



Healthy Visions



Hypnosis Certification | Upcoming Seminars/Workshops | Stress Management | Anger Management

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Our Training
Our Education



Our Workshops
Our Seminars



Our Audio CD's
Our Subliminal CD's



Our Students
Our Classrooms

Smoking Cessation

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Objectives

- Help you determine just how successful you are
- Review of Smoking Statistics
- What is the Mortality (Death Rate)
- Discuss NRT (Old and New)
- How many sessions are needed
- How do you determine success
- Individual VS group sessions
- How to use Scripts or NOT
- Review Surgeon General's Warnings

Your Smoking Cessation Client Success Rate

- Create QA form and mail out to all smoking cessation clients
- Stamped self addressed envelope
- Simple questionnaire

Smoking Cessation Questionnaire

Please help us better serve our clients by answering the following questions and returning in the enclosed self addressed envelope.

1. Did you stop smoking using hypnosis? Yes_____ No_____

2. If you are still smoking:

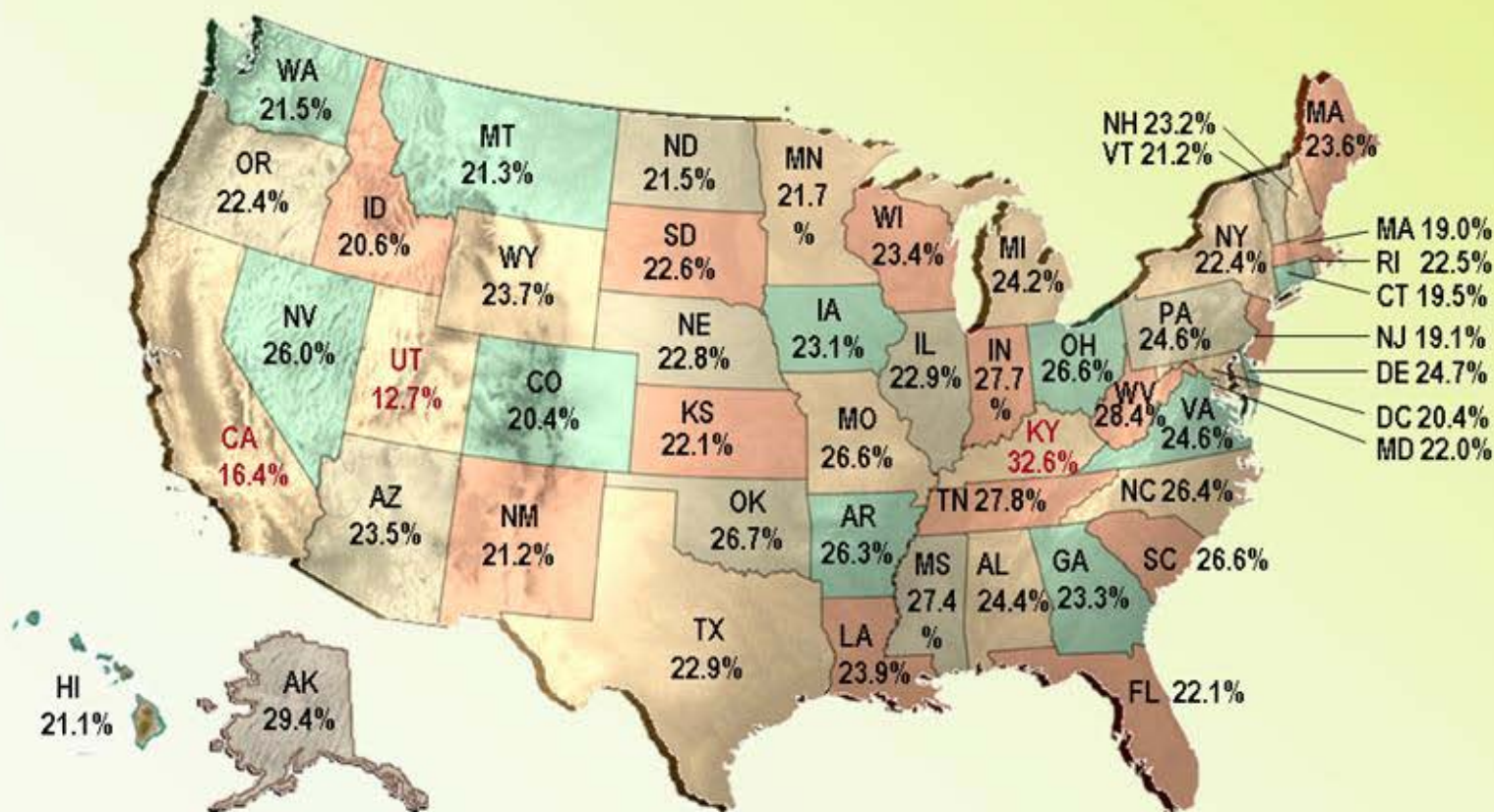
How many cigarettes on average did you smoke a day before hypnosis?_____

How many cigarettes on average do you smoke a day now?____

3. Did you attend all sessions of the smoking cessation program?
Yes_____ No_____

Geographic Variability of Smoking Prevalence Rates

There is variability of smoking prevalence rates from state to state, ranging from 32.6% in Kentucky to 16.4% in California and 12.7% in Utah



Smoking Statistics in the U.S.

