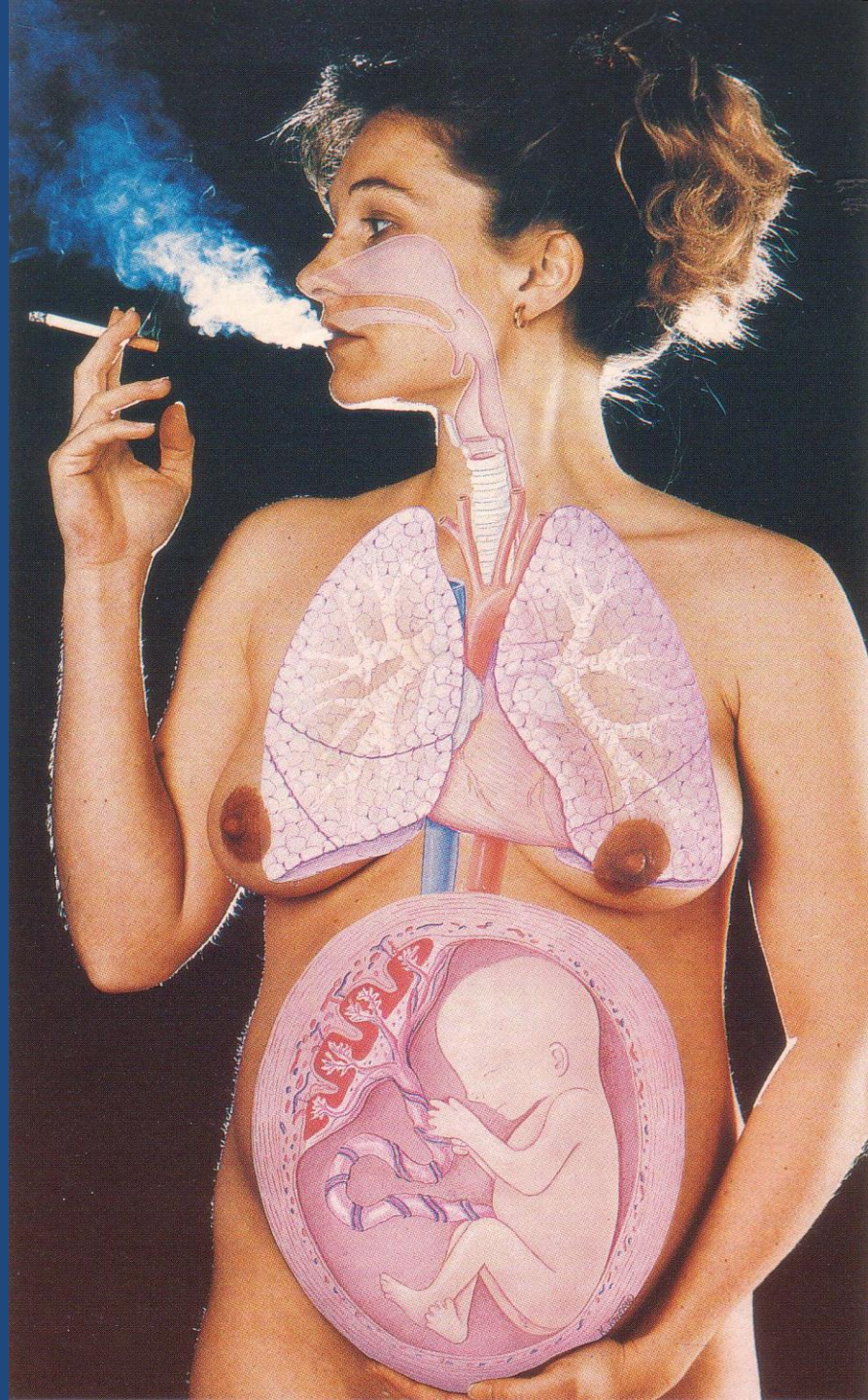


Smoking Cessation Strategies in Women

Carolyn Dresler, MD, MPA
Director, Tobacco Prevention and
Cessation Program
Arkansas Department of Health



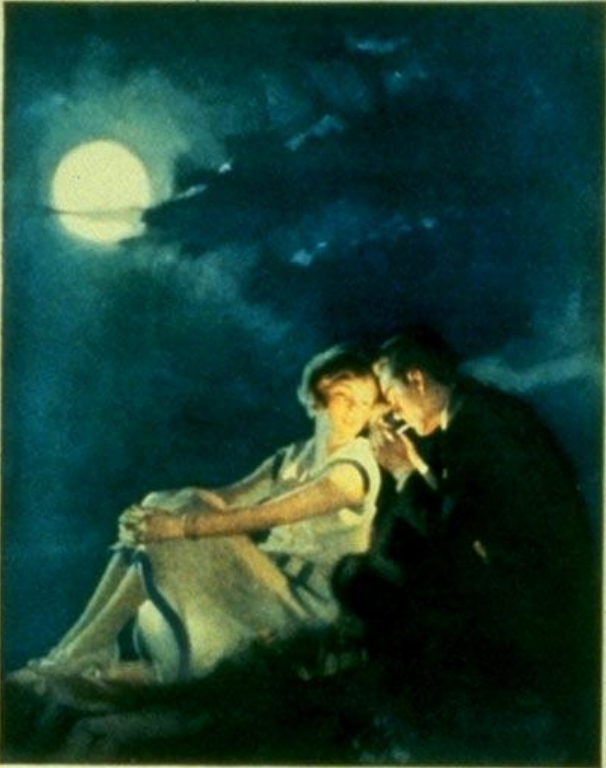
Key Messages

- **Sincere thanks to Ellen Gritz, PhD, early researcher in helping women quit smoking**
- **Tobacco companies have been marketing to women for 70 years.**
- **Tobacco companies fund many women's organizations and special projects that target women and girls as a way of promoting tobacco.**

