

How psychological science can be used to motivate and support smoking cessation

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Topics

Psychological science

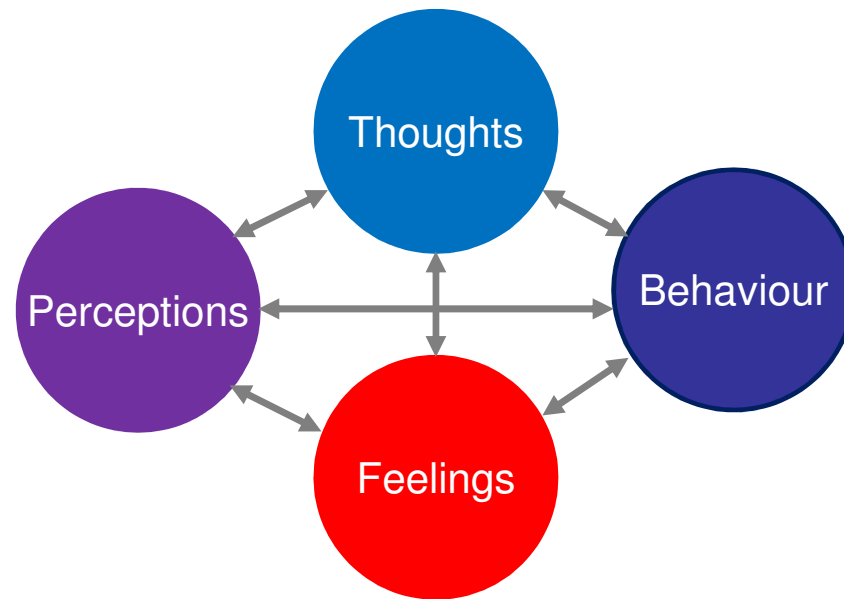
Understanding and promoting quit attempts

