Smoking: An Expensive Habit

- Smoking one pack a day results in spending over $1,380 per year on cigarettes.
- In Kentucky, direct health care costs related to smoking are $1.5 billion annually. Indirect costs are $6.5 billion/year. [Tobaccofreekids.org, 2005]
- The real cost of smoking is about $40 per pack.
- Low income persons are more likely to smoke.

AND….

Cigarettes are the only product, when used as directed, kills over half of it's users.
A Smoking Cessation Case Study:

Mr. J. has severe heart disease from multiple heart attacks and continued to smoke 2 PPD. When asked about his tobacco use, he replied it had nothing to do with his heart attacks, so there was no point in quitting as he just gets "ugly" when he doesn't smoke. He is now facing transplant and has to quit per program guidelines.

What was the origin of this belief?
- After his heart attacks his doctor told him he needed to cut out eating salt and fat and lose weight. He said nothing about smoking (that the patient heard)
- Many family members smoke and their hearts were OK
- Stress would kill him faster than smoking and his life was pretty stressful
- "If someone tells me to do something, I'm going to do the opposite. That's just how I am."

What Approach Would You Take?
- Is he ready to quit?
- Think about how complex it is to describe the effects of tobacco on the heart
- Think about his confidence, motivation and the importance of quitting
Is it the Habit or the Drug?
- “Choice” is the Tobacco Industry message…
- Do we consider tobacco use (nicotine addiction) a chronic disease?
- Addiction is not logical: We generally won’t convince someone that nicotine patches are cheaper than cigarettes
- Are we dispelling “myths of smoking” effectively?

Cessation “Myths” to be challenged
- In order to quit you really have to want to quit
- Medications are more harmful than smoking
- Some people just can’t/won’t quit
- Medicine won’t work unless you want to quit
- You don’t need to talk about it, you just need to do it
- Don’t try to quit smoking when you’re trying to get sober or quit drugs, it’s too stressful
- Reducing your smoking or switching to smokeless is better for your health