“BLOW some
my way”


NEW WUNDER SAYS:

*"Blow some
my way!"*



MEMORIES of a night in June
...and so many years ago...
and now, as then, Chesterfield's
fragrance plays the same part in
appealing to good taste.

Today, more than ever, smokers
appreciate Chesterfield's rare and
rare aroma. It's a cool and com-
fortable smoke of milder and
better taste.



Chesterfield

They Satisfy

— Philip W. Wain

"To stay slender-"

Miss Billie Burke,
Popular American Actress and
Star of the Stage.

*reach for a Lucky
a most effective way of
retaining a trim figure"*

Billie Burke:

"To stay slender reach for a Lucky Strike instead of a sweet when your sweet-tooth tempts you. I have practiced this for years and find it a most effective way of retaining a trim figure. There is something in the toasting process which develops a flavor in Lucky that completely satisfies the desire for sweets. At the same time, toasting takes out the irritants and Lucky never affects the voice."

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelmingly that too many favoring sweets are harmful and that too many such are taken by the American people. So, for moderation's sake we say—

**"REACH FOR A LUCKY
INSTEAD OF A SWEET."**

"It's toasted"
No Throat Irritation—No Cough.

To keep a slender figure
No one can deny...

*Reach
for a
LUCKY
instead of a
sweet*

"It's toasted"

WEIGHT CONTROL

WAFS

Women's Auxiliary Flying Squadron

There is the new-kind job of ferrying our planes from factories to air bases, by night, day, dawn, dusk, east and away else. 1941 call 'em 400.

With us
IT'S CHESTERFIELD

GOOD TOBACCO, YES... THE RIGHT COMBINATION
OF THE WORLD'S BEST CIGARETTE TOBACCOS

It is not enough to buy the best cigarette tobaccos, it's Chesterfield's right combination, or blend, of these tobaccos that makes them so much milder, cooler and definitely better-tasting.

Good tobacco, yes... but the blend — the Right Combination — that's the thing.



SMOKE CHESTERFIELDS AND FIND OUT
HOW REALLY GOOD A CIGARETTE CAN BE

Copyright 1941, Wm. & Wm. Chester Co.

Virginia Slims remembers when a woman carried more weight than a man.



Man 200 lbs.

Woman 267 lbs.

Baby Weight 117 lbs.	Blue 2 lbs.
Soft Relaxed Cut 20 lbs.	Black 8 lbs.
Classic Curve 4 lbs.	Shirley 22 lbs.
Miss Power 8 lbs.	White 30 lbs.
Charm 2 lbs.	Prized Velvet Cut 17 lbs.
Four Particles 20 lbs.	Flair 31 lbs.
Floral Dreams 2 lbs.	Parade 4 lbs.

You've come a long way, baby.

VIRGINIA SLIMS



Woman 112 lbs.
Baby Weight 111 lbs.
Parade 1 lb.

© Philip Morris Inc. 1988

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

Regular: 8 mg "tar," 0.7 mg nicotine—averaged. 8 mg "tar," 0.8 mg nicotine av. per cigarette. FTC Report Nov. '82

