



World Health
Organization

Quitters ARE WINNERS

#CommitToQuit

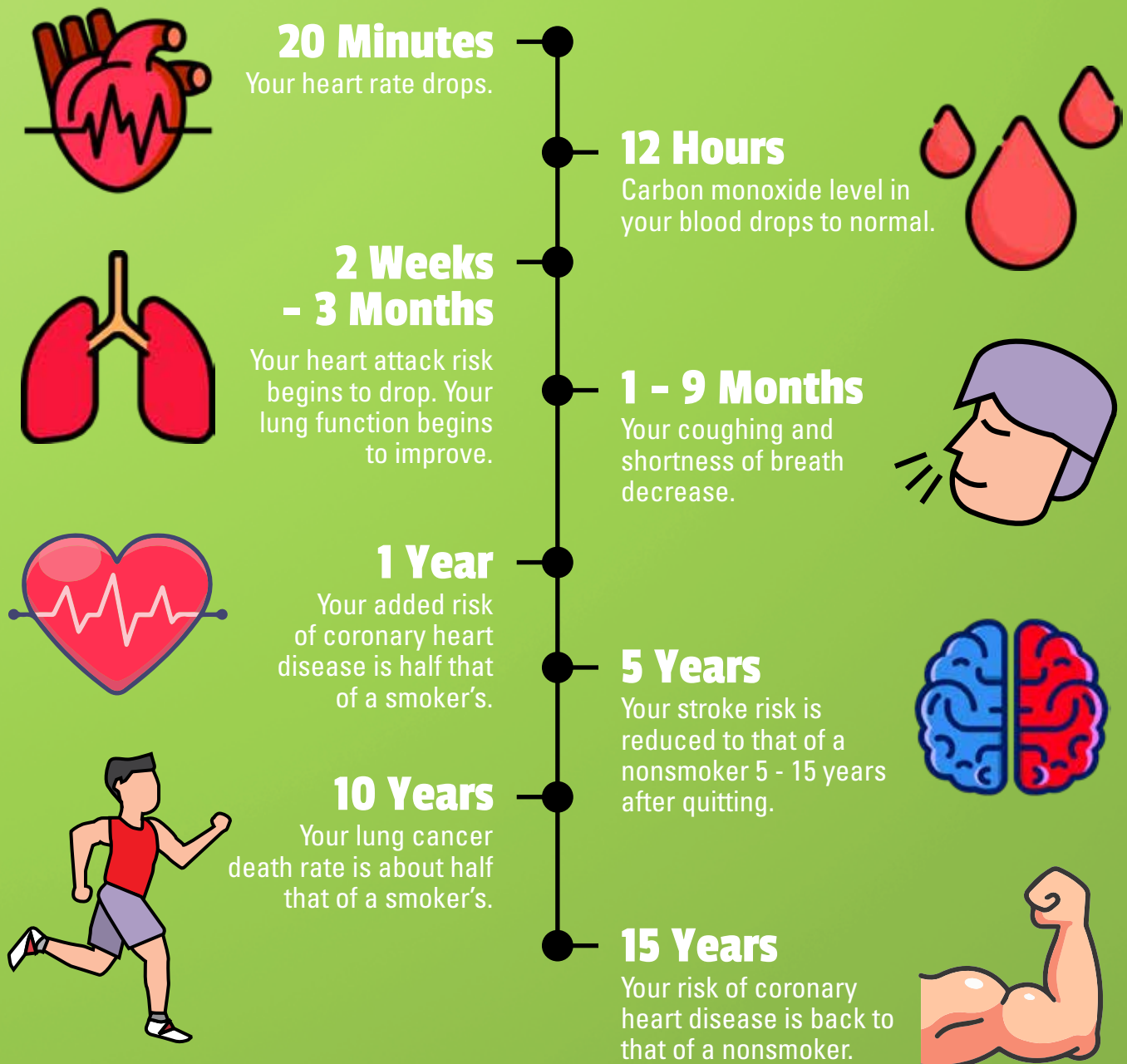


Quitting Toolkit

Tobacco causes 8 million deaths every year.

When evidence was released that smokers were more likely to develop severe disease with COVID-19 compared to non-smokers, it triggered millions of smokers to want to quit tobacco. Quitting can be challenging, especially with the added social and economic stress that have come as a result of the pandemic, but there are a lot of reasons to quit.

If that's not enough here are a few more reasons!



