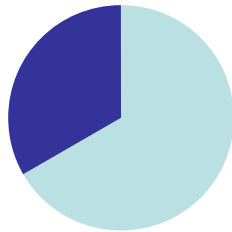


But I Don't Smoke! Effective Messaging and Protocols for Non-daily Smokers

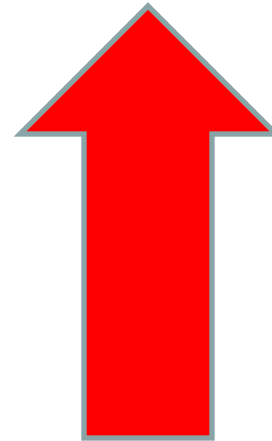
Semi-Facilitated Networking Session
North American Quitline Consortium
Annual Meeting
August 13, 2012

Is Non-Daily Smoking a Problem?

Up to 33% of U.S. smokers report less than daily smoking



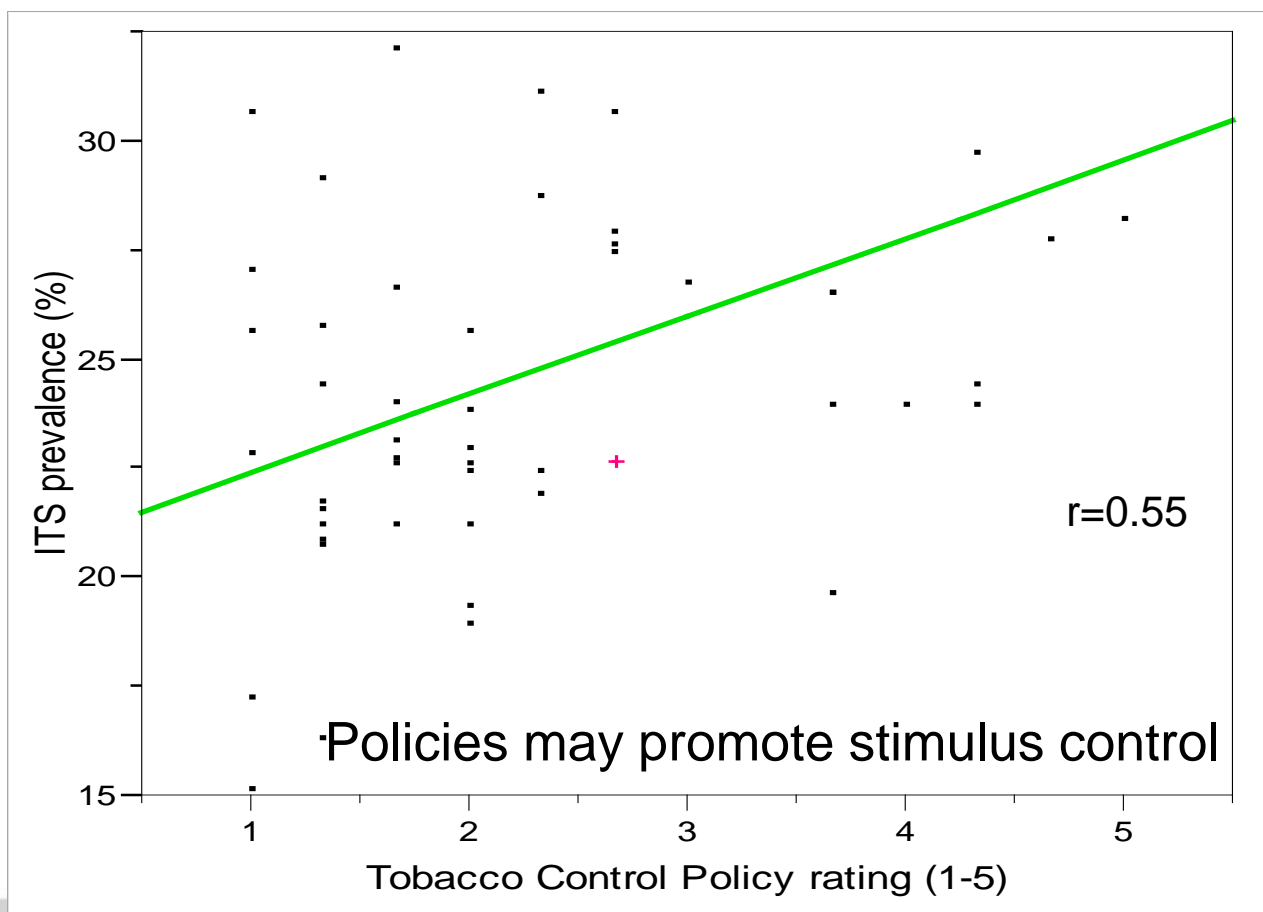
■ Daily smokers ■ Non-daily smokers