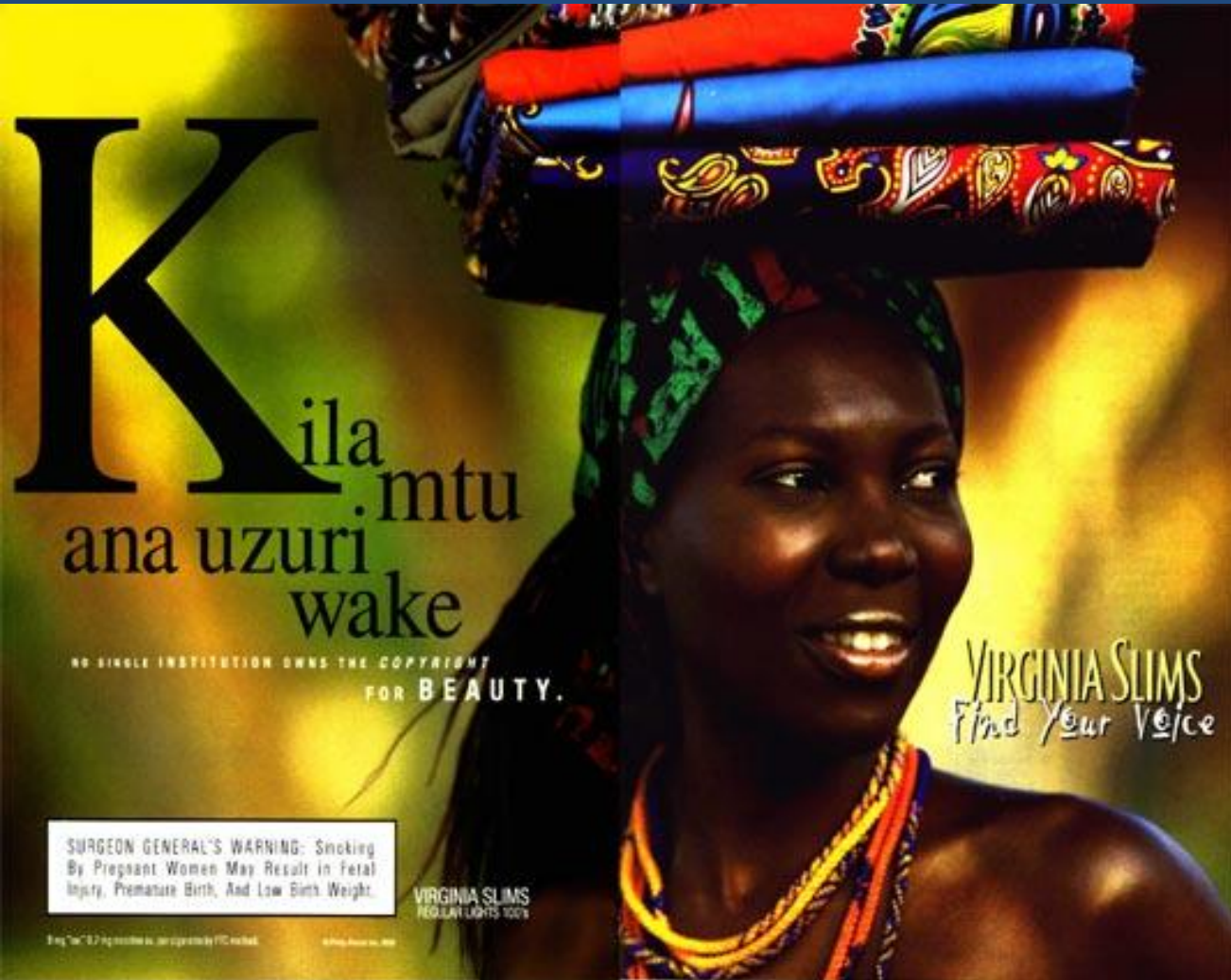
“YOU’VE COME A LONG WAY, BABY”

VIRGINIA SLIMS

“Hey, if anyone tries
to rein you in,
just say whoa.”

© 1994 B&W T Co. All rights reserved. Virginia Slims is a registered trademark of B&W T Co.

**YOU'VE COME
ALONG WITH SLIMS**

A woman in traditional African attire, including a colorful headwrap and beaded necklaces, carries a tray on her head. The tray holds several rolled-up items, possibly fabrics or documents, in vibrant colors like red, blue, and yellow. The background is a warm, golden glow.

Kila mtu
ana uzuri
wake

NO SINGLE INSTITUTION OWNS THE COPYRIGHT
FOR BEAUTY.

VIRGINIA SLIMS
Find Your Voice

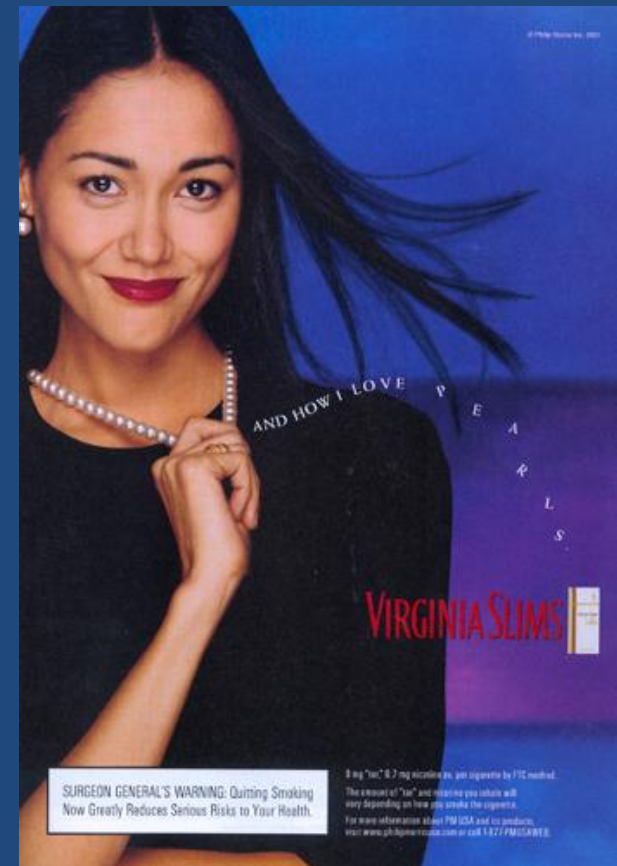
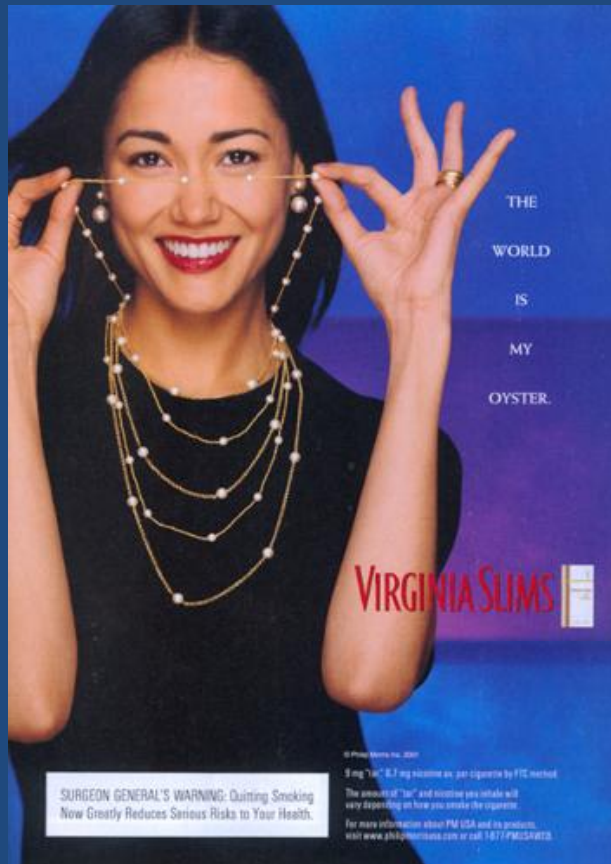
SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

