

Pharmacists Against Tobacco

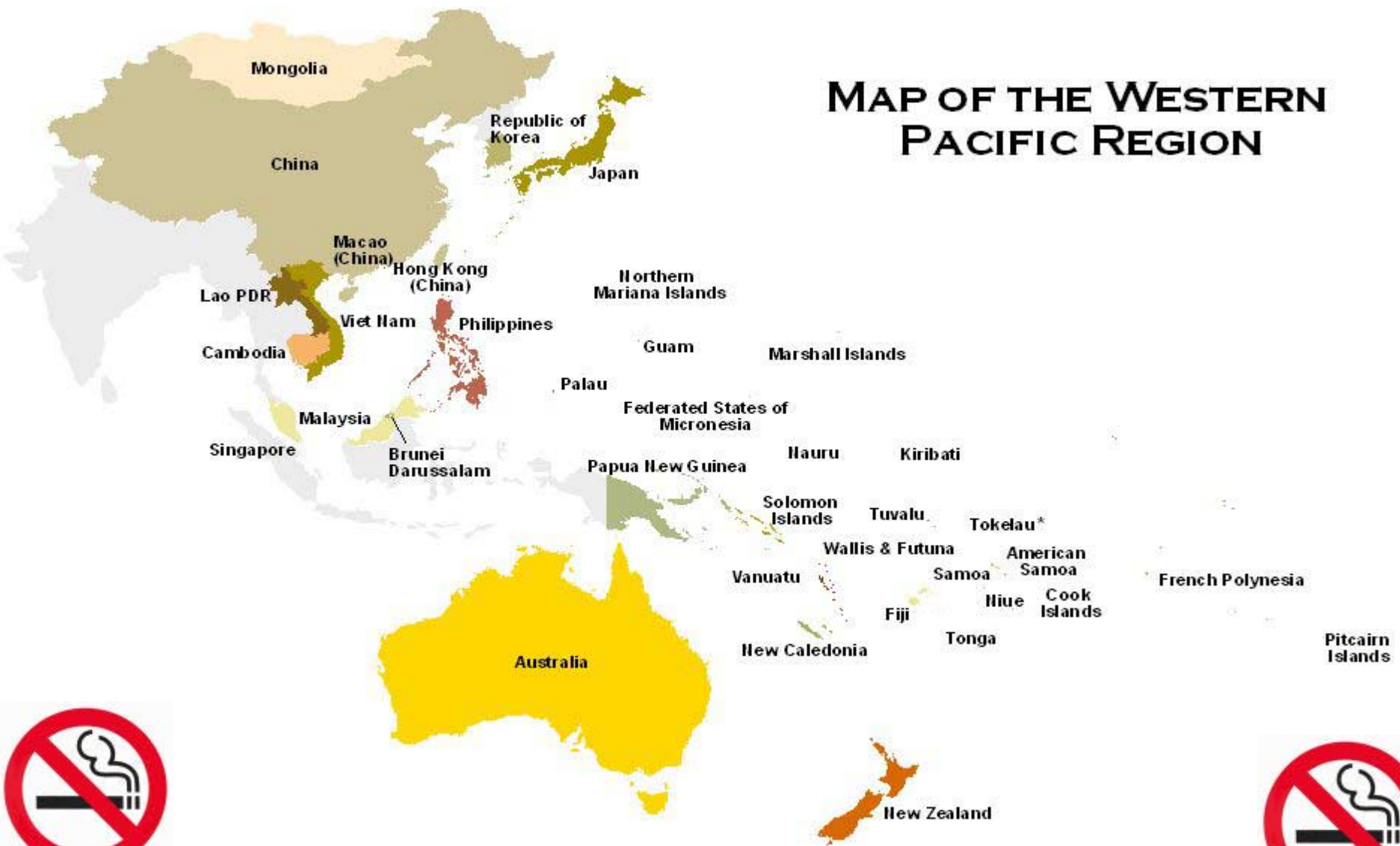
Pharmacists' Smoking Cessation Initiatives in the Western Pacific Region