More than 100 Reasons to Quit Tobacco



Smokers have a greater risk of developing a severe case of dying from COVID-19



Tobacco kills 8 million people every year



Tobacco use breaks the bank

You could be spending your money on more important things.

Tobacco use threatens the health of those around you

Over 1 million people die every year because of second-hand smoke.

Second-hand smoke can cause lung cancer, heart disease, stroke, and other diseases.

Second-hand smoke contains hundreds of chemicals known to be toxic or carcinogenic, including formaldehyde, benzene, vinyl chloride, arsenic ammonia and hydrogen cyanide.





Tobacco use impacts your social life

You want to be a good example for your kids, friends and loved ones. Tobacco use affects social interaction and relationships negatively. Quitting means there are no restrictions on where you can go – you can mingle socially, without feeling isolated, as you do with smoking. You will be more productive by quitting tobacco – you won't have to keep stopping what you are doing to have a smoke.



Quit tobacco to protect the environment

Cigarette butts are among the most commonly discarded piece of waste globally. Hazardous substances – including arsenic, lead, nicotine and formaldehyde are leached from discarded butts into aquatic environments and soil. Tobacco smoke can measurably contribute to air pollution levels in a city. Governments and local authorities pay to clean up tobacco waste, not the tobacco companies themselves.



Tobacco use damages almost every organ of the body

Tobacco causes over 20 types of cancer. Tobacco smokers have up to twice the risk of stroke and a fourfold increased risk of heart disease. Smoking is a risk factor for dementia - an estimated 14% of Alzheimer's cases globally can be attributed to smoking.

Women who smoke are more likely to experience painful menstruation and more severe menopausal symptoms. Tobacco use restricts blood flow, which can cause the death of body tissue. Tobacco use increases the risk of periodontal disease, which can cause tooth loss. Smokers are likely to experience gastrointestinal disorders, such as stomach ulcers, inflammatory bowel disease, and cancers of the gastrointestinal tract.

Smokers are more likely to lose bone density, fracture more easily and experience serious complications.

For more reasons to quit, [click here](#) or scan the QR code.





Brief tobacco cessation advice

For health workers

Advice to stop using tobacco, usually taking only a few minutes, should be given to all tobacco users during the course of a routine consultation and/or interaction with a physician or health care worker. Tobacco users have an 84% increased chance of quitting successfully when they receive intensive advice from a physician.



To access the online training for primary care providers to deliver brief tobacco cessation interventions, [click here](#) or scan the QR code.



To access the toolkit for delivering the 5As and 5Rs, [click here](#) or scan the QR code.



For tobacco users

Quitting tobacco is no easy feat, so you are brave for committing to this goal!

Here are a few tips to help you along the way:

Set a quit date. Giving yourself a short period to quit will keep you focused and motivated to achieve your goal. You can start quitting today!

Tell your friends, family, and coworkers. They can support you and encourage you to not give in to temptations like cravings.

Anticipate challenges. It's important that you anticipate triggers and challenges in the upcoming attempt, particularly during the critical first few weeks.

Remove tobacco products from your environment. It's important to minimize exposure to cues.

QUICK TIPS TO CURB YOUR CRAVINGS:

Delay: Delay as long as you can before giving in to your urge.

Deep breathing: Take 10 deep breaths to relax yourself from within until the urge passes.

Drink water: Drinking water is a healthy alternative to sticking a cigarette in your mouth.

Do something else to distract yourself: Take a shower, read, go for a walk, listen to music!

Toll-free quit lines

A national toll-free quit line is a telephone counselling service that can provide both proactive and reactive counselling free of charge to the caller. A reactive quit line provides an immediate response to a call initiated by the tobacco user, but only responds to incoming calls. A proactive quit line involves setting up a schedule of follow-up calls to tobacco users to provide ongoing support.



To learn about developing and improving national toll-free quit line services, [click here](#) or scan the QR code.



To access the training package for tobacco quit line counsellors, [click here](#) or scan the QR code.



For the list of national toll-free quit lines, [click here](#) or scan the QR code.



Text message support

Tobacco cessation interventions are delivered via mobile phone text messaging. Mobile technologies provide the opportunity to expand access to a wider population, and text messaging can provide personalized tobacco cessation support in an efficient and cost-effective manner.

mTobaccoCessation

mHealth for Tobacco Cessation is an evidence-based intervention that supports people who want to quit tobacco using a human-centered design approach. The programmes are implemented at a national level using one- or two-way messaging through SMS or other channels and are implemented with support from the Ministries of Health, Ministries of Telecommunications and other national agencies. India has successfully implemented mCessation program reaching millions of users. Burkina Faso, The Philippines, Mexico and China are expected to implement the programme in 2021.



