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

Semi-Facilitated Networking Session
North American Quitline Consortium
Annual Meeting
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Is Non-Daily Smoking a Problem?

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

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

Policies may promote stimulus control

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

Quitting Failure in DS & ITS Who Attempted Quitting

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

S. Shiffman
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

S. Shiffman
What is the experience of the quitline community?

Multi-state service provider (2009-2012)

- Daily smokers: 93.5%
- Non-daily smokers: 2.5%
- Already quit: 5%
The majority of tobacco users receiving evidence-based treatment are everyday/daily smokers FY10

US (n=16)
- 97%
- 1%
- 2%

Canada (n=2)
- 86%
- 2%
- 12%

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?