- 20.9% of all Adults smoke.
- Smoking is more common among Men (23.9%) than Women (18.1%).
- People with lower educational levels have higher rates of smoking.
- People with lower Incomes have higher rates of smoking.

Effect of Smoking



Models Kirsty and Kelly, who are 23, were transformed into 40-year-olds, one who smoked and one who did not. Kirsty, depicting the smoker, has greyish skin which has lost its elasticity as tobacco restricts the blood vessels, cutting the flow of oxygen and nutrients.⁷

Cigarette Smoking Statistics

- 70% of smokers want to quit
 - 81% of smokers have tried to quit at least once
 - 35% try to quit each year
 - It may require approximately 10 attempts to quit successfully
- Only about 7% of smokers attempting to quit remain smokefree at one year

1. ACS. http://www.cancer.org/docroot/PED/content/PED_10_2X_Cigarette_Smoking.asp?sitearea=PED. Accessed April 17, 2006. 2. CDC. The 2004 Surgeon General's Report. The Health Consequences of Smoking: What it means to you. 2004. 3. Schroeder SA. *JAMA*. 2005;294:482-487. 4. Fiore MC et al. *U.S. DHHS, U.S. Public Health Service*, 2000.

Tobacco is Carcinogenic

Nicotine, Although Addictive, is Not Carcinogenic

- Tobacco smoke contains greater than 60 carcinogenic agents and approximately 200 known toxins
- Smoking cigarettes with lower yields of tar has not been proven to decrease associated risks
- Nicotine is not carcinogenic
- Nicotine is the substance in cigarettes that causes addiction