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MAP OF THE WESTERN PACIFIC REGION



No Smoking Sticker from QuitSmoking.com

* Associate member



No Smoking Sticker from QuitSmoking.com

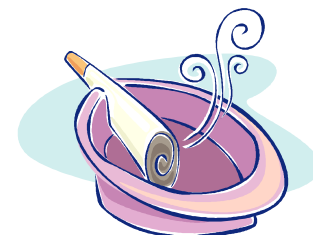
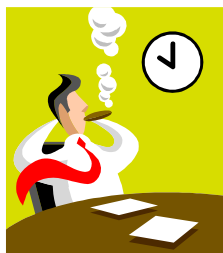
WPR Pharmacists' Associations Involvement

- Pharmacy Guild of Australia
- Japan Pharmacists Association
- Pharmaceutical Society of Australia
- Pharmaceutical Society of New Zealand
- Pharmaceutical Society of Singapore
- Pharmaceutical Society of Malaysia
- Pharmaceutical Society of China Taiwan
- Philippine Pharmacists Association



Barriers to Cessation

- Lack of counselling training for pharmacists
- No standardisation of legislation regarding medications
- Low cost of cigarettes in some countries
- Tobacco companies industrial training programs
- Cultural differences



Pharmaceutical Society of Singapore Smoking Cessation Program

- Targeted female smokers
- Smoking cessation sample bags
- Gym passes for 'would be' quitters
- Posters
- Pharmacy 'quit' centres



Pharmaceutical Society of China Taiwan Smoking Cessation Program

- Anti smoking and communication training program
- Tobacco free bus
- Kids and parents daily camp



Workshop—Role Play



No Smoking Sticker from QuitSmoking.com



Kids and Parents Daily Camp



Tobacco Free Bus

- The bus left for Green Expo from participants' own communities
- Community pharmacists shall serve as group leaders and host in tobacco free activities, on their way to the Green Expo
- Activities include:
 - Playing the VCD about the harmful effects of tobacco
 - Distributing tobacco hazard leaflets
 - Giving tobacco-control questions and answers
 - Answering participants' questions on tobacco
 - Surveying smokers' willingness to quit smoking



Advantages of Tobacco Free Bus

- To keep non-smokers away from tobacco and to help smokers quit smoking are our goals and intentions
- To find out smokers who want to quit this habit from the activity, and then help these smokers to achieve this goal
- To advertise “Quit & Win” campaign on the bus
- To promote pharmacists’ role of tobacco cessation
- To promote community pharmacists’ image in public health



Pharmaceutical Society of New Zealand

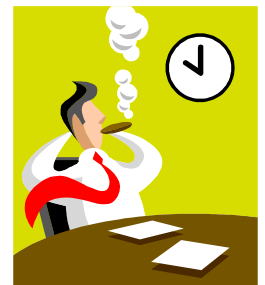
Smoking Cessation Program

Pharmacist training workshops to equip pharmacists with strategies for effective advice and support for smokers at any stage in the cycle of change



Pharmaceutical Society of Malaysia Smoking Cessation Program

- Certified smoking cessation counsellor program
- ‘Say no to smoking’ campaign
- MPS corporate smoking cessation programs



Philippine Pharmacists Association Smoking Cessation Program

- Counselling and communication training program
- Quit programs conducted in pharmacies



Pharmaceutical Society of Australia Smoking Cessation Program

- Developed Fact Card consumer health information relating to smoking, nicotine replacement therapy and 'Staying a Non-Smoker'
- Promotes regular smoking cessation health campaigns through its nationwide Pharmacy Self Care network
- Develops smoking cessation service standards, guidelines and specialised education for pharmacists and pharmacy staff
- Co-operation in all government 'Quit' programs



Pharmaceutical Society of Australia Smoking Cessation Fact Cards

General Health 9555 - 2004




SMOKING

Quitting smoking is one of the most important actions you can take to protect yourself from chronic disease and early death. One in two lifetime smokers will die from their addiction. Half of these deaths will occur in middle age. Quitting at any age will give major health benefits and reduce your risk of tobacco related illnesses. With planning and determination you can quit and stay a non-smoker.

