

# Objectives

- Understanding the Process (Dr. Ahmadi)
- Methods in Patient Counseling (Dr. Ahmadi)
- Recognizing the Effective Approach (Dr. Kaplan)
- Pharmocotherapy Options (Dr. Kaplan)
- Some tools for your practice!

# Faculty/Presenter Disclosure

Faculty: Elaheh Ahmadi

Executive member, CFPC SIFP, Respiratory Medicine

- Relationships with commercial interests: – Grants/Research Support: none
  - Speakers Bureau/Honoraria: nonr
  - Consulting Fees: none
  - Other: Employee of none

# Disclosure of Commercial Support

This program has received no financial support . This program has received no other in-kind support

Potential for conflict(s) of interest:

A) there are no organizations supporting this program

#### **Mitigation of potential bias:**

There is no bias other than being an physician interested in respiratory medicine.







# Faculty/Presenter Disclosure Faculty: Alan Kaplan MD CCFP(EM) FCFP Chair Family Physician Airways Group of Canada Chair Special Interest Focused Practice, College of Family Physicians in Respiratory Medicine. Chronic pain consultant, Richmond Hill and Brampton Civic Hospital Chensinships with commercial interests: Grants/Research Support: none Speakers Bureau/Honoraria: Astra Zeneca, Boehringer Ingelheim, Consulting Fees: Aeroroine, Novaritis, Takeda, Purdue, Pizer Chene Member of Health Canada Section on Allergy and Respiratory Therapeutics. Member of Public Health Agency of Canada section on Respiratory Surveillance

#### **Disclosure of Commercial Support**

- This program has received no financial support from .
  This program has received no other in-kind support
  - Potential for conflict(s) of interest:
  - A) there are no organizations supporting this program
  - B) The following companies make respiratory/pain/smoking cessation products that I may mention in this talk including: Aerocrine, Astra Zeneca, Boehringer Ingelheim, Griffols, GSK, J&J, Merck Frosst, Pfizer, Purdue, Novartis, Sanofi, Takeda,

## Mitigation of potential bias:

There is no bias other than being an anti-smoking activist!







#### **Patients**

#### 70% of smokers say they want to quit<sup>1</sup>

#### 2% of smokers quit each year



- Fewer than 50% patients recall that their doctors advised them to quit<sup>2,3,4</sup>
- People with smoking related diseases are more likely to recall their GP advice<sup>5</sup>
- Some patients report being irritated by the way their GP gave antismoking advice<sup>6</sup>

1Britton J 2004 2. HEA UK (1995) 3 Bolling & Owen (1997) 4. Lader (2002) 5.Silagyet et al (1992) 6.Stott (1990)





It takes 14-20 seconds for heroin to reach the addiction centers when injected intravenously

It takes nicotine, approximately 4-7 seconds to reach addiction centers when smoked!!



































#### **BUPROPION : CONTRAINDICATIONS**

- Seizure disorders
- · Current or prior diagnosis of bulimia or anorexia
- Other medication containing bupropion (WellbutrinSR)
- Use of MAOI or thioridazine in the previous 14 days
- Allergy to bupropion
- Abrupt withdrawal from alcohol or benzodiazepines or other sedatives

#### No studies in: <18 y.o.

<15 cigarettes/day, pregnancy breast feeding

#### Varenicline: An α4β2 Nicotinic Acetylcholine **Receptor Partial Agonist and Antagonist** ACTIVITY 1: Partial agonist Varenicline binds to the receptor, partially stimulating dopamine release ACTIVITY 2: Antagonist Because varenicline is bound to the =.0 receptor, it prevents the binding of nicotine

Activation of the central nervous mesolimbic dopamine system is believed to be the neuronal mechanism underlying reinforcement and reward experienced upon smoking

graph, Pfizer Canada Inc., January 2007

Antismoking drug still recommended to Canadians despite side effects and US advisory

- Side effects reported include depression, nightmares, suicidality, CV risk...but
- "Health Canada considers that, when used as ٠ directed, the benefits associated with Champix as a smoking cessation therapy continue to outweigh the overall risks," stated Health Canada spokesperson Paul Duchesne via email.

• CMAJ • FEBRUARY 17, 2009 • 180(4)

#### Newest data: Champix plus Nicotine patch works best!

JAMA, 2014 Jul 312(2) 155-81, doi: 10.1001/jama.2014.7195 Efficacy of varenicine combined with nicotine replacement therapy vs varenicline alone for smoking cessation: a randomized clinical trial. contentiers CE<sup>1</sup>, NoorE<sup>1</sup>, Bateman ED<sup>2</sup>, van Zit-Sont Ritt<sup>2</sup>, Bisenna A<sup>3</sup>, Olition JM<sup>4</sup>, Smith C<sup>4</sup>, Androi-Gatlar MS<sup>4</sup>, Emanuel S<sup>7</sup>, Esterhuisen TM<sup>1</sup>, Isuien

Astronometers and pharmacoliterary are all present benefit in assisting annuan to guid, but it is unchar whether contains IMPORTANGENETATION INTO A CONTRACT AND A CONTRAC

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advances of the number of the second with the second with a second with the second with the second with the second with a second 2.0) The servencine store group expension of more abornal disease and headoctes. DISCULSIONS AND RELEVANCE: Version in normination with NRT was more effective than servicine alone at achieving totacce also 12 exets (and differential) and it months. Further studies are needed to assess langterm efficacy and safety. IRALL REGISTRATION clinicativity ago indimeter. NCT0141317.