Carcinogenic/Toxic Chemicals in Tobacco Smoke

Ammonia

Arsenic

Cadmium

Carbon monoxide

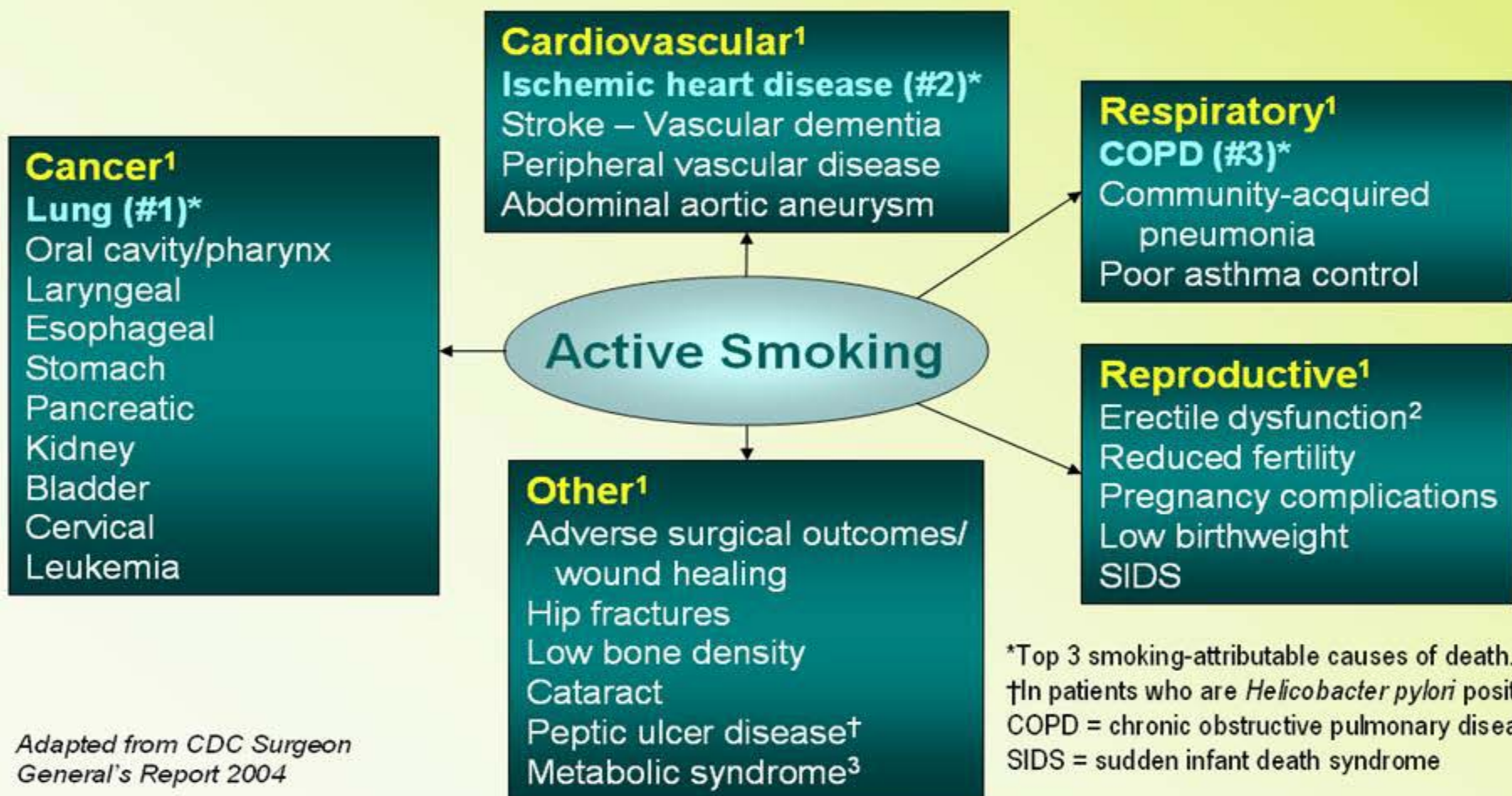
Formaldehyde

Hydrogen cyanide

Toluene

1. ACS. <http://www.cancer.org>. Accessed April 17, 2006. 2. NIEHS National Toxicology Program (NTP). 11th Report on Carcinogens. 2005. 3. CDC. The 2004 Surgeon General's Report. *The Health Consequences of Smoking*. 2004. 4. Marlow SP et al. *Respir Care*. 2003;48:1238-1256. 5. National Cancer Institute. *Health Effects of Exposure to Environmental Tobacco Smoke*, Monographs No.10.1999.

Smoking is a Risk Factor Across an Array of Diseases



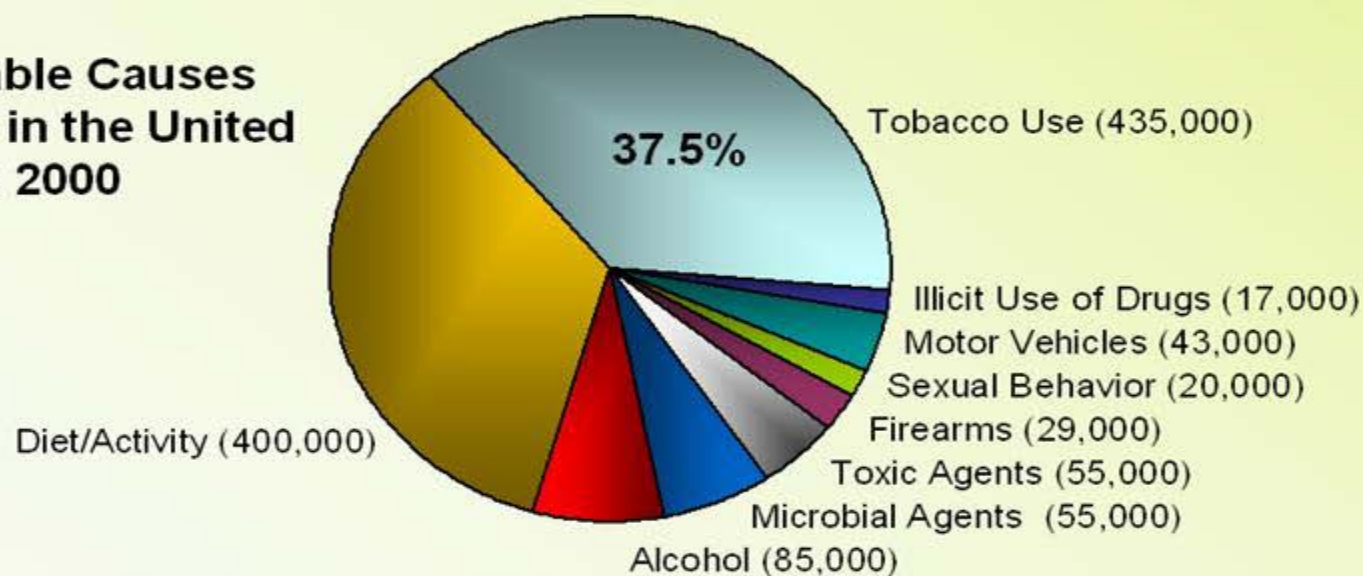
Adapted from CDC Surgeon
General's Report 2004

1. Adapted from CDC. Surgeon General's Report. *The Health Consequences of Smoking: Executive Summary*. 2004. 2. CDC. Surgeon General's Report. *The Health Consequences of Smoking*. 2004. 3. Weitzman et al. *Circulation*. 2005;112:862-869.