VIRGINIA SLIMS
REGULAR LIGHTS 100's

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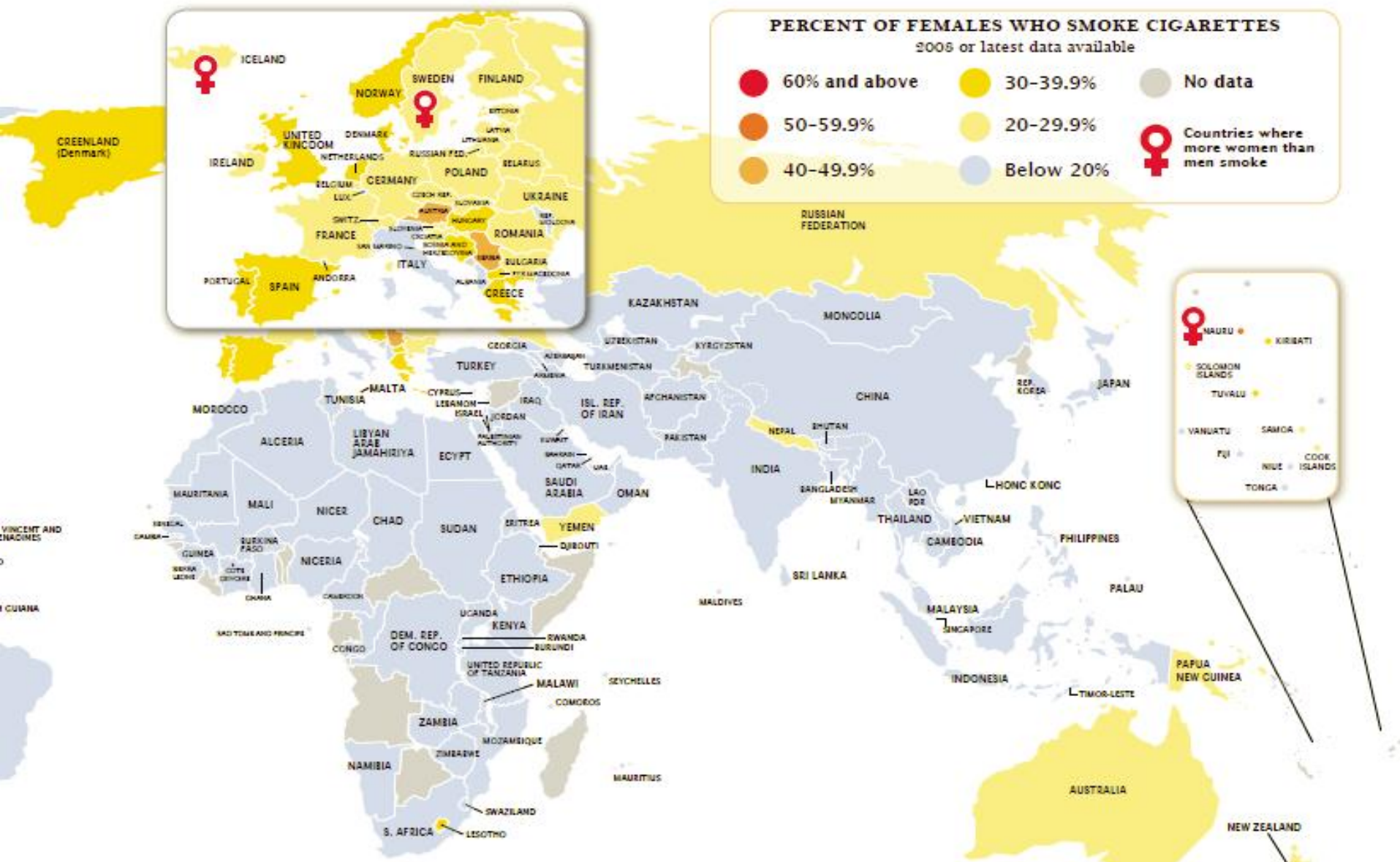
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More Recent Advertisements