Understanding and promoting quit success

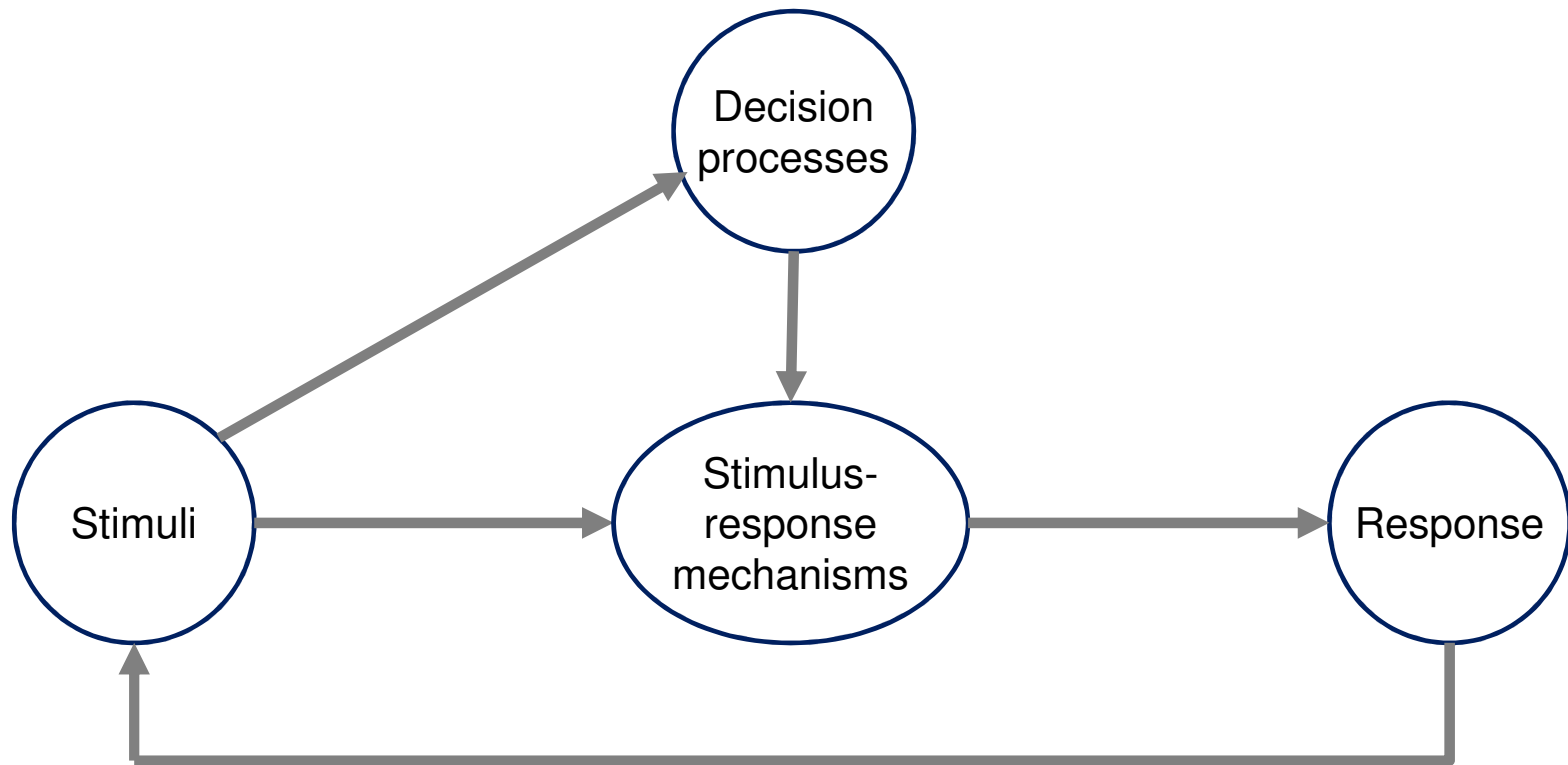
Psychological science

Understanding perceptions, thoughts, feelings and behaviour

The processes underlying these & how they interrelate

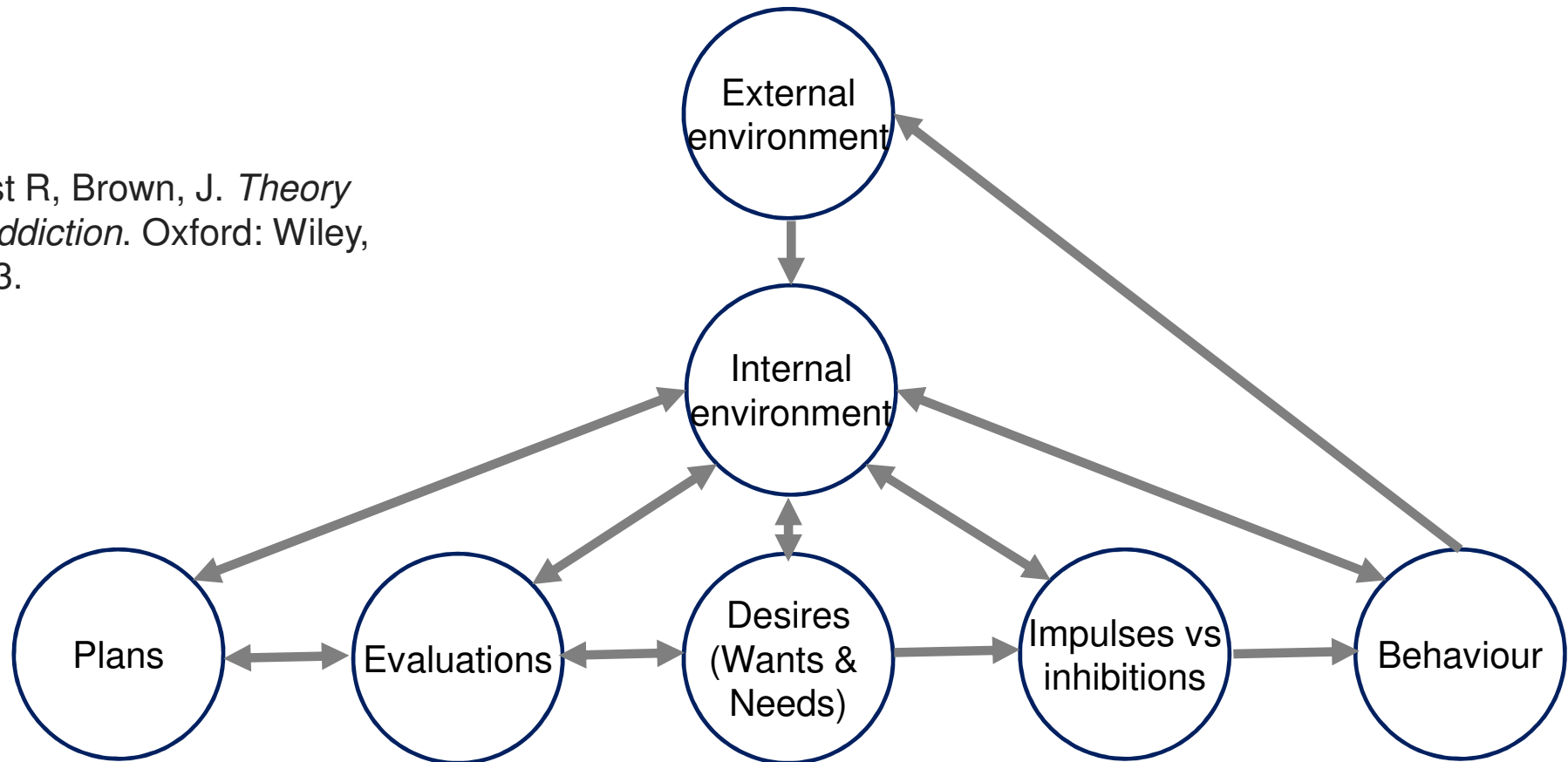


Understanding behaviour



Understanding motivation

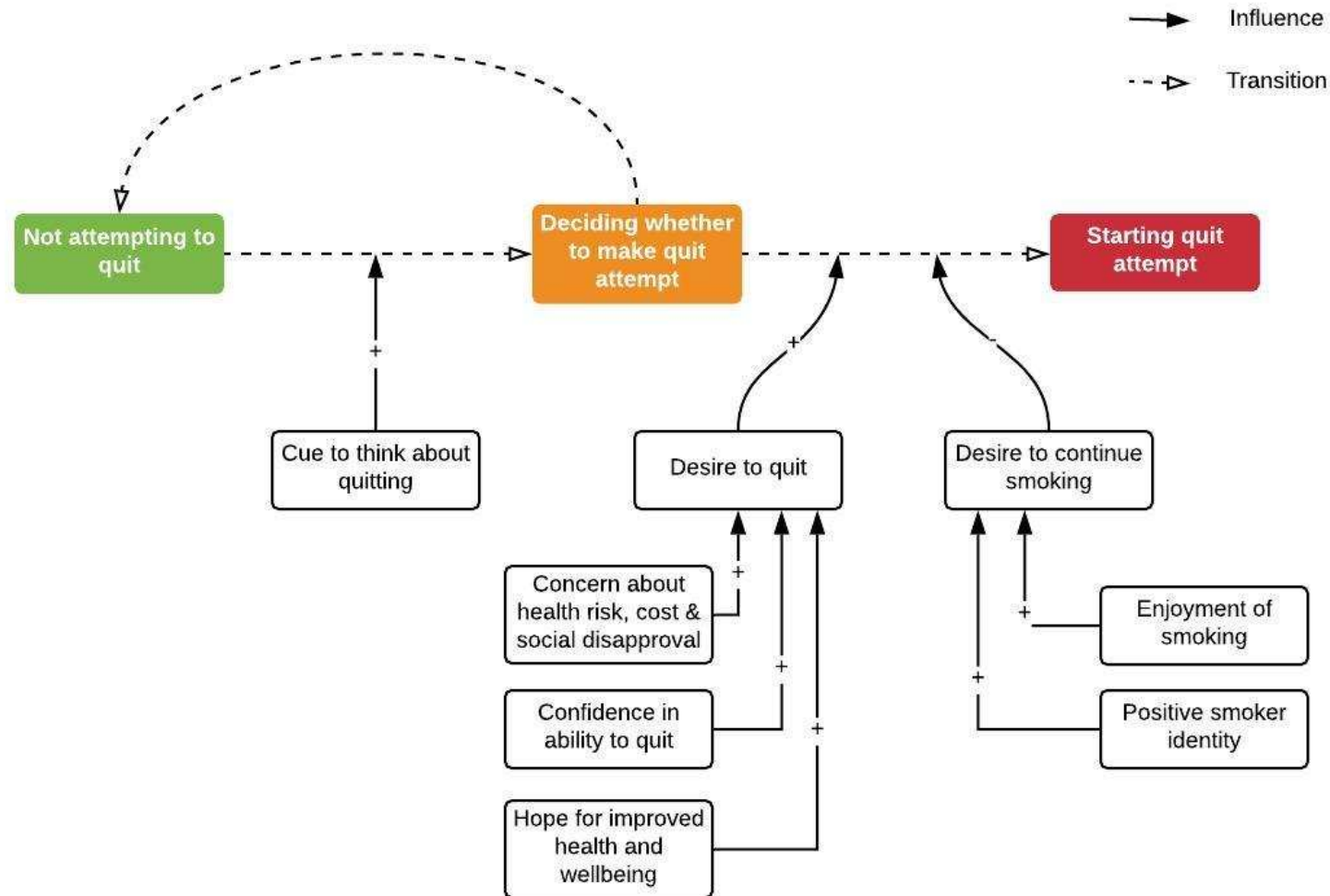
West R, Brown, J. *Theory of Addiction*. Oxford: Wiley, 2013.



Understanding quit attempts

- Quit attempts
 - Personal rules (plans) not to smoke any longer, having previously been a smoker
- Plans (Intentions)
 - Formed when the desire to do something is stronger than desire not to do it
 - If not implemented immediately, stored as a memory and recalled in response to cues
 - When recalled, plans generate desires that can compete with desires coming from other sources