Tobacco Use Contributes to Preventable Causes of Death

- 18% of total deaths and 37.5% of preventable causes of death in the United States are tobacco-related
- According to the US Department of Health and Human Services, 1/3 of all tobacco users in this country will die prematurely from tobacco-related diseases, shortening their own life span by an average of 13.2 years in men and 14.5 years in women

Preventable Causes of Death in the United States in 2000

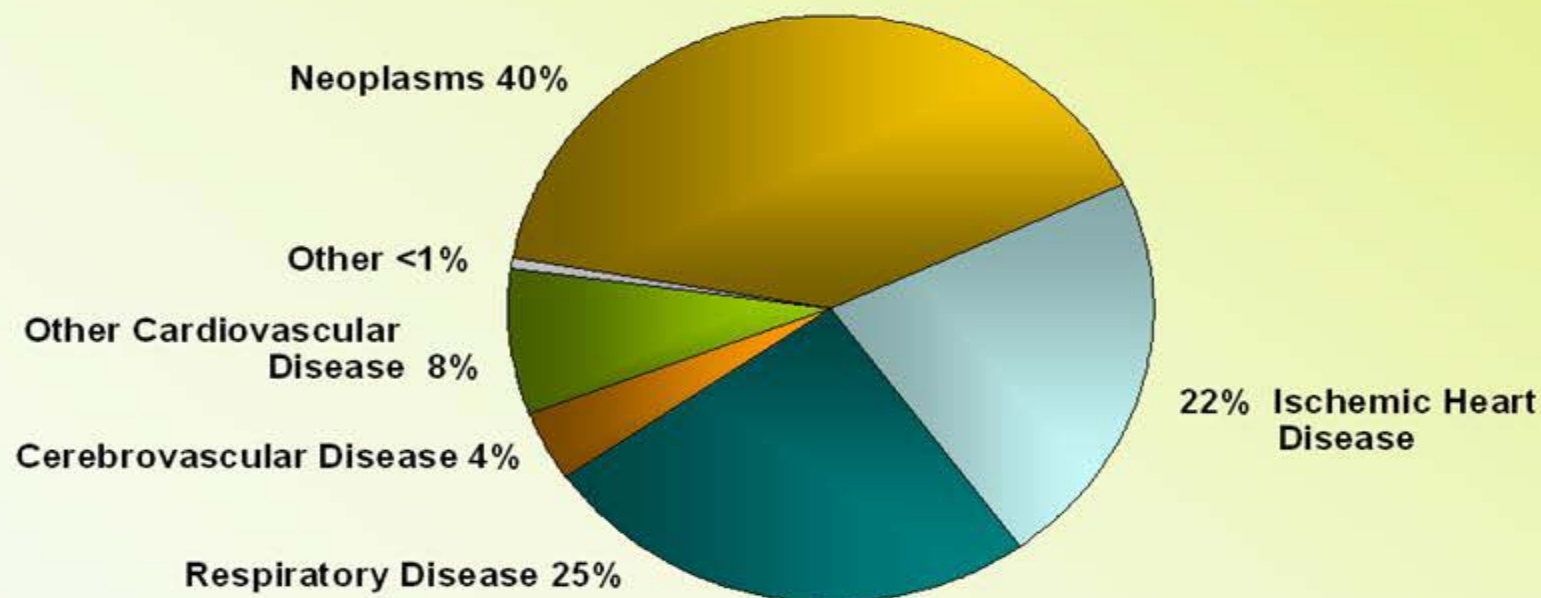


1. Adapted from Mokdad AH et al. *JAMA*. 2004;291:1238-1245.

2. Fiore MC et al. *U.S. DHHS, U.S. Public Health Service*, 2000. 3. CDC. *MMWR*. 2004;53:427-431.

U.S. Mortality From Smoking-Related Disease

Smoking-Related Disease Mortality*



* Percentage of deaths attributable to specific smoking-related diseases, 1997 – 2001 based on estimates using smoking-attributable fraction and relative risk estimations

- More than 399,000 US deaths annually are attributable to cigarette smoking
- Every eight seconds, someone dies from tobacco use

1. Adapted from CDC. *MMWR*. 2005;54:625-628. 2. WHO. Fact Sheets Smoking Statistics. http://www.wpro.who.int/media_centre/fact_sheets/fs_20020528.htm. Accessed on May 18, 2006.