### So,

 How much time must YOU spend to make a difference in the likelihood of a smoker to quit?

#### Smoking Cessation Effectiveness Increases with Treatment Intensity

Level of Contact	Estimated Odds Ratio (95% CI)	Estimated Abstinence Rate <sup>†</sup> (95% CI)	
No Contact	1.0	10.9	
Minimal Counseling			
(less than 3 minutes)	1.3 (1.01, 1.6)	13.4 (10.9, 16.1)	
Low Intensity Counseling			
(3 to 10 minutes)	1.6 (1.2, 2.0)	16.0 (12.8, 19.2)	
Higher Intensity Counseling			
(more than 10 minutes)	2.3 (2.0, 2.7)	22.1 (19.4, 24.7)	

<sup>1</sup>The abstinence rate is defined as the proportion of participants who reported no smoking. Fiore MC *et al.* US Department of Health and Human Services. Public Health Service. June 2000

























	Results	
	Control	Intervention
Wound problems:	31%	5%
CV Insufficiency	10%	0%
Avg. days in hospital	13	11
Total days in ICU	32	2









Ortanu's Anetheocogota have developed an Action Plan to identify analysis gave operationly and provide them with the information and tools they receil to skip emissing before surgery.		
The Akin Majanchadam. 4 Userbyrg increases pre-equilating and -increasing any patient muth a strate abdates integras - of patients plut anosing insteaded in - patients plut anosing insteaded in - patients plut anosing insteaded in - patients plut anosing insteaded - patient plut anosing insteaded in - patient plut anosing in a plut plut plut - pluting plut anosing in plutper to - pluting plut anosing in - pluting pluting in the plutper to this - pluting pluting in the plutper in the - pluting plutper into plutper in the - pluting plutper into plutper in the - plutper into plutper intoplutper into plutper intoplutper in	Teleptone Name December 2010 (2000) Wen Alexan Telescone Medical Control (2010) Medical Control (2010) Medical Control (2010) Medical Control (2010) Medical Control (2010) (2010) Medical Control (2010) Medical Control (2010) (2010) Medical Contro	
<ul> <li>Following use with patients to encourage them to continue not broken patient surgery.</li> </ul>		Smoking & Surgery What you need to know.









WORRIES	STRATEGIES
♦ Craving	◆ Do something else
	♦ <u>D</u> elay
	◆ <u>D</u> eep breaths
	♦ <u>D</u> rink water

WORRIES	STRATEGIES
<ul> <li>Weight gain</li> </ul>	<ul> <li>Concentrate on cessation</li> <li>Adopt healthy life style: exercise and good nutrition</li> <li>Consider using nicotine gum</li> </ul>
Stress control	<ul> <li>Avoid or change source of stress</li> <li>Change behaviour towards stress</li> <li>Use relaxation techniques</li> </ul>





	Quit	Smo	king	gS	ave	Мо	oney!
CHAMPIX/Vareni	cline			du Ma	urier/ Pla	yers/Ex	port A
Day	12 Weeks	Small	12 w	veeks	Large		12 weeks
\$4.06	\$341.04	SE	1.43	\$708.12	2	\$9.91	\$832.44
		Savings		\$367.08	3		\$491.40
CHAMPIX/Vareni	cline			c	lu Maurie	r Specia	ıl
Day	12 Weeks	Small	12 w	veeks	Large		12 weeks
\$4.06	\$341.04	SE	1.52	\$715.68	3	\$10.17	\$854.28
		Savings		\$374.64			\$513.24





Smoke Free	e Ontario Act		×	
	HOME   ABOUT THE MINISTRY   NEWS   CONTACT US			
lion: Ontaria Ministry Health Promotio	n and Sport > Smake-Free Ontario > Legislation > Legislation Comparison Cha	•		
r Ministry	Legislation Comparison Chart Ontaris's last anti-smoking legislation was in 1994. Find out w the Smoke-Free Ontario Act.	tat's new in Legislatik		
tealthy Eating	Feature of Legislation	Tobacco Control Act 1994	Smoke-Free Ontario Act May 2008	
lctive Living	100% smoke free public places province-wide, including casinos, birigo halts, bowling and billiard establishments, restaurants and bars	No	Yes	
Disease & Injury Prevention	Designated smoking rooms	Allowed	Not allowed	
1015 Pan Am Games	Controlled smoking areas (CSAs) at residential care facilities that protect residents and healthcare workers	No	Yes	
	Stroking on patios	Allowed	Restricted	
routh Zone	Protection for Home Health Workers	No	Yes	
	Smoking at exits to health care facilities	Yes	No	
Partners & Resources	Retail Cigarette Promotion Allowed	Yes	No	
lore Government )	Ban on any tobacco displays	No	Yes — immediate restrictions leading u to a total ban on Ma 31, 2008	
terts a	Minimum age to purchase tobacco	19	19	
	Annarent age to which identification to be provided	10	26	

#### Motivational Interviewing (MI)

- A collaborative communication style designed to strengthen a person's motivation and commitment to change
- Involves building core communications skills (e.g. asking questions and reflective listening) that promote patient engagement and support self-efficacy

Miller and Rollnick, Motivational Interviewing: Helping People Change, 3<sup>rd</sup> Ed, 2012.



Communicating in Motivational Interviewing
Open ended question

- Affirmations
- Reflective Listening
- Summaries











#### New Initiative

 College of Family Physicians Section on Respiratory Medicine

- Special interest group at CFPC
- Goals:

-Increase level of care for patients with respiratory diseases -Support family physicians in giving this care

-GPSI as per UK -CME/Curriculum



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