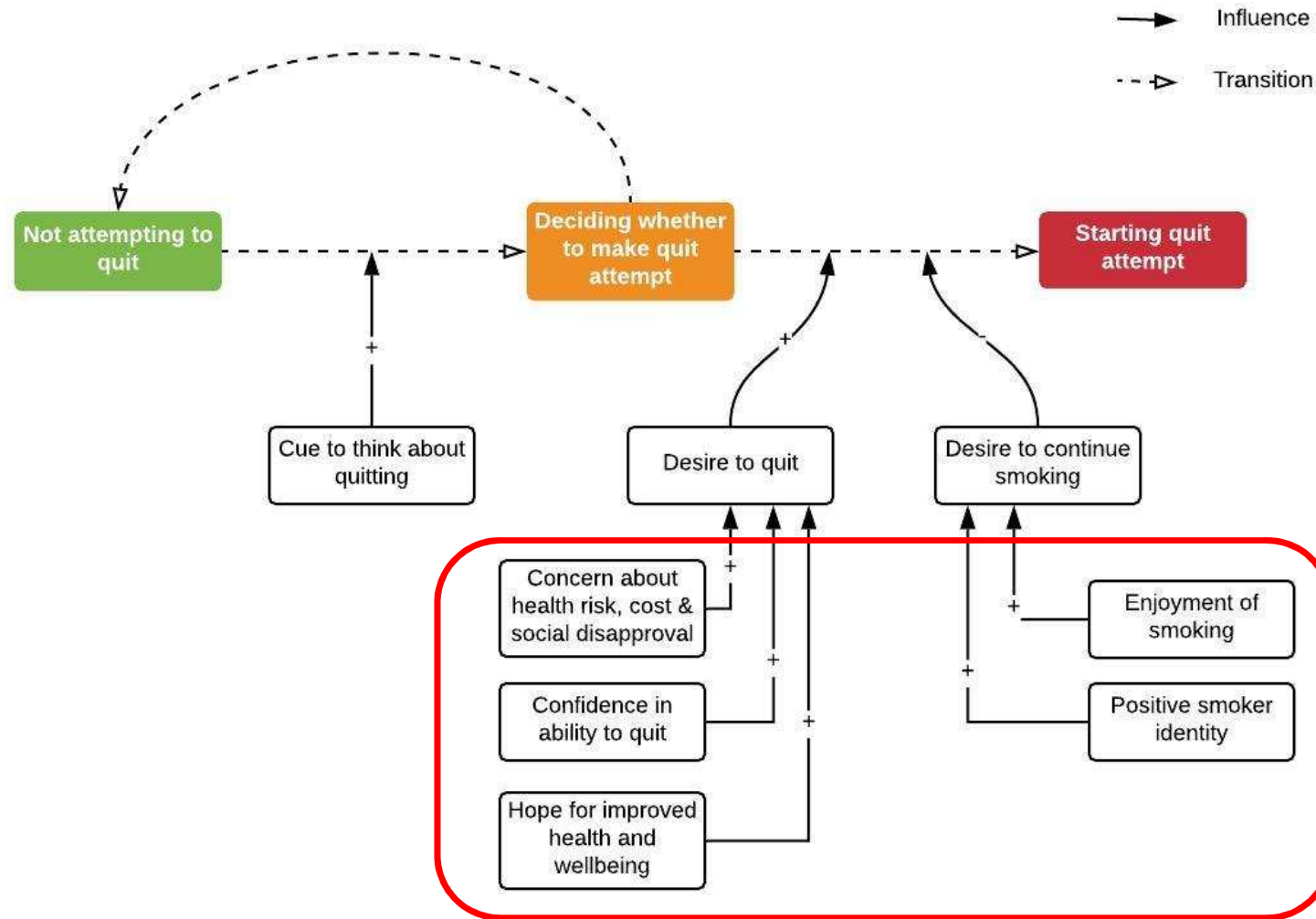
Model of quit attempts



Promoting quit attempts

- Create 'motivational tension'
 - Generate feelings of concern about smoking and attractiveness of trying to quit
 - Concern about health effects, financial cost, social disapproval
 - Confidence in success at quitting and improved health and wellbeing
- Create quitting 'triggers'
 - Prompts, cues and 'calls to action'

Promoting quit attempts



Successful interventions promoting quit attempts

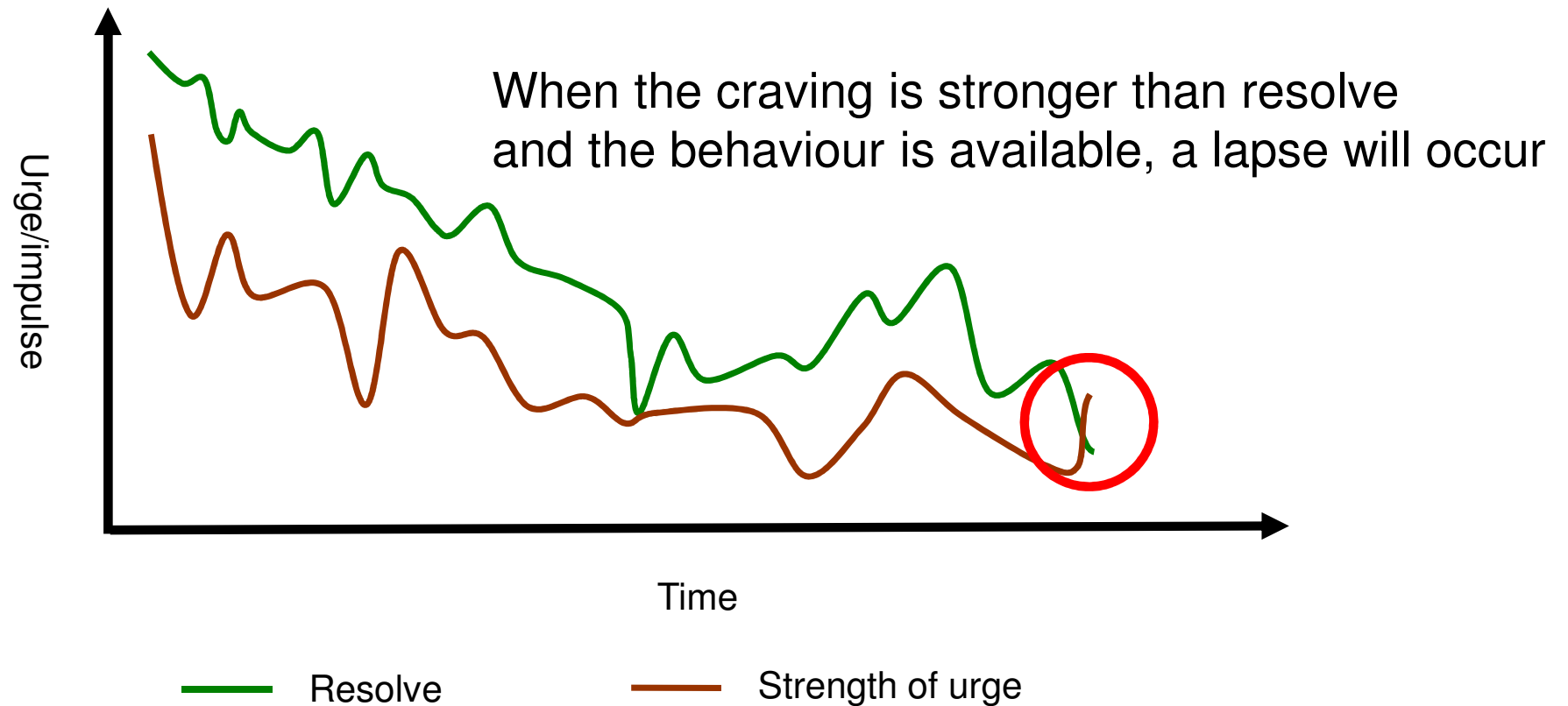
- Tax increases if they increase the cost of smoking
- Media campaigns focusing on health risks from smoking and creating mass quitting events
- Smoking bans in indoor public areas
- Brief physician advice on quitting, particularly offering support
- Restrictions on tobacco marketing

West, R (2017) Tobacco Smoking: Health impact, prevalence, correlates and interventions. *Psychology and Health*, 32, 1018-1036