Nicotine

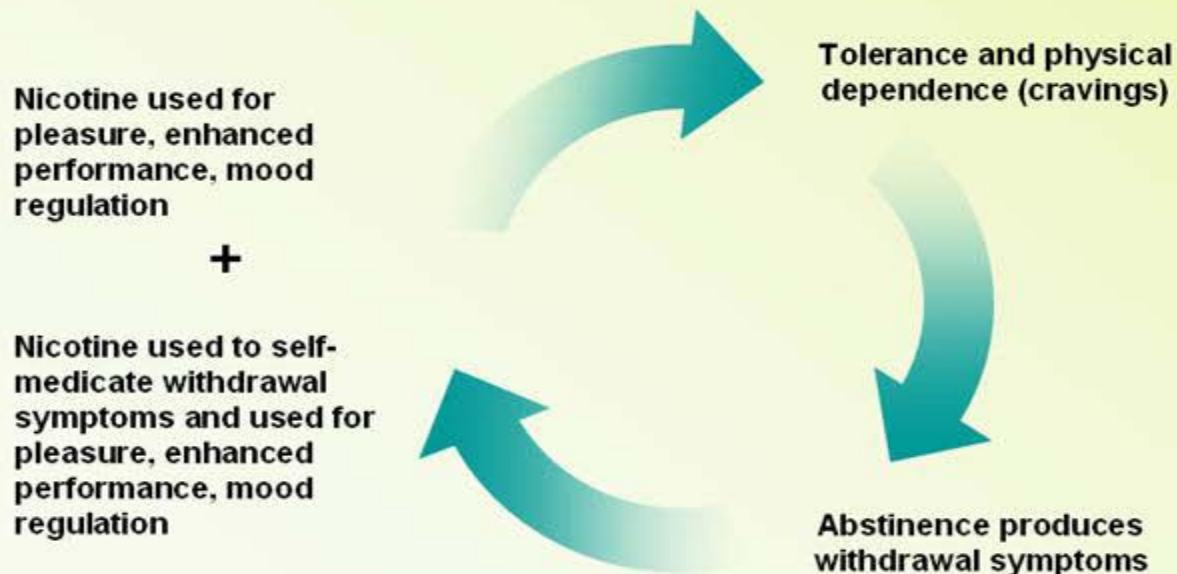
- Releases Dopamine into the cell
- Dopamine creates a euphoric response
- There for a reward from smoking
- Addiction ?

Chantix

- Decreases the amount of Dopamine release
- It binds to the receptor creating a similar response to nicotine in the cell

The Cycle of Nicotine Addiction

- The half-life of nicotine is only 2 hours. This along with its rapid clearance from the CNS results in withdrawal symptoms occurring quickly. Withdrawal symptoms, combined with cravings for tobacco, result in relapses that reinforce the reward and satisfaction from nicotine- starting the addiction cycle over again



Nicotine Withdrawal Symptoms

Irritability

Difficulty concentrating

Restlessness

Depressed mood

Anxiety

Insomnia

Increased appetite

Decreased heart rate

1. Foulds J. *Int J Clin Pract.* 2006;60:571-576.

2. *Diagnostic and Statistical Manual of Mental Disorders.* 4th ed.1994:242-247.

Bupropion, Wellbutrin, Zyban

- Bupropion (Wellbutrin, Wellbutrin SR, Wellbutrin XL) is used to treat depression. Bupropion (Zyban) is used to help people stop smoking. Bupropion is in a class of medications called antidepressants. It works by increasing certain types of activity in the brain.
- Bupropion is also sometimes used to treat bipolar depression and attention deficit disorder.

Side effects – *Not So Serious*

- drowsiness
- restlessness
- excitement
- anxiety
- dry mouth
- difficulty falling asleep or staying asleep
- dizziness
- headache
- upset stomach
- vomiting
- tremor
- weight loss
- constipation
- excessive sweating

Side Effects - *Serious*

- seizure
- confusion
- seeing things or hearing voices that do not exist (hallucinating)
- irrational fears
- fever
- severe skin rash
- itching
- hives
- swelling of the face, throat, tongue, lips, eyes, hands, feet, ankles, or lower legs
- hoarseness
- difficulty breathing or swallowing
- chest pain
- muscle or joint pain
- rapid, pounding, or irregular heartbeat

Over Dose

- difficulty breathing or swallowing
- dizziness
- fainting
- shakiness
- sweating
- confusion
- blurred vision
- seizure
- hallucinating
- loss of consciousness
- rapid or pounding heart beat
- blurred vision
- lightheadedness
- confusion
- lack of energy
- upset stomach
- jitteriness

Nicotine replacement therapy for smoking cessation

- All of the commercially available forms of NRT (gum, transdermal patch, nasal spray, inhaler and sublingual tablets/lozenges) are effective as part of a strategy to promote smoking cessation.
- They increase the odds of quitting approximately **1.5 to 2 fold** regardless of setting.

Nicotine replacement therapy for smoking cessation

- The effectiveness of NRT appears to be largely independent of the intensity of additional support provided to the smoker.
- What is considered additional Support?
 - Hypnosis
 - Education
 - Termed most used is behavioral modification

Nicotine Long Term

- Various dosage forms of nicotine replacement therapy increase smoking quit rates relative to placebo, but
- They generally do not result in 1-year quit rates of over 20%.

