice (1-3 minutes) is inexpensive when integrated into existing health-care services.

Health-care systems should encourage all health professionals to routinely ask all patients about their tobacco use and provide advice to stop.

All health-care workers must be motivated to provide advice.

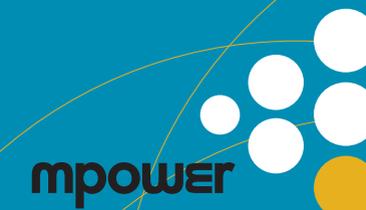
Cessation services and cessation support

All health professionals should offer cessation support to smokers, or refer smokers to a cessation service where possible.

Cessation support includes:

- Promoting the benefits of cessation
- Assessing the degree of nicotine dependence
- Assisting smokers in setting a quit date
- Advising that complete abstinence from smoking is best
- Arranging effective medication, if available
- Arranging follow-up

All health-care workers should be trained in giving brief advice to quit and offering cessation support to tobacco users.



- Monitor** Monitor tobacco use and prevention policies
- Protect** Protect people from tobacco smoke
- Offer** Offer help to quit tobacco use
- Warn** Warn about the dangers of tobacco
- Enforce** Enforce bans on tobacco advertising, promotion and sponsorship
- Raise** Raise taxes on tobacco

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the pre-eminent global tobacco control instrument, which contains legally binding obligations for its Parties and provides a comprehensive direction for tobacco control policy at all levels. WHO introduced the MPOWER package of measures to assist in the country-level implementation of effective measures to reduce the demand for tobacco, contained in the WHO FCTC.

Additional resources on this topic are available at www.who.int/tobacco/mpower/publications