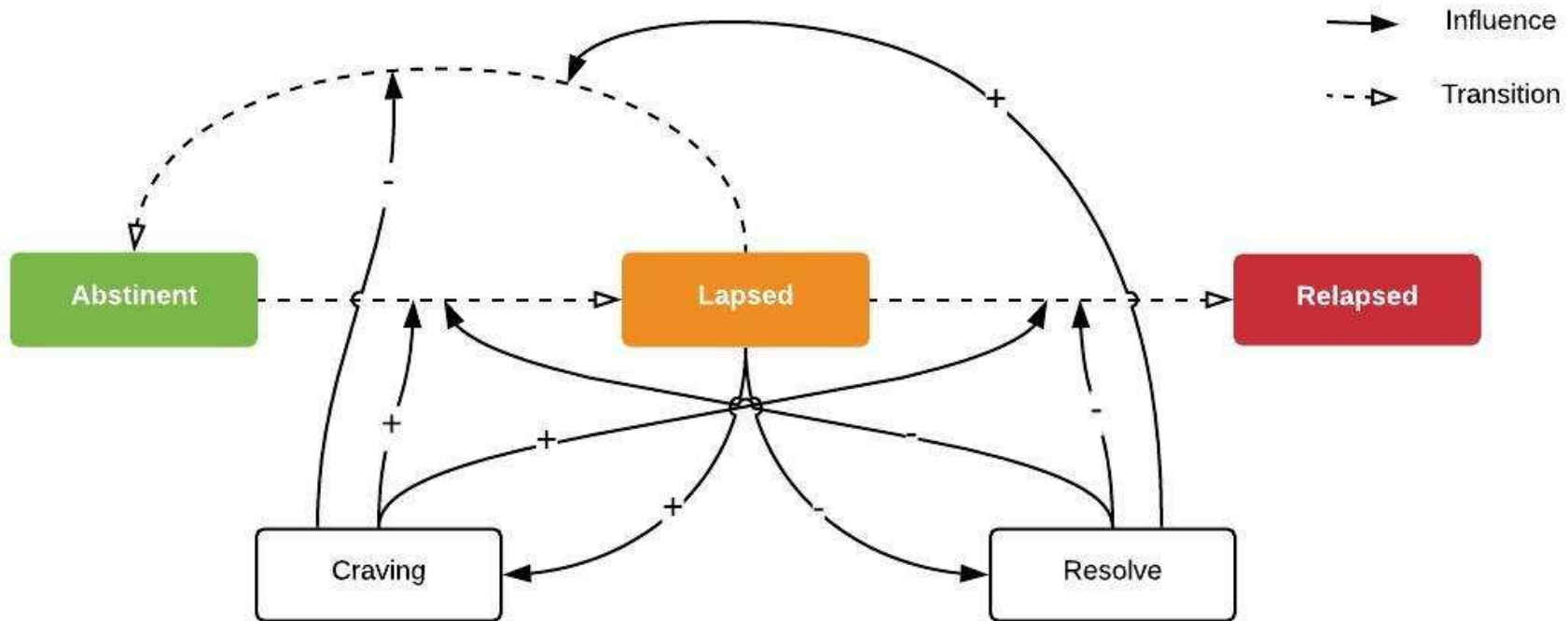
Understanding quit success

- Quit success
 - Maintaining abstinence in the face of cravings and temptations
- Maintaining strength 'resolve' not to smoke above strength of cigarette 'craving'
 - Craving
 - Background craving
 - Situational cravings in response to smoking cues
 - Resolve
 - Desire not to smoke
 - Ability to inhibit smoking

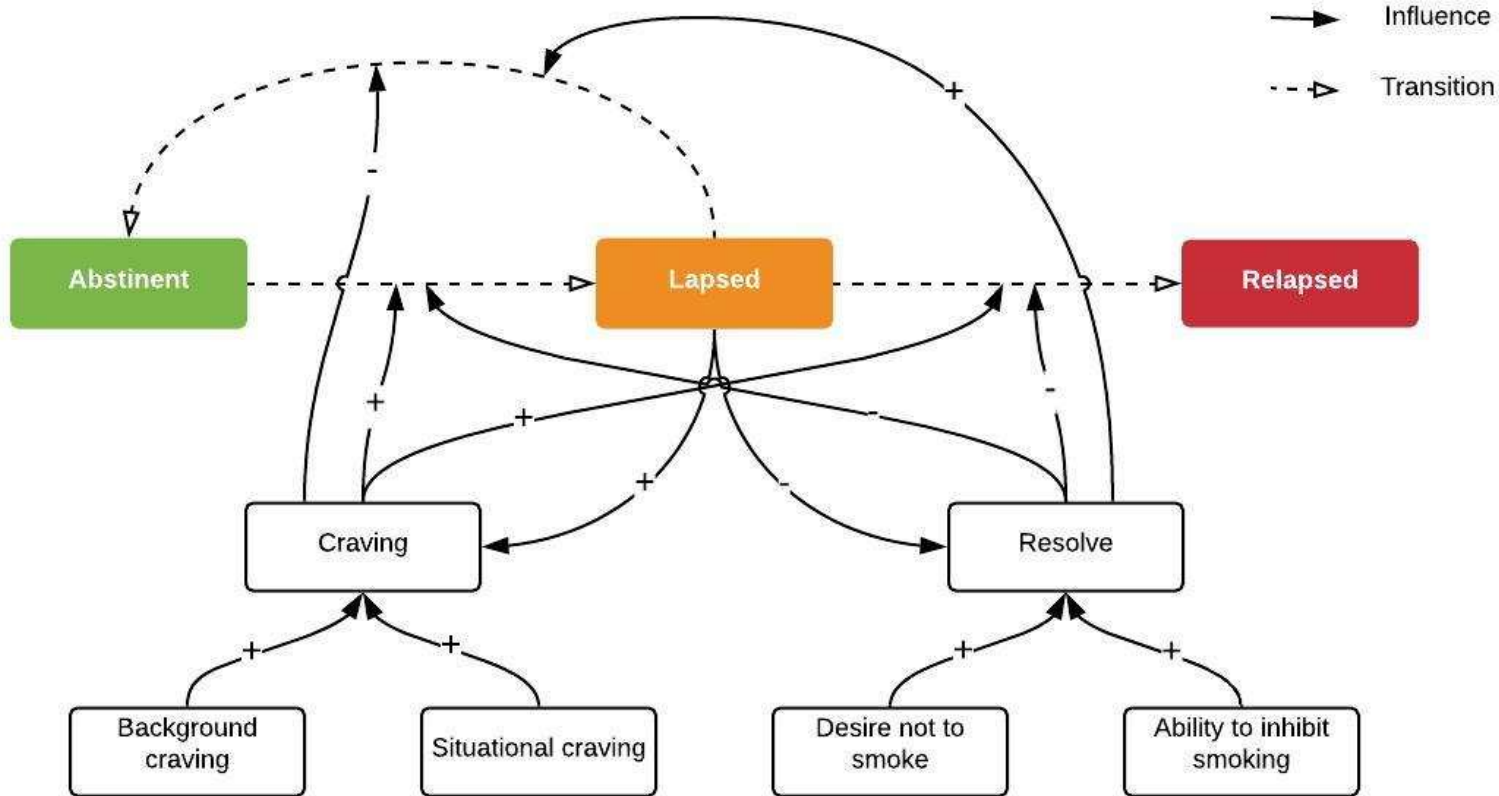
The battle over time between resolve and craving



