

Smokers Have Better Chance of Quitting Spontaneously, Study Shows



(NAPSA)—For many smokers, attempting to quit may seem like a daunting process that requires a well thought out plan. Yet, according to research published in the journal *Nicotine and Tobacco Research*, many quit attempts in the U.S. are actually spontaneous and unplanned, which can be a successful approach to cessation.*

In the study, almost 40 percent of subjects reported that their most recent attempt to quit smoking started without any planning in advance, suggesting that for some smokers, setting a goal quit date may not be as necessary as once thought. In fact, unplanned quit attempts had more than twice the odds of lasting more than six months or longer versus the planned quit attempt.*

While a period of planning prior to quitting has long been thought necessary to allow smokers time to prepare themselves for their quit attempt, the study explores the various reasons as well as demographic and psychographic data that may contribute to a smoker deciding to quit spontaneously.

“The study examines the possibility that while quit attempts may seem like spontaneous efforts on the surface, they may actually be the result of prolonged subconscious dissatisfaction with or a concern about one’s smoking,” said Dr. Saul Shiffman, pro-

fessor in the departments of psychology and pharmaceutical science at the University of Pittsburgh and study co-author. “The results do not discredit planning out a quit attempt; however, a smoker needs to determine what may be the best approach to ensure long-term cessation.” Shiffman adds, “All smokers should consider ways to manage tough situations such as cravings and withdrawal symptoms to ensure long-term success.”

Whether a smoker’s approach to quitting is planned or unplanned, the important thing is making the commitment to become smoke-free. Smokers should take advantage of available resources and get help by utilizing stop-smoking tools such as nicotine replacement therapy (NRT) products like the Nicorette® gum and lozenge and the NicoDerm® CQ® patch, which are proven to significantly improve a smoker’s chance of quitting.

Consistent with their FDA-approved labeling, NRT products help reduce nicotine withdrawal symptoms, including nicotine craving, associated with quitting smoking. When a smoker decides that he or she is ready to quit, these products are available over the counter without a doctor’s prescription at more than 35,000 retail outlets across the country.

*Ferguson, S., Gitchell, J., et al. *Nicotine and Tobacco Research. Unplanned quit attempts—Results from a U.S. sample of smokers and ex-smokers. June 2009.*