“THE WORLD IS MY OYSTER”

Female Smoking





EURO Region Female Smoking Prevalence

Social, Cultural, and Societal Variables

- Peer influence and norms, cultural variations
- Influence of the media and marketing
- Parental behavior and approval
- Perceived risks, attitudes and beliefs about smoking
- Policy initiatives - especially in the developing nations

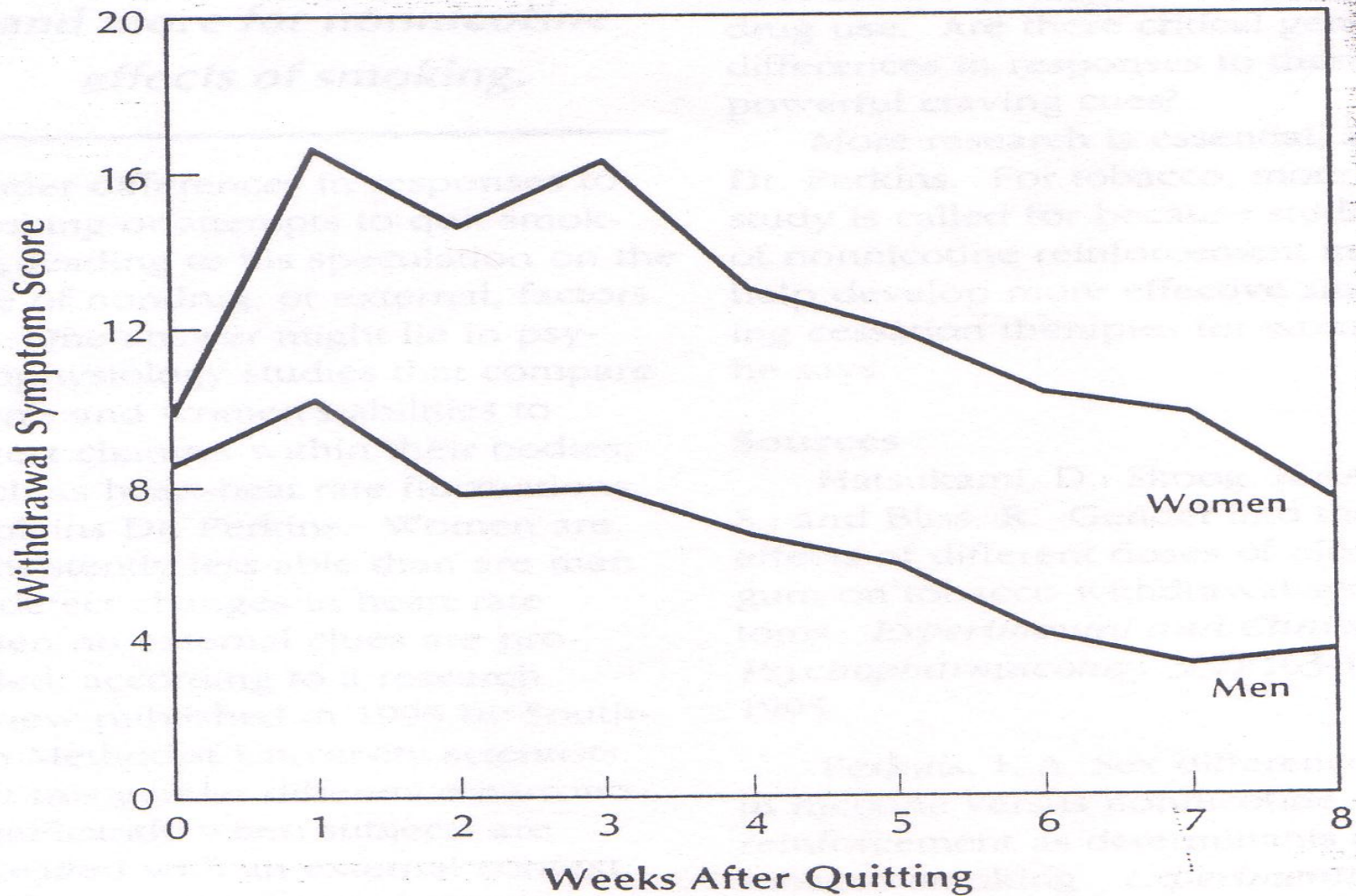
Gender Variations in Smoking Behavior

- Nicotine Dependence - Do women find nicotine less reinforcing than men, and are they more responsive to smoking cues? (Perkins, 2001)
- Overall, pharmacologic trials show women and men to be equally responsive to pharmacologic treatment with NRT and bupropion, suggesting that nicotine is not less reinforcing (Shiffman et al, 2005; Scharf and Shiffman, 2004).
- However, there may be gender-specific genetic variation in nicotine dependence among sub-groups of women; thus, women with greater nicotine dependence may be less successful in cessation (Yudkin et al, 2004).