Model of lapse and relapse to smoking

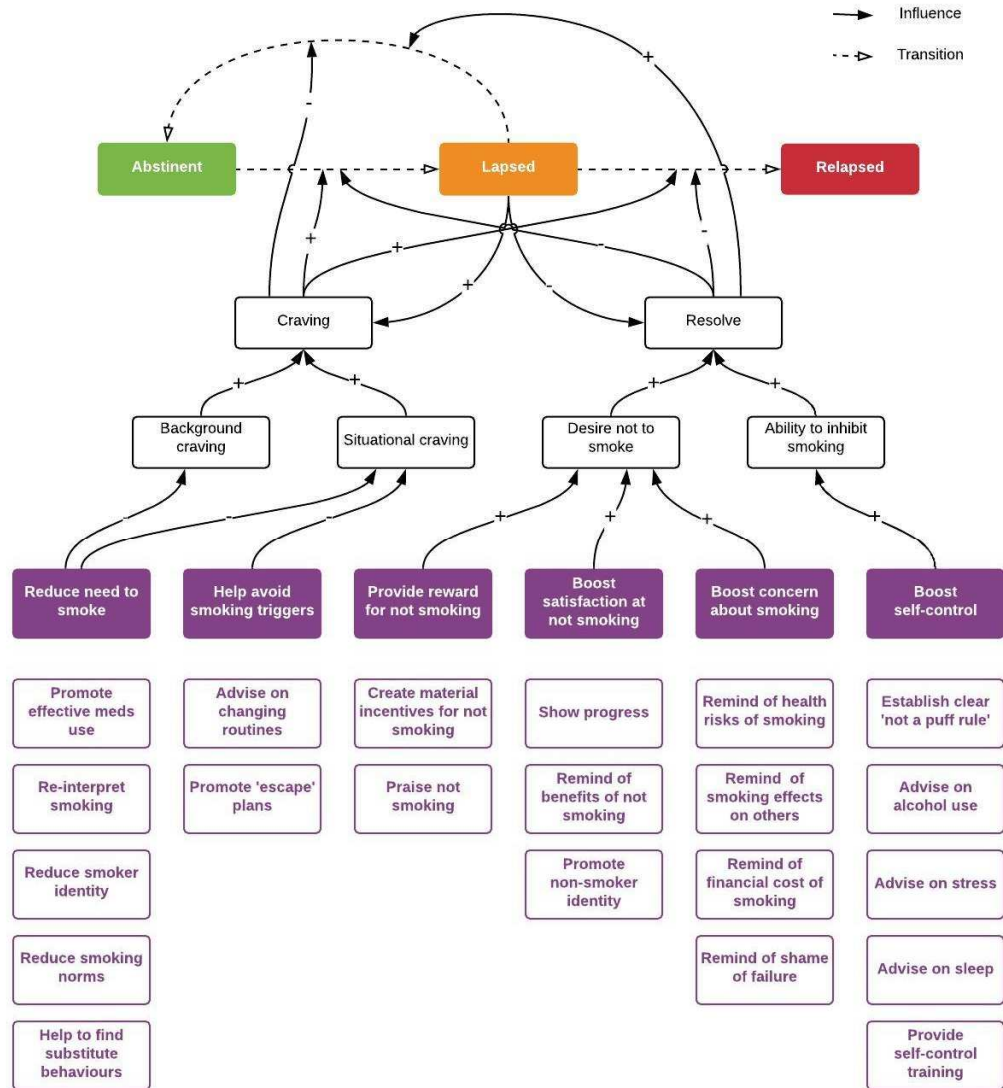


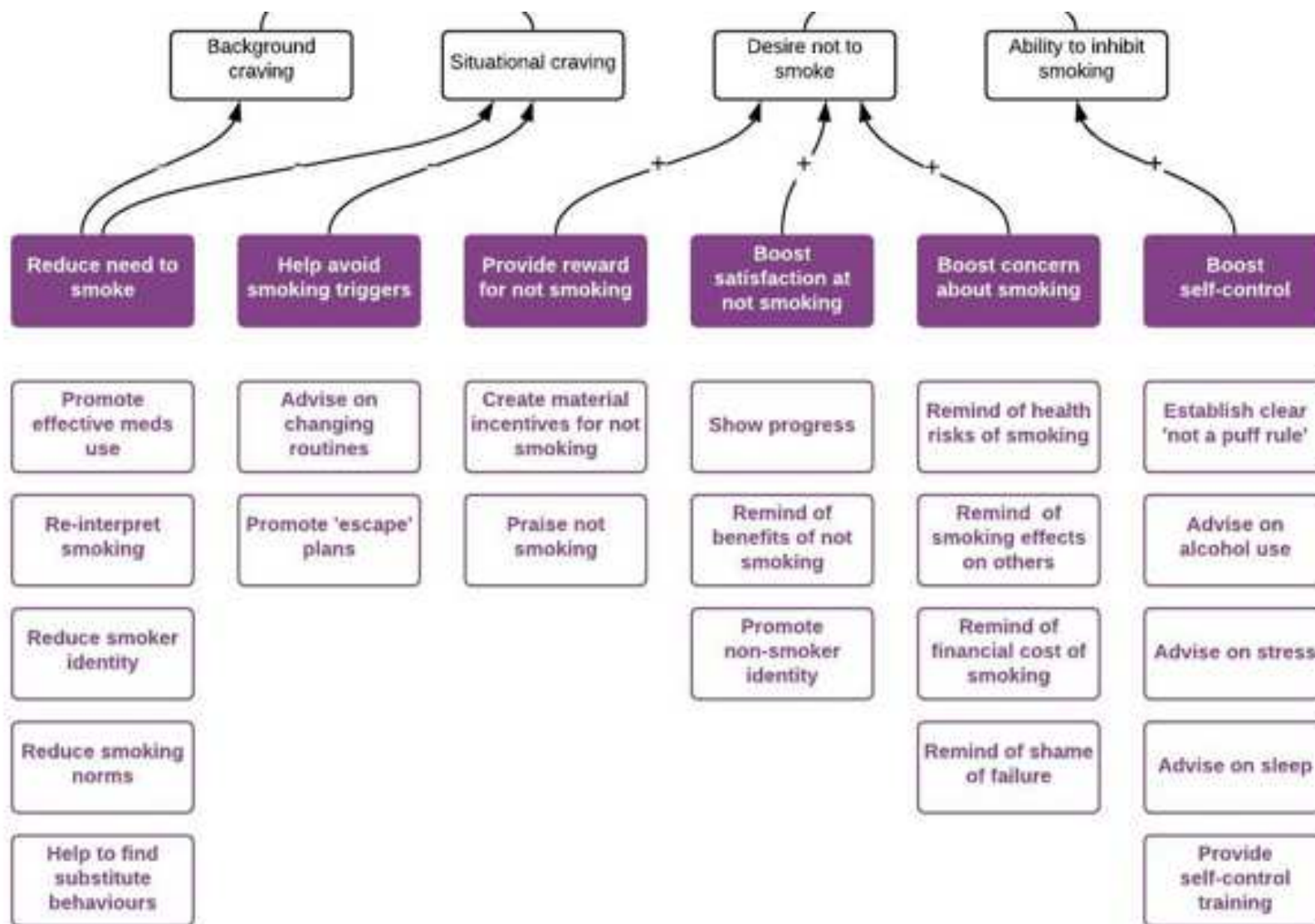
Model of lapse and relapse to smoking



Promoting quit success

- Maximising resolve
 - Rewarding not smoking
 - Boosting satisfaction from not smoking
 - Boosting concern about smoking
 - Boosting self-control
- Minimising craving
 - Reducing need to smoking
 - Helping to avoid smoking triggers



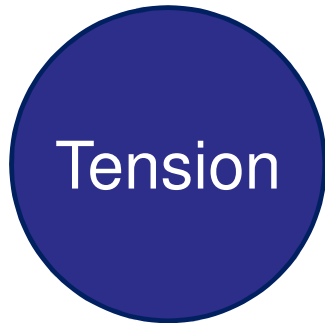


Successful 'treatments' to aid smoking cessation

- Pharmacotherapy
 - Varenicline and cytisine
 - Bupropion and nortriptyline
 - Nicotine replacement products (patch, gum e-cigarettes etc)
- Behavioural support (face to face, telephone, digital)
 - Promote effective use of medication
 - Address psychological and social factors influencing craving and resolve

West, R (2017) Tobacco Smoking: Health impact, prevalence, correlates and interventions. *Psychology and Health*, 32, 1018-1036