Committed Quitters Program

- Smokers enrolled in the CQP showed a 56% increase in quitting smoking at 12 weeks vs those who used only nicotine gum and standard materials, according to the study.
- Moreover, more than one third (36.2%) of the enrollees were abstinent after 6 weeks with the help of CQP and Nicorette compared with one quarter (24.7%) who quit without the CQP.

Side Effects of NRT

Cardiovascular

- Edema
- Flushing
- Hypertension
- Palpitations
- Tachyarrhythmia's
- Tachycardia
- Chest pain

CNS

- Confusion
- Convulsions
- Depression
- Euphoria
- Numbness
- Paresthesia
- Syncope
- Tinnitus
- Weakness;

Side Effects of NRT

Dermatologic

- Erythema
- Itching
- Rash
- Urticaria

Gastrointestinal

- Alteration of liver function tests
- Constipation
- Diarrhea

Respiratory

- Breathing difficulty
- Cough
- Hoarseness
- Sneezing
- Wheezing

Other

- Dry mouth
- Systemic nicotine intoxication.

A Meta-Analysis of Smoking Cessation Pharmacotherapies: Majority Used 7-Day Point-Prevalence Abstinence Rates* (at ~6 Months)

Cessation Pharmacotherapy	Number of Studies Included	Estimated Abstinence Rate (95%CI)	Estimated Odds Ratio (95%CI)
Nicotine gum vs Placebo	13	23.7 (20.6, 26.7)	1.5 (1.3, 1.8)
		17.1	--
Nicotine patch vs Placebo	27	17.7 (16.0, 19.5)	1.9 (1.7, 2.2)
		10.0	--
Nicotine inhaler vs Placebo	4	22.8 (16.4, 29.2)	2.5 (1.7, 3.6)
		10.5	--
Nicotine nasal spray vs Placebo	3	30.5 (21.8, 39.2)	2.7 (1.8, 4.1)
		13.9	--
Bupropion SR vs Placebo	2	30.5 (23.2, 37.8)	2.1 (1.5, 3.0)
		17.3	--

- Based on odds ratios, NRT and bupropion SR are twice as effective as placebo
- Estimated abstinence rates were predominantly based on 7-day point-prevalence data at 6 months

*A commonly used primary efficacy measure in past clinical trials

Adapted from Fiore MC et al. *U.S. DHHS, U.S. Public Health Service, 2000.*

Chantix™ (varenicline): Most Common Adverse Events

From 12-week Fixed-Dose, Placebo-Controlled Studies

Adverse Event	Varenicline 0.5 mg BID n=129	Varenicline 1 mg BID n=821	Placebo n=805
Nausea	16%	30%	10%
Insomnia *	19%	18%	13%
Abnormal Dreams	9%	13%	5%
Constipation	5%	8%	3%
Flatulence	9%	6%	3%
Vomiting	1%	5%	2%

* Includes Preferred Terms: Insomnia/Initial insomnia/Middle insomnia/Early morning awakening
Adverse events listed occurred in >5% and twice the rate seen in placebo-treated patients

Nausea

	Gonzalez et al.			Jorenby et al.		
	Varenicline n=349	Bupropion SR n=329	Placebo n=344	Varenicline n=343	Bupropion SR n=340	Placebo n=340
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Nausea	98 (28.1)	41 (12.5)	29 (8.4)	101 (29.4)	25 (7.4)	33 (9.7)
Mild*	70	27	22	72	14	30
Moderate*	26	12	5	25	10	3
Severe*	2	2	2	5	1	0

- For varenicline subjects (1 mg bid) the median duration of a nausea event was 10 days
- Most nausea was mild-to-moderate in intensity and had its onset during the first week, decreasing over time. For some patients nausea persisted over the entire course of treatment
- Based upon Phase 2 results, titration over the first week of treatment was used to reduce nausea

*Values may not total 100% due to rounding

1. Gonzalez D et al. *JAMA*. 2006;296:47-55. 2. Jorenby DE et al. *JAMA*. 2006;296:56-63. 3. Data on file. Pfizer Inc, New York, NY. Final Study Report A3051028. 4. Data on file. Pfizer Inc, New York, NY. Final Study Report A3051036.

Chantix™ (varenicline) Phase 3 Studies: Discontinuations from Treatment

	Gonzalez et al.			Jorenby et al.		
	Varenicline n=349	Bupropion SR n=329	Placebo n=344	Varenicline n=343	Bupropion SR n=340	Placebo n=340
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Permanent Discontinuations						
All-causality events	30 (8.6)	50 (15.2)	31 (9.0)	36 (10.5)	43 (12.6)	25 (7.3)
Treatment-related events	28 (8.0)	43 (13.1)	22 (6.4)	27 (7.9)	38 (11.2)	22 (6.5)
Discontinuations due to nausea	9 (2.6)	6 (1.8)	1 (0.3)	8 (2.3)	1.0 (0.3)	1.0 (0.3)

■ There were 3% discontinuations from treatment due to nausea

* 3 additional subjects temporarily discontinued study medication due to treatment-related adverse events and later permanently discontinued treatment due to adverse events

1. Gonzalez D et al. *JAMA*. 2006;296:47-55. 2. Jorenby DE et al. *JAMA*. 2006;296:56-63. 3. Data on file. Pfizer Inc, New York, NY. Final Study Report A3051028. 4. Data on file. Pfizer Inc, New York, NY. Final Study Report A3051036.