Smoking Cessation: Do Women Have Lower Quit Rates Than Men?

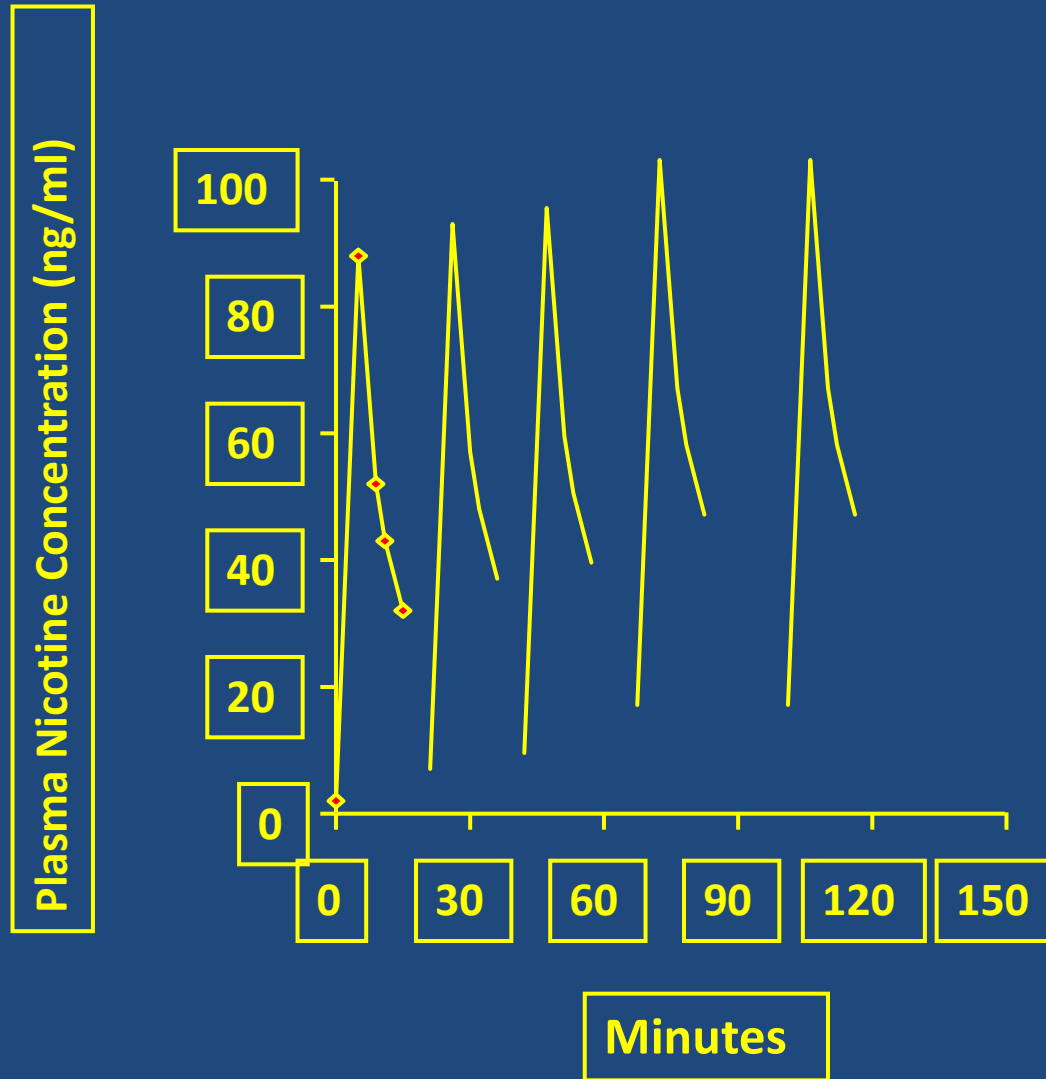
- Population-based data from developed nations suggest: NO (CDC, 2002).
- Clinical studies mixed - contradictory data, in some studies men have higher quit rates than women, but not in others.
- Several studies found gender differences in smoking cessation pharmacologic trials (higher quit rates in men), although not interacting with drug treatment (Shiffman et al, 2005; Scharf and Shiffman, 2004).
- This is an unresolved area!