Health effects of smoking
Tobacco smoke contains more than 4,000 chemicals. Harmful ones include:

- Nicotine – is an addictive drug, and can make it hard, but not impossible, to quit. It also affects your heart rate and blood pressure.
- Carbon monoxide – replaces some of the oxygen in your blood, leaving your muscles, heart and brain with less oxygen.
- Tar – contains many cancer causing chemicals. Lower tar or 'light' cigarettes are not any better as you are likely to take deeper puffs, more often, to get the amount of nicotine you need.

Smoking increases the risk of cancer, heart disease, stroke and lung disease. It affects fertility levels in men and women and can lead to impotency in men, and miscarriage and complications in pregnancy and labour. Smoking affects your immune system and is a cause of many other conditions such as blindness and osteoporosis.

Harm to others
Environmental tobacco smoke comes from both the burning end of a cigarette and from the smoke breathed out by a smoker. This harms not just the smoker, but also family members and co-workers. Passive smoking causes heart disease and lung cancer in non-smokers living with smokers.



Children exposed to passive smoking are more likely to suffer from health problems including asthma, meningococcal disease, coughs and chest infections. Smoking by the mother is a major risk factor for sudden infant death syndrome (SIDS or 'cot death').

Do you know why you want to stop smoking?
It's important to be clear about your reasons. These are some of the best reasons to quit. You will:

- Breathe, and taste and smell food better within weeks
- Improve your circulation, immune system and the health of your heart and lungs
- Have fewer days of illness and fewer health complaints than controlling smokers
- Provide a positive example for children and others
- Save money: a minimum of \$2,500 per year for a pack a day habit.

Before you quit
Chemicals in cigarettes change the way some medications work. We know that stopping smoking can be stressful. So if you have suffered from depression, anxiety or other mental illness, and/or are taking medication, speak to your doctor before quitting.

Pharmacy Self Care is a program of the Pharmaceutical Society of Australia

General Health 9556 - 2002




NICOTINE REPLACEMENT THERAPY

Nicotine Replacement Therapy (NRT) helps to relieve some of the withdrawal symptoms that many people experience when they try to quit smoking. Four NRT products are currently available in Australia. These nicotine substitutes help to treat the difficult withdrawal symptoms and cravings which can make it difficult to quit. Discuss NRT options with your pharmacist and remember NRT can double your chance of quitting successfully.

Quitting
Although the nicotine in tobacco is addictive and makes you want to smoke, it is not the nicotine but the other chemicals in tobacco smoke that cause cancer, heart disease, bronchitis and the other smoking-related health problems.



When you quit smoking, your body can still have a 'need' for nicotine which creates an urge to want to smoke again. You may suffer withdrawal effects such as irritability, loss of concentration, and sleepless nights. By taking nicotine in a 'clean form' through patches, chewing gum, lozenges or inhalers, the physical withdrawal symptoms are reduced, allowing you to focus your energies on breaking the habits of smoking.

NRT – which products?
Nicotine patch – releases a steady amount of nicotine in the body to help prevent cravings. The patches are similar to adhesive band aids and are available in clear and opaque patches.
Nicotine gum – contains enough nicotine to reduce some of the urge to smoke.
Nicotine inhaler – consists of a plastic cylinder containing a cartridge that delivers nicotine when you puff on it. Although similar in appearance to a cigarette, the inhaler delivers nicotine into the mouth, not the lung, and enters the body much more slowly than the nicotine in cigarettes.
Nicotine lozenge – this newest NRT product is useful for people who prefer a medicine to be used in the mouth, but who may not like the gum.



Important

- Do not smoke whilst using NRT
- If you are pregnant or if you have recent or severe heart or circulatory disease, you should not use NRT – talk to a doctor or pharmacist about the best way for you to quit.

