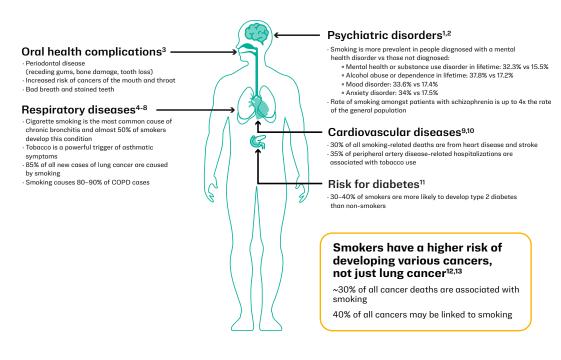


Motivating patients to quit: the facts about smoking

Remind patients that smoking can have serious consequences to physical and mental health



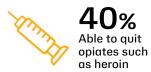
Reaffirm that smoking is a "bona fide" addiction^{14,15}

Probability of dependence after trying a substance at least once





Percentage of patients who were able to quit a substance¹⁶







8% Able to quit smoking

Analysis of 28 different studies of people who were trying to quit using the substance they were addicted to. Researchers focused on those who didn't get any medicines to help them quit. Some people had behavioural therapy.

REMIND PATIENTS:

Quitting smoking reduces the risk of developing lung and other cancers, COPD, and other serious diseases.

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