

Smokeless Tobacco Workshop

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Workshop Overview

- Review some MN treatment examples
- Quick look at our most recent trials
- Group work with ST case studies



Some examples from Minnesota

- A chew specific toll-free telephone number
888-snuff free
- Fax-to-quit program established with dental providers throughout the state
- State quit line counselors trained to talk chew



Telephone Counseling Trials

- Recruiting chewers interested in quitting
- Sports radio, display ads, local news articles
- Written workbook vs. Telephone counseling
- Up to 4 personalized calls



Comparison of Study Subjects

	Study 1	Study 2
Age (mean)	36	40
Use Cope (%)	40	33
Readiness (0-10)	6.9	8.0



Quit Rates—6 month

Study 1

Follow-up completed with	93%
Overall quit rate at 6 month	35%
Telephone group	40%
Manual only	25%

(Boyle et al., 2004)



Observations from Study 2

- 406 enrolled = 783 screened
- 80% recruited with paid advertising
- 49% had used any medications to quit (patch, gum)
- 7% currently smoking



Coaching calls completed

<u>Calls</u>	<u>Study 1</u>	<u>Study 2</u>
0	17%	8%
1	11%	7%
2	15%	13%
3	17%	10%
4	40%	62%



Coaching Components

- Listening
 - Developing an action plan based on interest in quitting
- Teaching
 - Cognitive behavioral strategies
- Encouraging
 - Homework to practice techniques



Behavior Change Methods (Study 2)

coaching vs. manual

- Blending Herbal Chew (38% vs. 18%)
- Aerobic Exercise
- Deep Breathing (57% vs. 7%)
- Use of Social Support
- Set a Quit date
- Read Quitting Manual

Five questions to ask chewers

- What brand are you using?
- How long does a tin last?
- How soon in the morning do you use?
- How many times have you tried to quit?
- Do you ever smoke cigs or cigars?



Case study 1

- 35 year old male
- Chewed for 20 years
- Children at home: time to quit
- Skoal Bandits: 1 tin/week
- Only uses after work in the evening
- Several long term quits



Case study 2

- 55 year old male
 - Chewed for 40 years
- Tired of chewing
- Skoal: 3 tin/week
- Quit smoking to chew
- Cigar on weekend



Case study 3

- 40 year old male
- Chewed for 20 years
- Feels like an addict
- Cope: 1-2 tin/day
- Sometimes wakes to chew
- Swallows juices



Case study 4

- 20 year old female
- College athlete
- Skoal wintergreen: 1 tin/week
- AM/PM only
- Uses with close friends or at bars
- No quits



Contact Information

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Nicotine Reduction Approaches to Quitting

- Brand switching
- Nicotine fading
- Blending



Nicotine Content of Snuff Brands

Product	Level of Nicotine (% of free nicotine)
Copenhagen Kodiak Wintergreen	Very High (79%)
Skoal Original Fine Cut, Wintergreen	Medium High (28%)
Skoal Long Cut, Straight Cut Wintergreen, Cherry	Medium (19-23%)
Skoal Bandits Classic, Wintergreen Hawken Wintergreen Gold River Long Cut	Low (7-10%)

Nicotine Fading

- Monitor use and decrease the amount you use by 1 or 2 daps or chews a day
- At half your normal amount of smokeless
 - Quit all use of smokeless
 - Get rid of all snuff or chew
 - Throw away all reminders (hats, shirts, spit cups, etc.)



Blending

- Blend equal amount of non-nicotine product and your usual brand of snuff and use for one week
- Blend two parts of non-nicotine product with one part of your usual brand and use for another week
- Switch entirely to the non-nicotine product



Set a Quit Date

- Choose a quit day that will be least stressful to you
- Remember -- there is no perfect time to quit
- Let someone you care about know your quit day



Get Support

- Don't keep your decision to quit a secret
- Friends and family can give you support and encouragement
- Telling others helps you stay with your decision
- Make a public commitment



Partner Support & ST Cessation

- Men's perceived positive support predicted abstinence:
 - At six-month follow-up (OR = 1.29)
 - And 24-hour abstinence for those still using ST (OR = 1.75)
- * Women partners played a major role in ST cessation



Positive & Negative Support from Partners

- Positive examples
 - Complimented you on not chewing
 - Expressed confidence in your ability to quit
- Negative examples
 - Commented that chewing or dipping is a dirty habit
 - Mentioned being bothered by your chewing or dipping

