New Directions in Smoking Cessation: A 2014 Update

National Cancer Advisory Board Meeting

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Adult Per Capita Annual Cigarette Consumption (1900-2012) and Smoking Prevalence (1965-2012), United States

While the last 50 years represent enormous progress in reducing tobacco use:

- Almost 50 million Americans continue to use tobacco
- Highest rates of tobacco use are concentrated in our most vulnerable, underserved populations
- Evidence-based cessation interventions have poor population penetrance
Core Research Needs – How Can We Develop and Deliver:

- Evidence-based cessation for underserved populations
- Population-based cessation interventions
- Cessation interventions that seize the healthcare visit
The Changing Demographics of Smoking in America in 2014

- Rates of smoking among the poor, the least educated, the mentally ill, and substance abusers are at least twice the current overall adult prevalence rate of 18%
The Poor

• A smoking rate of 31% was recently reported among adults visiting Federally supported health centers.
• Of these, 83% reported a desire to quit
• The poor often report misconceptions regarding cessation methods and cessation science
• New scientific directions


The Mentally Ill

- Account for almost half of all cigarettes smoked
- Experience lower rates of cessation success
- On average die 25 years younger than those without mental health diagnoses
- New scientific directions

Telephone Cessation Quitlines – An Evidence-Based Population Cessation Approach

- Approximately 500,000 smokers call each year (1% of all smokers)
- Available nationwide at 1-800-QUIT NOW
- Unstable budgets across states lead to a patchwork of available services
- New scientific directions
eHealth and mHealth Approaches to Cessation

- NCI leads the nation
- Smokefree.gov and related sites
- 3 Million Users in 2013
- New scientific directions
Smokefree.gov Initiative Projects

- **Smokefree.gov**
  - Mobile-optimized Website
  - Mobile app (QuitGuide, QuitPal)
  - Social media: Twitter

- **Smokefree Women**
  - Mobile-optimized Website
  - Social media: Facebook, Twitter, Pinterest, Instagram, YouTube

- **Smokefree Teen**
  - Mobile-optimized Website
  - Social media: Facebook, Twitter, Instagram
  - Mobile app (QuitSTART, Momentum)

- **Smokefree Espanol**
  - Mobile-optimized Website
  - Social media: Pinterest, Twitter

- **Smokefree Pregnancy**
  - Web content
  - Online video
  - SmokefreeMOM text
    - Launch Early Summer 2014

- **SmokefreeTXT**
  - Teen
  - Young Adult
  - Spanish Language
  - QuitNow Library
  - Veteran (VHA)
  - Military (DoD)
  - Text interventions for diet, physical activity & weight management
    - Launch summer 2011
2008 Guideline Update

- 2008 - Updated Guideline published
- literature from 1999 – 2007
- approximately 8,700 total articles

The Healthcare Setting as an Unequalled Venue to Intervene with Smokers

- 70% to 80% of smokers visit a primary care clinician each year
- About 80% have their smoking status documented
- The Challenge of Reach: Only about 40% receive any assistance in quitting (“The 5As”)
- Smokers who receive all of the 5As were almost 8 times more likely to use evidence-based counseling and medication to try to quit
Cessation Research in the Healthcare Setting – New Scientific Directions

- The Electronic health record potential
- Institutionalized changes
- Non-traditional healthcare settings
- Performance measures that prompt cessation
Phase-Based Model of Smoking Cessation

Policies Can Markedly Promote Cessation

- Taxes
- Clean Indoor Air Laws
- Media Campaigns (TIPS, FDA and Legacy)
Combustible Tobacco Use – The Chief Danger

- Responsible for up to 98% of illness and death from tobacco use
- Specific policy and clinical implications

Fiore MC, Schroeder SA, Baker TB. Smoke, the Chief Killer — Strategies for Targeting Combustible Tobacco Use. NEJM. In Press.

E-Cigarettes – A Disruptive Technology?

- Potential Benefits:
  - a means of “harms reduction?”

- Potential Risks:
  1. Dual Use
  2. Gateway for youth
  3. Relapse among former successful quitters
  4. Unknown long term effects
Smoking Prevalence Among Adults 18 and Older, United States, 1965-2012, with Projections
The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) is nationally recognized for its groundbreaking tobacco research and tobacco treatment training. It's all in an effort to help patients quit smoking.

INFORMATION FOR or ABOUT:
- Researchers
- Healthcare Providers
- Smokers
- Insurers
- Employers
- Advocates
- Quit Line

Annual Review of Clinical Psychology Includes UW-CTRI