

**You're not sick. You feel fine.
So why should you talk to
your doctor?**

IT'S TIME TO GET HELP

- You know quitting smoking will be hard. Your doctor is the person who can offer real help^{1,4}
- Today, there are many support groups, hotlines, and websites to help you quit¹⁸
 - Both prescription and non-prescription medicines have been developed to make quitting easier and increase your odds of success
- Ask your doctor what treatment options are available and may be new to you

**TALK TO
YOUR DOCTOR
TODAY!**

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READY TO BECOME AN EX-SMOKER?



**TO GIVE YOURSELF
THE BEST CHANCE,
TALK TO YOUR HEALTHCARE
PROFESSIONAL**

**See the Nicotine
Dependence
Questionnaire inside!**



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Printed in Canada.

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START QUITTING

Getting on the right path

You want to quit smoking. You've promised to quit smoking. But for some reason you haven't been able to. Maybe you've tried but then started again. So you might be wondering: **Why is it so hard?**

You're not alone

- 70% of smokers want to quit^{1,2†}
 - Millions of Canadians try to quit smoking each year but fail³
- The majority of smokers make 5 to 7 attempts before succeeding.¹ **However, effective treatments exist that can help you quit long term^{1,4}**



REASONS TO QUIT

The early and long-term benefits of quitting

- Everyone knows that smoking is bad for their health. But did you know that cigarette smoke contains about 4000 chemicals, some of which are known to cause cancer?^{4,5} In fact:
 - Over 45,000 Canadians die from tobacco-related illnesses annually^{4,6}
 - More than 1000 die annually from exposure to second-hand smoke⁶
 - Smoking accounts for 85% of all new cases of lung cancer⁷

The good news is that quitting can reverse the effects of smoking, starting almost right away⁸

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- **Within 8 hours:** Carbon monoxide levels drop, and oxygen levels increase to normal
 - **Within 48 hours:** Chances of having a heart attack start decreasing; sense of taste and smell begin to improve
 - **Within 72 hours:** Bronchial tubes relax, making breathing easier; lung capacity increases
 - **Within 2 weeks to 3 months:** Better blood circulation; lung function improves by as much as 30%
 - **Within 6 months:** Reduced coughing, tiredness, sinus congestion, and shortness of breath
 - **Within 1 year:** Risk of heart attack due to smoking falls to half that of someone who still smokes
 - **Within 10 years:** Risk of dying from lung cancer falls to half that of someone who still smokes
 - **Within 15 years:** Risk of dying from a heart attack becomes the same as for someone who has never smoked

† In countries with established tobacco-control policies.

SMOKING IS AN ADDICTION

Why smoking is addictive

- The reason most people get addicted to smoking is a chemical called nicotine that is found in tobacco – they're actually addicted to the nicotine^{9,12}
 - Nicotine addiction is the reason so many smokers keep smoking – even when they want to quit
 - Smokers who want to quit, but can't, may find themselves frustrated by start-and-stop smoking – they try to quit, end up smoking, then try to quit again
 - Scientists now believe that nicotine affects some people more than it does others^{11,13}

When you smoke

- Smoke goes into your lungs, and nicotine is rapidly absorbed into your blood^{9,14}
- Nicotine reaches your brain in about 10 seconds^{9,14}
- Smoking causes chemical changes in your brain that affect how you feel and act¹⁵
- The drug-like effects of nicotine include:^{12,15}
 - The good feelings experienced when smoking
 - Withdrawal symptoms such as craving and anxiety when exposure to nicotine is stopped
 - Mental and physical dependence

Smoking consequences

- Nearly 5 million Canadians smoke, representing almost 20% of the population¹⁶
- Smoking accounts for 22% of all deaths in Canada⁶
- Half of all smokers who begin to smoke as teenagers can be expected to die from tobacco use¹⁵
- Fatal heart attacks are 4 times more common in young men who smoke than in those who don't¹⁵
- In North America, 1 out of 2 cancer deaths among middle-aged men is related to smoking; among middle-aged women, this number becomes 1 out of 3¹⁷
- Smoking increases the chances of developing cardiovascular disease 1.3- to 2-fold¹⁷

Smoking becomes part of your life

- If you have smoked for a while, you may constantly feel the need to satisfy the craving for nicotine¹¹
- Think about how you arrange your day around smoking. You've probably lost a little bit of control of your life. So don't let smoking control you any more. You can stop. You can get your life back
- You may not realize that a lot of things you do every day are connected to smoking¹²
 - For example, if you have a cigarette every time you drink a cup of coffee, you'll get to the point where you just can't drink the coffee without wanting a cigarette
- Here are some other everyday activities that may send you reaching for a cigarette:^{17, 18}
 - Driving
 - Finishing a meal
 - Reading
 - Watching TV
 - Drinking alcohol
 - Taking a break at work
- To quit smoking, you need to learn to do everyday things without cigarettes. That's how you teach your brain to stop wanting nicotine¹²

BELIEVING YOU CAN QUIT

It has been demonstrated that smokers who want to quit — and are motivated — have the greatest chance of success^{2,19}

Are you ready to quit?

- Do you want to quit smoking?
- Have you tried to quit before?
- Do you believe you can quit?
- Do you think about the risks of smoking?
- Do you think that quitting will make you feel better?
- Do you realize that quitting will be hard, yet you still want to try?

Your answers to these questions may indicate that you are ready to quit smoking. To find out how addicted you are, take the test on the following page.

DO YOU NEED HELP QUITTING?

The Fagerström Test for Nicotine Dependence²⁰		
Questions	Answers	Points
1. How soon after you wake up do you smoke your first cigarette?	After 60 minutes	0
	31-60 minutes	1
	6-30 minutes	2
	Within 5 minutes	3
2. Do you find it difficult to refrain from smoking in places where it is forbidden?	Yes	1
	No	0
3. Which cigarette would you hate most to give up?	The 1 st in the morning	1
	All others	0
4. How many cigarettes per day do you smoke?	10 or less	0
	11-20	1
	21-30	2
	31 or more	3
5. Do you smoke more frequently during the first hours after awakening than during the rest of the day?	Yes	1
	No	0
6. Do you smoke even if you are so ill that you are in bed most of the day?	Yes	1
	No	0
Dependence Scores		
0-2 Very low	6-7 High	
3-4 Low	8-10 Very high	
5 Medium		
Your score was: _____		
Your level of dependence on nicotine is: _____		

Adapted from Heatherton *et al.*²⁰ and the Heart and Stroke Foundation²¹

If you've become dependent on smoking, you may need help quitting. It is important that you **SPEAK WITH YOUR DOCTOR about getting the help you need. Take this questionnaire along with you when you do so.**