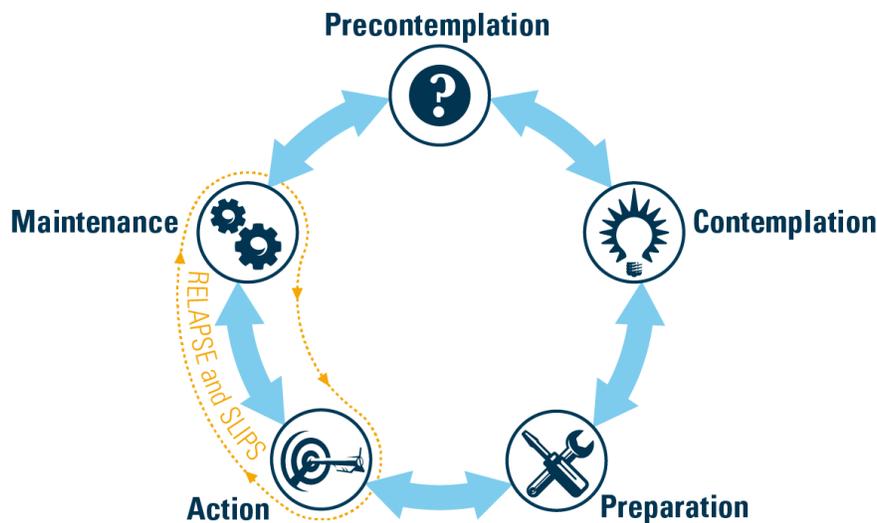




# Strategies to Promote Tobacco Cessation

## Stages of Change

- Theoretical framework for understanding the pathway to change



## Helping Strategies for Each Stage of Change

Precontemplation	Helping Strategies
<ul style="list-style-type: none"> <li>Not ready for change</li> <li>Not considering quitting tobacco use</li> </ul>	<ul style="list-style-type: none"> <li>Acknowledge lack of readiness</li> <li>Encourage exploration</li> <li>Increase awareness about change</li> <li>Give personalized information and benefits</li> <li>Goal is to help move to contemplation over time</li> </ul>

Contemplation	Helping Strategies
<ul style="list-style-type: none"> <li>Uncertain about change</li> <li>Talking about cessation and stopping</li> </ul>	<ul style="list-style-type: none"> <li>Reaffirm not yet ready</li> <li>Encourage evaluation of pros and cons</li> <li>Explore fears and concerns</li> <li>Motivate and increase confidence</li> <li>Help resolve ambivalence</li> <li>Explore options</li> </ul>



Preparation	Helping Strategies
<ul style="list-style-type: none"> <li>• Testing the waters</li> <li>• Intending and planning to act– will quit tobacco use in a month</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage motivation and commitment</li> <li>• Address ambivalence</li> <li>• Help individualize a plan</li> <li>• Examine barriers, assist with problem solving and options</li> <li>• Promote change process</li> </ul>

Action	Helping Strategies
<ul style="list-style-type: none"> <li>• Implementing and making behavior changes– has quit tobacco use</li> <li>• Maintaining new tobacco free lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>• Support decisions and actions</li> <li>• Bolster confidence and reaffirm commitment</li> <li>• Celebrate successes and note benefits</li> <li>• Address change process and difficulties</li> <li>• Review relapse triggers, risks, and ways to cope</li> </ul>

Maintenance	Helping Strategies
<ul style="list-style-type: none"> <li>• Sustaining tobacco free status</li> <li>• Ongoing commitment to tobacco free lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage confidence and commitment</li> <li>• Support efforts</li> <li>• Encourage plan for possible potential difficulties, risks, and relapse</li> <li>• Review lessons learned</li> <li>• Use supports</li> </ul>

Relapse	Helping Strategies
<ul style="list-style-type: none"> <li>• Return to tobacco use</li> <li>• Discouraged, demoralized</li> </ul>	<ul style="list-style-type: none"> <li>• Reassess motivation</li> <li>• Explore negative experiences</li> <li>• Address shame, guilt, and other negative moods</li> <li>• Help with coping</li> <li>• Use as learning experience – what went wrong and what went right</li> <li>• Encourage trying again</li> <li>• Emphasize persistence</li> </ul>