The proportion of non-daily smokers has **increased 40%** from 1996-2001

Source: Tindle and Shiffman. Smoking Cessation Behavior Among Intermittent Smokers Versus Daily Smokers. American Journal of Public Health. July 2011;101,(7):e1-e3.

ITS Smoking Most Common in States with Most Vigorous Tobacco Control Policies



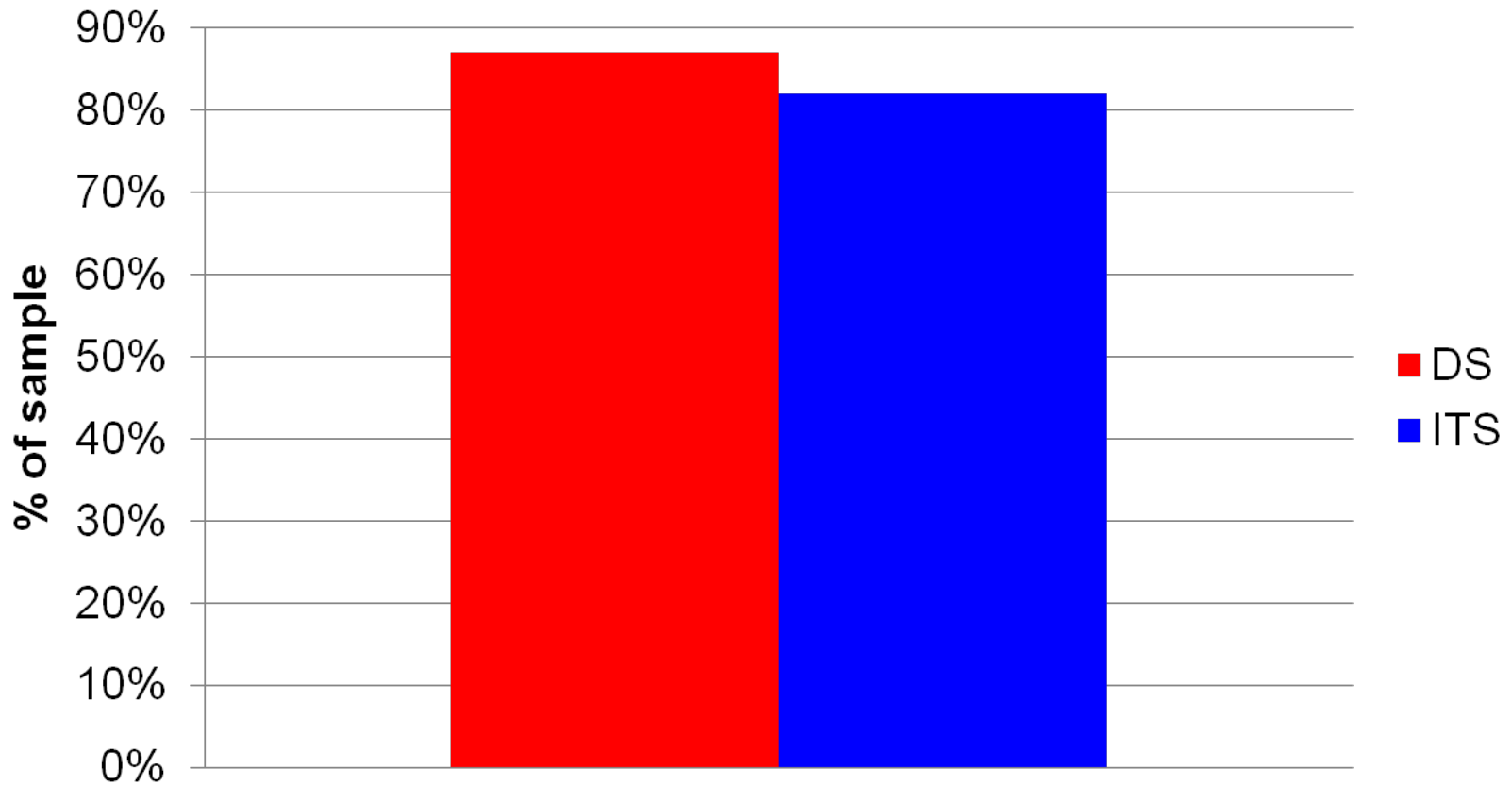
BRFSS, MMWR, 2003; ALA, 2004

Should we care about this population?