To learn about implementing mTobaccoCessation in your country, [click here](#) or scan the QR code.

Chatbots

The WHO Quit Programme guides tobacco users to quit tobacco through a six-month text message support programme, which consists of personalized motivational messages and tobacco cessation techniques to persevere with the quit attempt and to avoid a relapse.

The WHO Quit Programme is now available on WhatsApp. The programme will be made available in Arabic, Chinese, English, French, Portuguese, Russian and Spanish. To get started, text QUIT to +41 798931892 on WhatsApp.

A similar programme will soon be made available on Viber in English, Russian and other languages

Mobile applications

Cessation support through mobile phone applications has the potential to help tobacco users quit successfully. A WHO App on quitting will soon be launched.

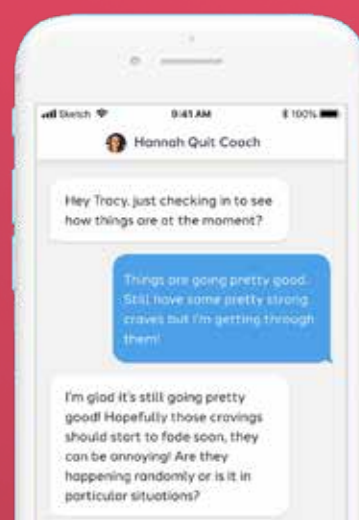
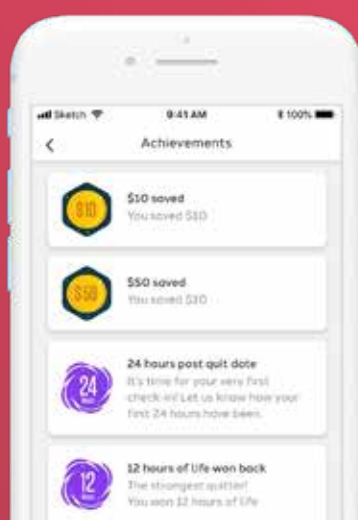
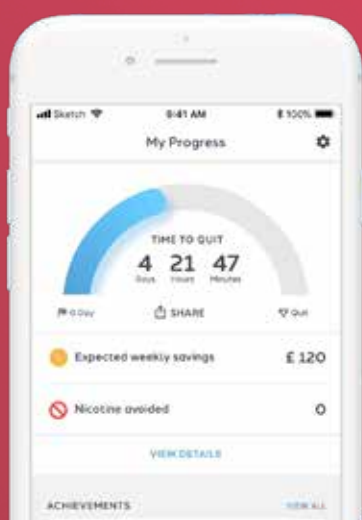
There are many apps already available in the market. You can get started with an existing app such as the ones below by clicking the links or scanning the QR codes.