Withdrawal Is Different for Women— Appetite, Craving Greater Than Men's



Hatsukami, 1995

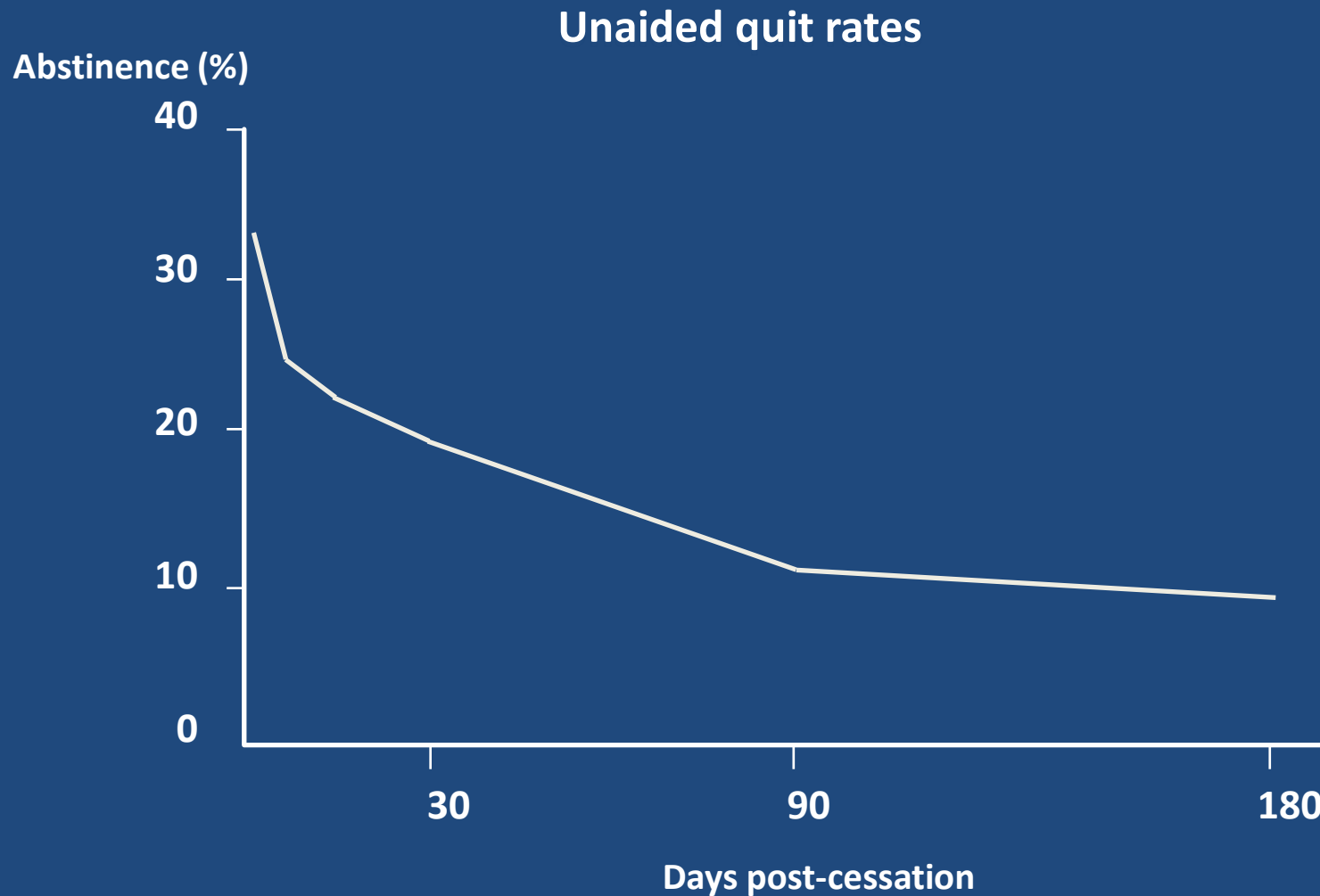
Cigarette nicotine delivery over a day



The Fagerström Test for Nicotine Dependence (FTND)

- How soon after you wake up do you smoke your first cigarette?
 - within 5 minutes
 - 6–30 minutes
 - 31–60 minutes
 - after 60 minutes
- Do you find it difficult to refrain from smoking in places where it is forbidden?
- Which cigarette would you most hate to give up?
 - the first in the morning
 - any other
- How many cigarettes per day do you smoke?
 - 10 or less
 - 11–20
 - 21–30
 - 31 or more
- Do you smoke more frequently during the first hours after waking than during the rest of the day?
- Do you smoke if you are so ill that you are in bed most of the day?

Most smokers need help to quit



What you CAN offer your patients

- Smoking Cessation guidelines
 - Comprehensive review of the data
 - Pharmacotherapy and behavioral support

Current smoking cessation therapies

Non-pharmacological

Behavioral support

- one-off interventions
- intensive counseling
- Cognitive behavior therapy
- tailored self-help programs
- Quitlines

Alternative therapies

- hypnosis
- acupuncture

Pharmacological

Nicotine replacement therapy

- gum
- patch
- nasal spray
- inhalator
- sublingual tablet
- lozenge

Other pharmacological treatments

- Antidepressants
 - » bupropion
- anxiolytics
- appetite suppressants
- nicotine receptor blockers
 - » varenicline
- vaccines

US Clinical Guideline Recommendations

PRODUCT	Odds Ratio
• Varenicline	3.1
• Bupropion SR (2 studies)	2.1
• Nicotine Gum (2 mg;13 studies)	1.5
• Nicotine Patch(27 studies)	1.9
• Nicotine inhalator (4 studies)	2.5
• Nicotine Nasal spray(3 studies)	2.7
• Nicotine microtabs, lozenges 1,2 mg	
• <i>Nicotine Lozenges</i>	<i>2 mg:2.1; 4 mg 2.7</i>

Fiore MC, et al. Treating Tobacco Use and dependence. Clinical Practice Guidelines June 2000

Bupropion (Zyban)

- Medically appropriate
 - Seizures, head trauma, anorexia; brain metastases
- 150 mg PO QD for 3 days
- 150 mg PO BID for 7-12 wks (US)
- stop smoking after 1-2 weeks of drug
- Possible combination therapy with NRT (patch) - follow for hypertension
- Duration: 14 weeks (up to one year)