Pharmacy Self Care is a program of the Pharmaceutical Society of Australia

Pharmaceutical Society of Australia Smoking Cessation Fact Card

Control Health 980 - 2004

STAYING A NON-SMOKER

Think of yourself as a non-smoker from the moment you quit. The worst is over, but a strong urge to smoke can return at any time. Relapse is most likely to happen in the first two weeks. You can stay a non-smoker, but be prepared. You will feel the urge to smoke less and less and in time you will hardly think about smoking. There are many ways to help you stay a non-smoker.

Staying a non-smoker

The key to staying a non-smoker is learning how to deal with situations that make you feel like smoking. These include:

- Stress – a cigarette is not necessary to get through stressful times. Learn new ways to relax. (See *Relaxative Techniques Fact Card*.)
- Boredom – take up a hobby, better still start some light exercise.
- Social situations – try to avoid situations where smoking is a temptation.
- Habits and routines – learn to distract yourself and change routines.
- Weight gain – stopping smoking does not have to mean weight gain. (See *Weight & Health Fact Card*.)
- Withdrawal symptoms – nicotine replacement therapy (NRT) can help. Ask a pharmacist. A medicine called bupropion, prescribed by a doctor, may be an alternative for some people.

Staying motivated

Think about the health benefits of quitting. Think about the financial benefit of quitting (more than \$3,000 per year if you smoked 25 cigarettes a day).

Cravings

If cigarette cravings start try remembering the following 4Ds:

Delay – delay acting on the craving. Even the worst cravings last only a few minutes. By waiting five minutes, the desire to have a cigarette will have weakened and the resolve to quit will return.


Deep breaths.

Drink water – slowly sip water.



Do something else – leave the environment you are in or try exercising for a few minutes to take your mind off smoking. (See *Exercise and the Heart Fact Card*.)

After quitting for:

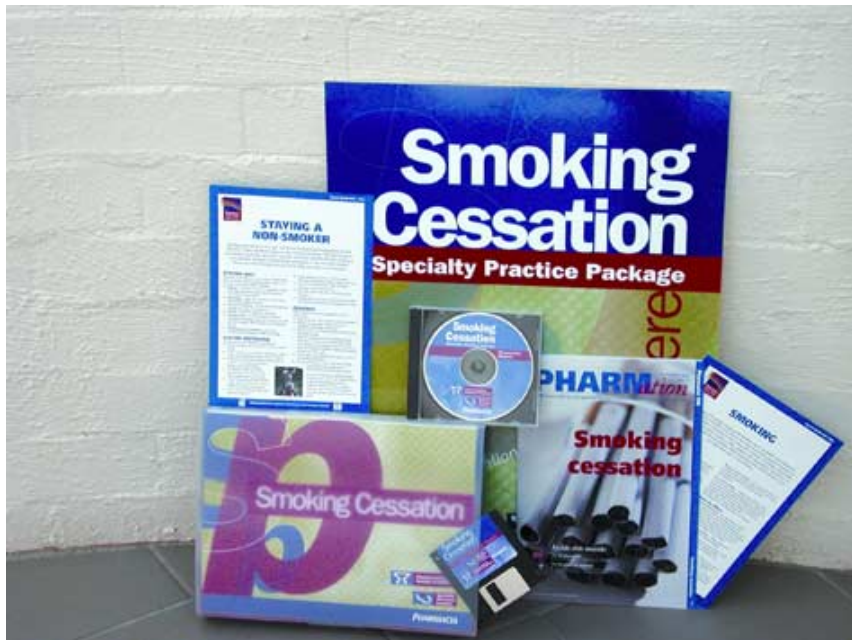
6 hours	The heart rate slows down and blood pressure drops slightly.
2 days	Nicotine will be out of your system. The runny nose, sore throat, and the sense of smell will start to improve.
3 months	The lungs will work better with less effort and you can do more before tiring out of breath.
12 months	The risk of dying from heart disease has halved.
18 years	The risk of lung cancer has more than halved and continues to decline.



Pharmacy Self Care is a program of the Pharmaceutical Society of Australia

Pharmaceutical Society of Australia Smoking Cessation Training Program for Pharmacists



Pharmacists Support WHO Framework Convention on Tobacco Control