- Non-daily smokers...
 - Try to quit more often than daily smokers
 - Quit more successfully than daily smokers
- YET...
- Exhibit signs of dependence (low quit rates, cue response)
 - Receive advice to quit at lower rates than daily smokers

Source: Tindle and Shiffman. Smoking Cessation Behavior Among Intermittent Smokers Versus Daily Smokers. *American Journal of Public Health*. July 2011;101,(7):e1-e3.

Quitting Failure in DS & ITS Who Attempted Quitting



Source: Tindle and Shiffman. Smoking Cessation Behavior Among Intermittent Smokers Versus Daily Smokers. *American Journal of Public Health*. July 2011;101,(7):e1-e3.

What We Think We Know

- Intermittent smoking is common
- ITS are exposed to nicotine, and have had massive historical exposure
- ITS are not typically social smokers, but do show strong stimulus control
- ITS go for days without smoking, without increased craving
- ITS persist in smoking for many years, and have significant difficulty quitting

Why Do ITS Have Trouble Quitting?

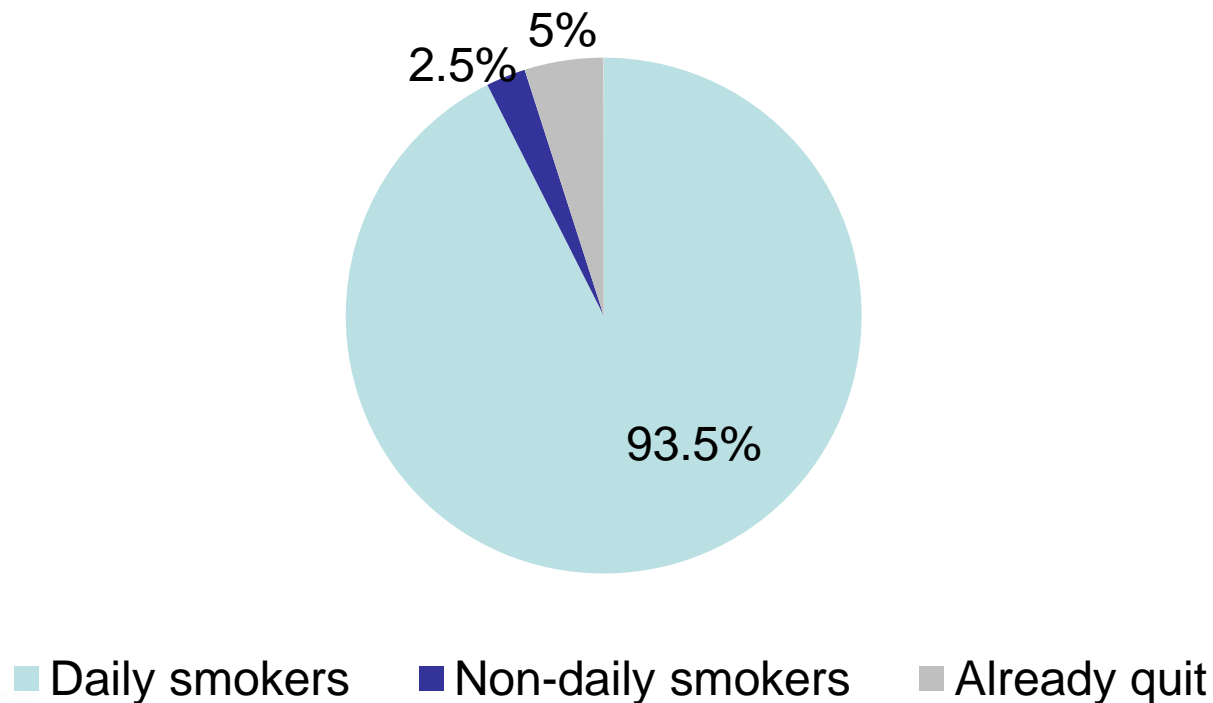
- Not due to 'deprivation' or withdrawal
- Likely conditioned cues elicit strong cravings and/or habitual smoking behavior
- Stimulus control may exert strong influence on behavior

How Might ITS Be Helped to Quit?