Bupropion HCl SR in clinical use

- Set a stop date

•Days 1–3

•Days 4–7

•Days 8–14

•Day 15–end of treatment course

Continue
to
smoke

Stop
smoking
Target stop
date: Day 8

150 mg tablet
once a day

150 mg tablet
twice a day

Continue to
take tablets
twice a day

Continue to
take tablets
twice a day
for remainder
of course



Varenicline (Champix - Pfizer)

- Dose strength 0.5 mg, 1.0 mg
- Instructions: begin 1 week prior to quit
 - Days 1-3: 0.5 mg qd
 - Days 4-7: 0.5 mg bid
 - Day 8 - : 1 mg bid and QUIT
 - Titrate for renal failure (0.5 mg qd w/ dialysis)
- 12 week course
- Additional 12 weeks to prevent relapse

Behavioural Modification

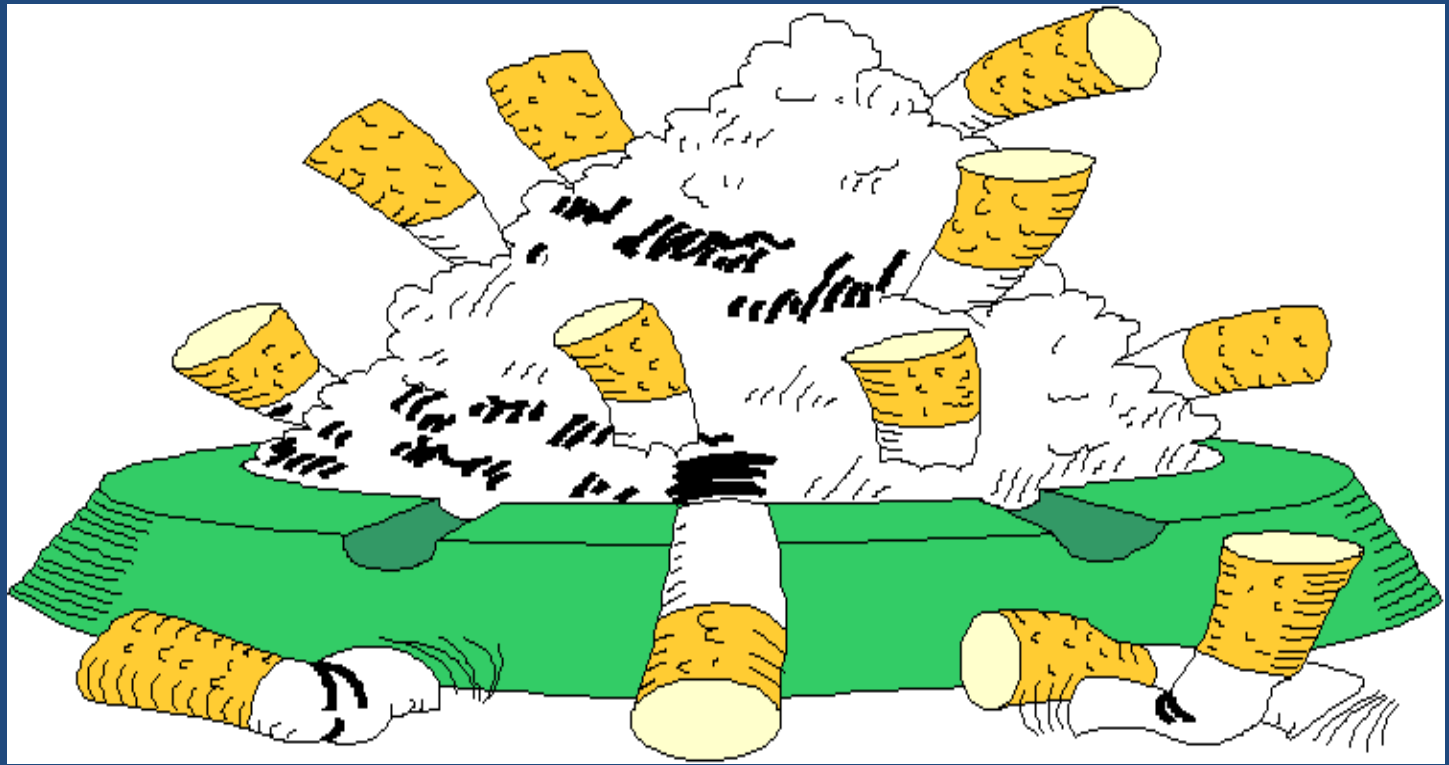
- Quitlines
- Face-to-Face; Group sessions
- Cognitive therapy
- Motivational counseling
- WILL significantly increase quit rates
- Consider moderate weight control measures

Newer recommendations:

- Ask
- Advise
- Refer
 - In house smoking cessation program
 - Outpatient smoking cessation program
 - Quitline (1-800 QUIT NOW in USA)
 - ASK about your 'Quitline' or 'fax-referral' program in your country

QUITLINES

- 26 in EU – European Network of Quitlines
- Tawain
- South Africa
- Brazil
- ???



The End!