Chantix™ (varenicline) Phase 3 Efficacy Conclusions

Research Response

- Chantix (1 mg bid) in the two placebo-controlled pivotal trials demonstrated superior efficacy in continuous abstinence vs. bupropion SR (150mg bid) and placebo for smoking cessation at end of 12 weeks and superior efficacy in continuous abstinence over placebo at the end of one year
 - The 4 week Continuous Abstinence Rate at 12 weeks (weeks 9-12) was
 - 44.0% for varenicline, 29.5% for bupropion SR, and 17.7% for placebo¹
 - 43.9% for varenicline, 29.8% for bupropion SR, and 17.6% for placebo²
- For those who have quit smoking with 12 weeks of Chantix therapy, an additional 12 weeks of Chantix treatment (total of 24 weeks) in the maintenance of abstinence study demonstrated an increased likelihood of long-term abstinence

The most frequently reported adverse events (>10%) with Chantix were nausea, headache, insomnia, and abnormal dreams

1. Gonzalez D et al. *JAMA*. 2006;296:47-55. 2. Jorenby DE et al. *JAMA*. 2006;296:56-63.
3. Tonstad S et al. *JAMA*. 2006;296:64-71.

- The most frequently reported adverse events (>10%) with Chantix were nausea, headache, insomnia, and abnormal dreams
- Nausea was reported by approximately 30% of patients treated with Chantix 1 mg bid, with approximately a 3% discontinuation rate during 12 weeks of treatment. Nausea was generally described as mild or moderate and often transient. For some subjects, it was persistent over the course of treatment
- Patients who cannot tolerate adverse effects of Chantix may have the dose lowered temporarily or permanently

Reimbursement

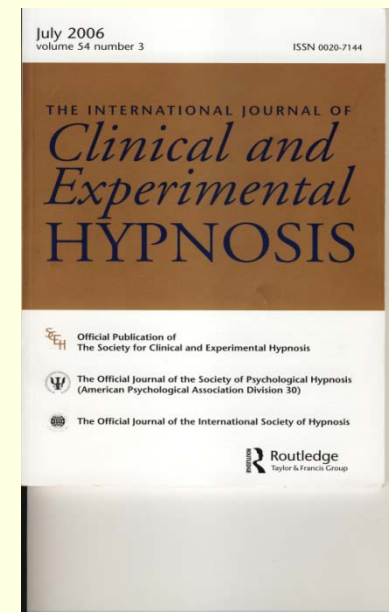
- Insurance carriers/HMO's and Medicaid in selected states cover smoking cessation counseling and pharmacotherapy
- Medicare now covers smoking cessation counseling and pharmacotherapy for beneficiaries who have a comorbid condition that is related to tobacco use
- Medicare will cover 2 quit attempts per year, with a maximum of either 4 intermediate (3-10 minute) or intensive (greater than 10 minute) sessions per year
- Medicare Part D will also cover prescribed (not OTC) smoking cessation treatments
- Smoking cessation coverage has historically been fragmented
- Tobacco dependence reimbursement diagnosis code: 305.1

Clinical & Experimental Hypnosis

Intensive Hypnotherapy for Smoking Cessation

- Literature search 1980's till now showed 20%-25% success groups and individual sessions
- This study was looking for sustained at 6 mo follow up of 30%
 - 8 Visits over 2 months
 - 60% success at 12 weeks
 - 40% at 26 weeks

Chemical Interventions has resulted in up to 35% success when used with each other



What is Your Success Rate

- Do you know?
- If not then don't give a number that you can not substantiate
- Send out satisfaction survey to your clients
- This way your success rates are what you are discussing

What is Your Success Rate

- You can then give your client success rates compared to others
- Doctors & Clients will believe 20% better than ...
- But not 98%

Key Questions for Success

- Do you want to QUIT?
- Have you decided to QUIT?

What is the difference?

Hypnosis Go By

- The interview
- Why Hypnosis (your Script)
- Why Quit (your Script)
- Why Hypnosis as the method (your Script)
- Explain Hypnosis
 - Driving
 - TV
 - Etc.