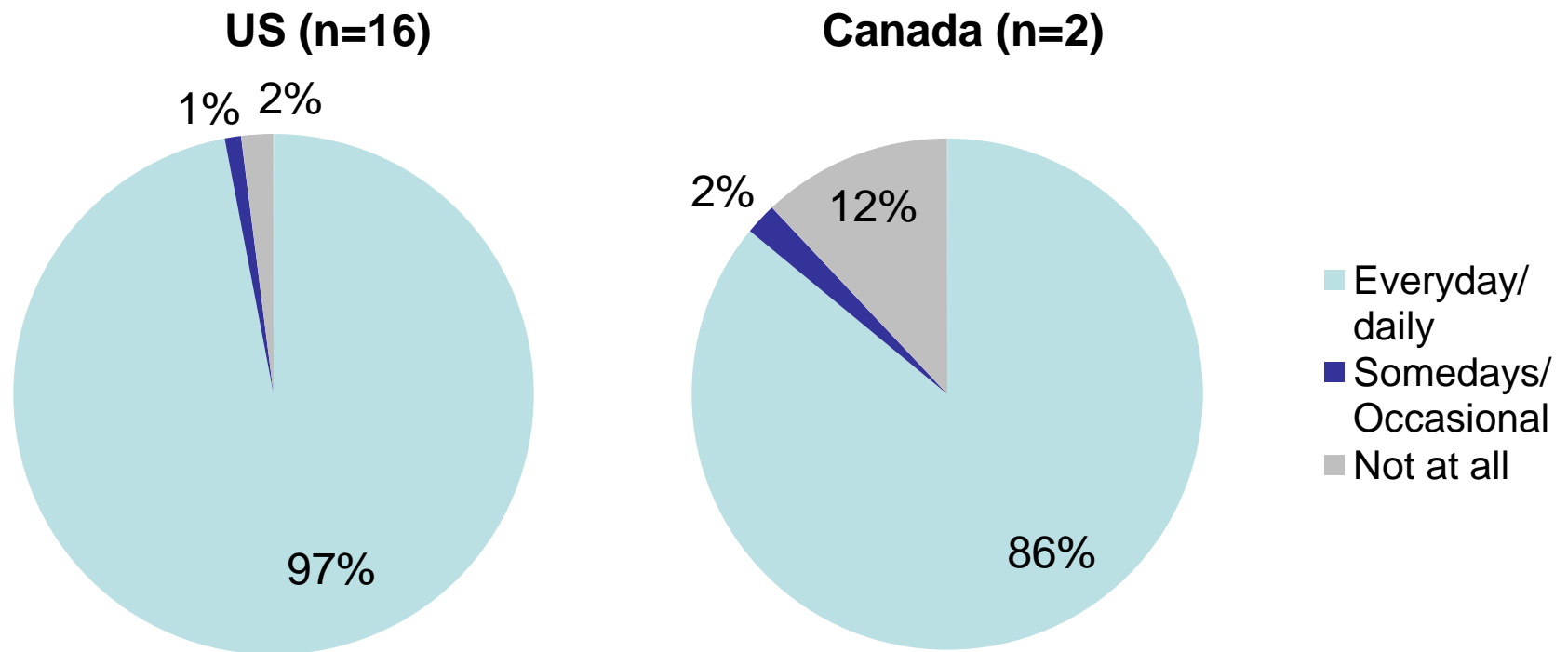
- No data
- Emphasis on stimulus control
 - Avoiding smoking cues and situations
 - Anticipating & coping with cues and provoked craving
- Nicotine medication?
 - Role of nicotine per se is unclear
 - Tonic medication (e.g., patch) seems inappropriate
 - Acute oral medication may help
 - Situational, rather than regular use

What is the experience of the quitline community?

Multi-state service provider (2009-2012)



The majority of tobacco users receiving evidence-based treatment are everyday/daily smokers FY10



Source: NAQC FY2010 Annual Survey of Quitlines

Questions for Discussion

- What proportion of the tobacco users you serve are non-daily smokers?
- What strategies are or might be effective to get non-daily smokers to call quitlines?
- What can we as a quitline community do to shrink the gap between the prevalence of non-daily smoking and the use of quitlines by non-daily smokers?