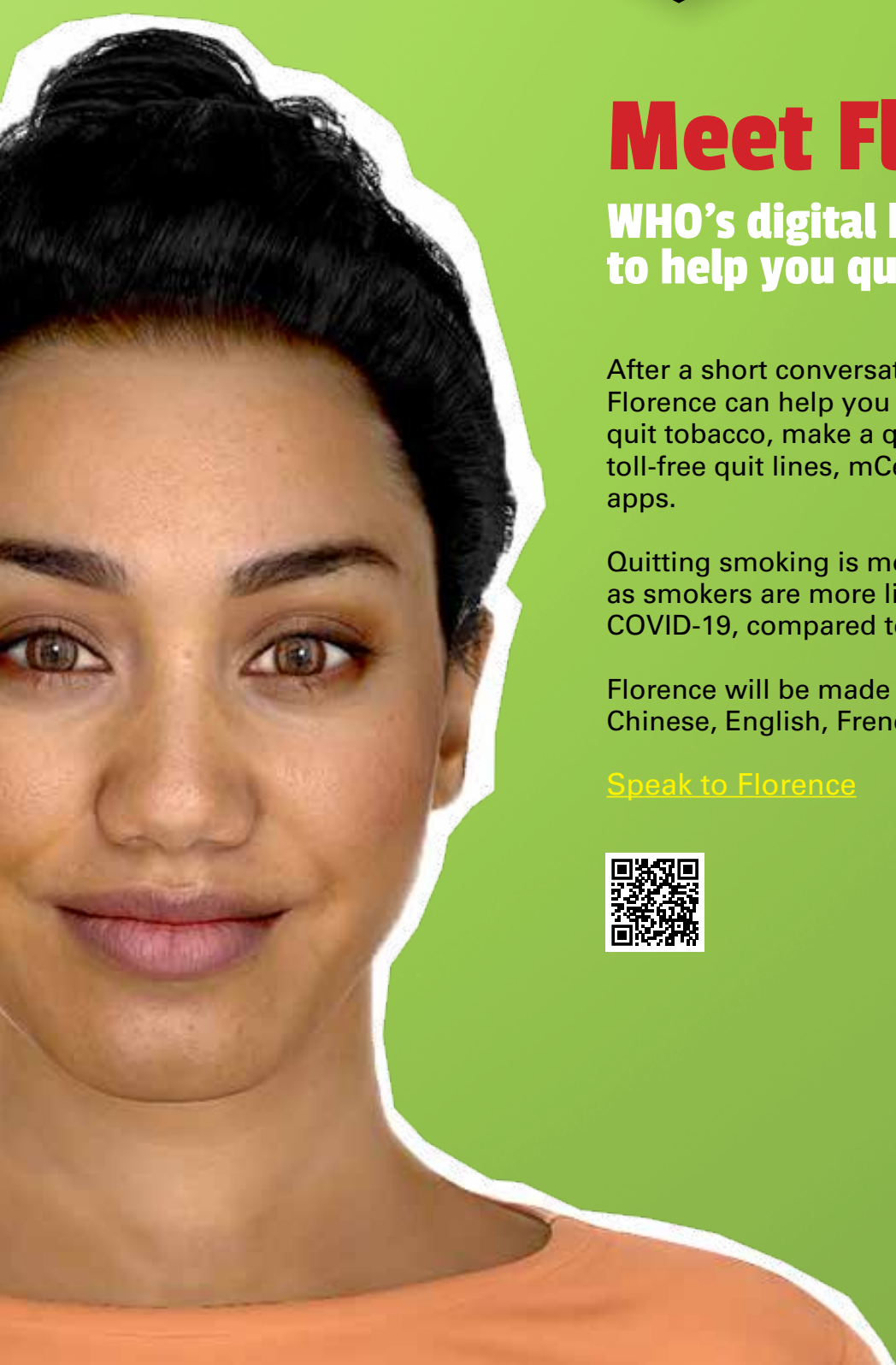
[Quit Genius](#)



[Quit Now](#)



Florence, WHO's digital health worker



Meet Florence

WHO's digital health worker to help you quit tobacco.

After a short conversation via video or text, Florence can help you build your confidence to quit tobacco, make a quit plan, and recommend toll-free quit lines, mCessation programmes or apps.

Quitting smoking is more important than ever as smokers are more likely to develop severe COVID-19, compared to non-smokers.

Florence will be made available in Arabic, Chinese, English, French, Russian and Spanish.

[Speak to Florence](#)

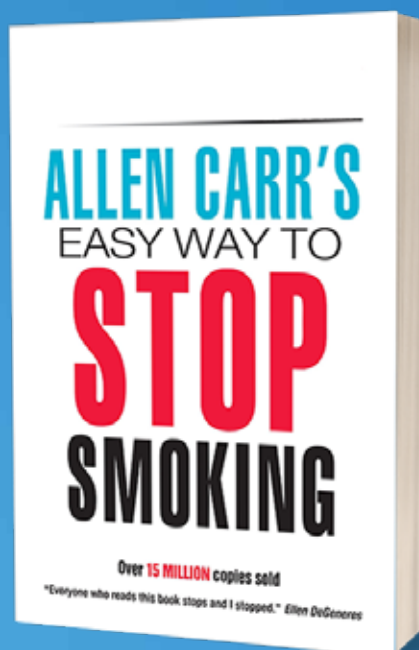


Allen Carr's Easyway

For this year-long global campaign for World No Tobacco Day 2021, Allen Carr's Easyway is offering, via the World Health Organization, free quit support to 9500 frontline workers and tobacco users in 14 countries across the 6 regions through Live Online Group Seminars and Online Video Programmes. The clinically proven method focuses on addressing the psychological part of tobacco dependence without the requirement for any pharmacotherapy.



To learn about seminars available, [click here](#) or scan the QR code.



Pharmacotherapy

For individuals with high levels of nicotine dependence, WHO also recommends the use of proven tobacco cessation medications including nicotine gums and nicotine patches. Find out from your doctor or local health authority where you can access specialized tobacco dependence treatment services and medications.