4-Surgeon General's Warnings

1. Cigarettes contain carbon monoxide.

4-Surgeon General's Warnings

2. Smoking causes lung cancer, heart disease, emphysema, and may complicate pregnancy

4-Surgeon General's Warnings

3. Smoking by pregnant women may result in fetal injury, premature birth, and low birth weight.

4-Surgeon General's Warnings

4. Quitting smoking now greatly reduces serious risks to your health

The Benefits of Stopping Smoking

Within 8 hours carbon monoxide level drops in your body
oxygen level in your blood increases to normal

Within 48 hours your chances of having a heart attack start to go down
sense of smell and taste begin to improve

Within 72 hours bronchial tubes relax making breathing easier
lung capacity increases

Within 2 weeks to 3 months circulation improves
lung functioning increases up to 30 percent

Within 6 months coughing, sinus congestion, tiredness and shortness of breath improve

Within 1 year risk of smoking-related heart attack is cut in half

Within 10 years risk of dying from lung cancer is cut in half

Within 15 years risk of dying from a heart attack is equal to a person who never smoked.

Convincers

- Do you know the time?
- Magnetic Fingers
- Lemon Experience

Proper Breathing Technique

- Reduces Stress
- Diverts Attention (distraction)
- Mindfulness training
- Aids in Creating an Alpha state
- Subconscious open to proper suggestions

Conscious vs Subconscious

- Conscious takes in 40 bits of info a Second
- Subconscious takes in 40, 000,000 bits of information a second
- We operate in the subconscious state 95% to 99% of the time.
- We operate on information that we did not program but that was programmed into us by others. (This is a entirely separate Talk)

NO Body at Home

- We are operating on auto pilot with nobody in the drivers seat.
- Talking to the subconscious does no good.
- It is operating in past experiences

However

There Is Alpha / Theta

- How to get to Alpha Theta
 - Yoga Meditation
 - Monk's Meditation
 - Hypnosis
- Key
 - Create consciousness (getting into the present)
 - Turn that into mindfulness (focus/concentration)

What does this do?

- We can now effect the HPA
 - Hypothalamus Gland (Protein Factory)
 - Pituitary Gland
 - Adrenal Gland
- In hypnosis we can help the client change the protein neuron transmitters

Key Element

- The Subconscious is continuing playing over and over the input from the past
- It is like a rewritable CD or computer file
- If you talk to you CD player nothing happens just the same repetitions
- You can plug in a mike and record over CD RW or you can copy over the computer file.

Does hypnosis depth matter?

- Lots of different philosophies here
 - Some say YES!
 - Some say NO!
 - Some say I DON'T KNOW!
- What I SAY – DON'T GET HUNG UP ON IT
- Why –Because clients will only accept the suggestions they want to accept any way

Creating Script

- Use Basic from NGH Certification Course
- Use quick Hypnosis IQ
- Use hypnotic phrasing
- Guided Imagery
- Surgeon General's Warnings

Treatment Outline

1st Session 1-1.5 hours

- Complete all information forms, Intake with informed consent, basic, hypnosis IQ
- Explain hypnosis history and how it works (20-30 minutes)
- Convincers/suggestibility information
- Go Over Basic Assessment (this is where you get information to feed back

Treatment Outline

1st Session 1-1.5 hours

- Discuss warning label on cigarette packets
- Discuss Success formula
- Coue's law
- Show how to take an abdominal breath
(Demonstrated on Intro CD)

Treatment Outline

1st Session 1-1.5 hours

- Induction (progressive relaxation)
- Hartland Ego strengthening Script
- Stop Smoking Script # 1
- Creative visualization
- Teach step-one of self hypnosis
- Let client practice step one while you complete chart

Treatment Outline

2nd Session 60 minutes 3-4 days after 1st Session

- Review group's experience of prior week and the result of the action plan.
- Always discuss smoking as if already quit – got to see self as a non-smoker
- Review Coue's Laws of Suggestion
- Reassess situation based on results of first session and make appropriate adjustments

Treatment Outline

2nd Session 60 minutes 3-4 days after 1st Session

- Choose induction method
- Script of Choice
- Guided imagery to see self as habit free
- Going through a day free of tobacco
- Do second induction
- Discuss why they quit
- Teach second step in self hypnosis
- Practice self hypnosis

Treatment Outline

3rd session 7-10 days after 2nd session

- Review
- Induction and direct suggestion to reinforce tobacco cessation
- Incorporating stress management
- Reinforce self-esteem

Treatment Outline

3rd session 7-10 days after 2nd session

- Write down three things you would like me to say to you today
- Practice self hypnosis step 2 (hand out disk)
- Teach self hypnosis step 3 (hand out disk)
- Have them Meditate/daydream often on their why that they quit smoking or using tobacco.

Treatment Outline

4th session 6-8 weeks from 3rd session

- Review their success
 - Breathing anchor
 - New changed daily rituals
- Self Induction
- Formulate suggestions according to the review
- Self esteem
- Evaluation

Questions