Three Ts approach to behaviour change



Create dissatisfaction with current behaviour and hope for change

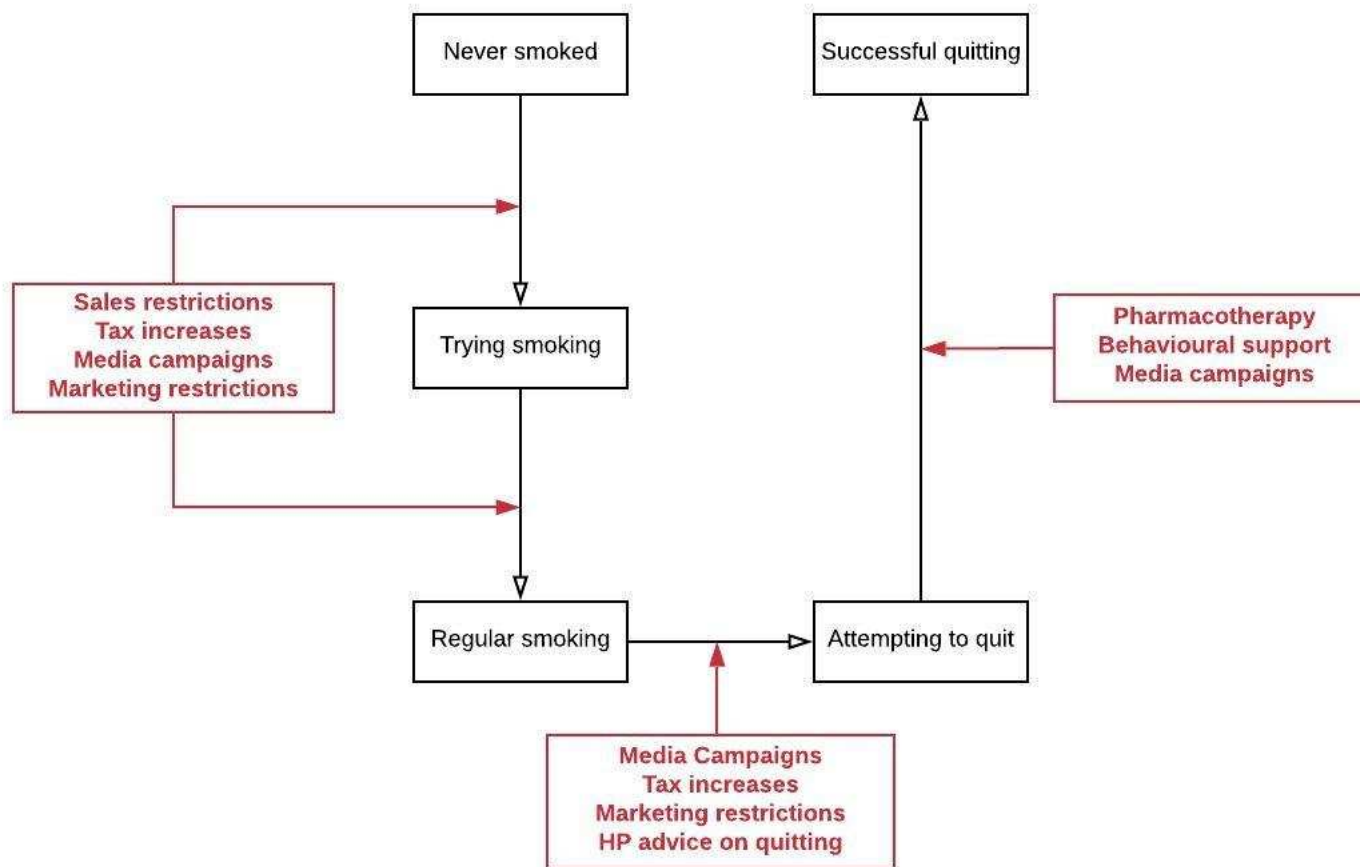


Create prompts, reminders and moments of heightened tension



Provide support to boost resolve and reduce desire to revert

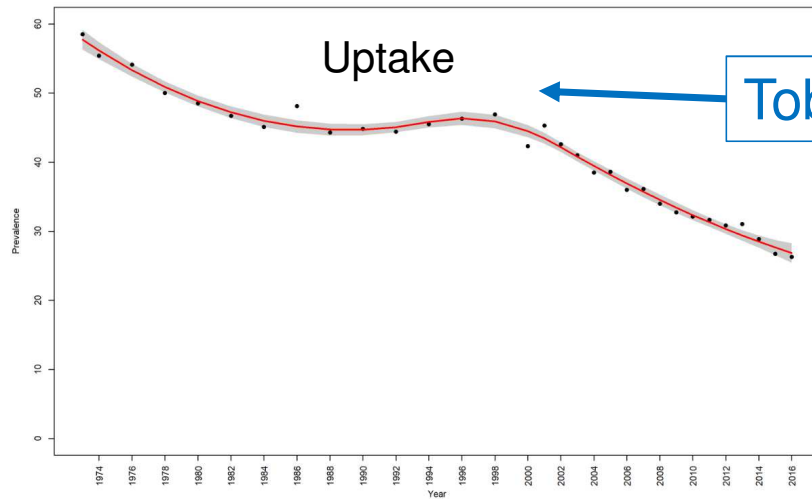
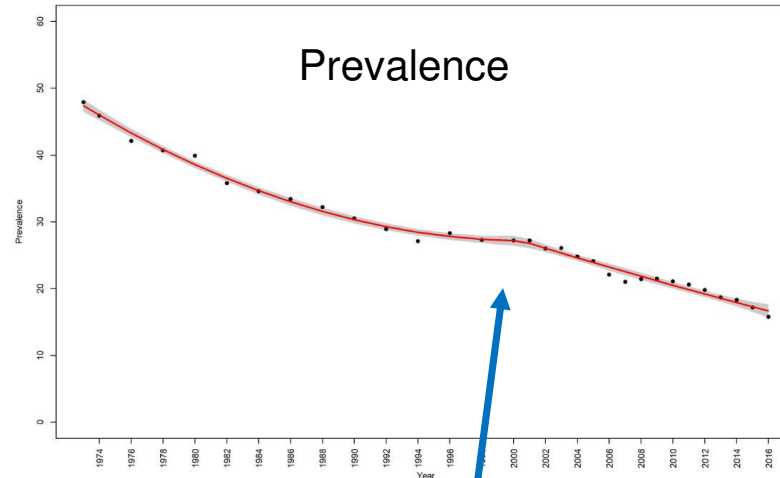
Tobacco control strategy in the UK



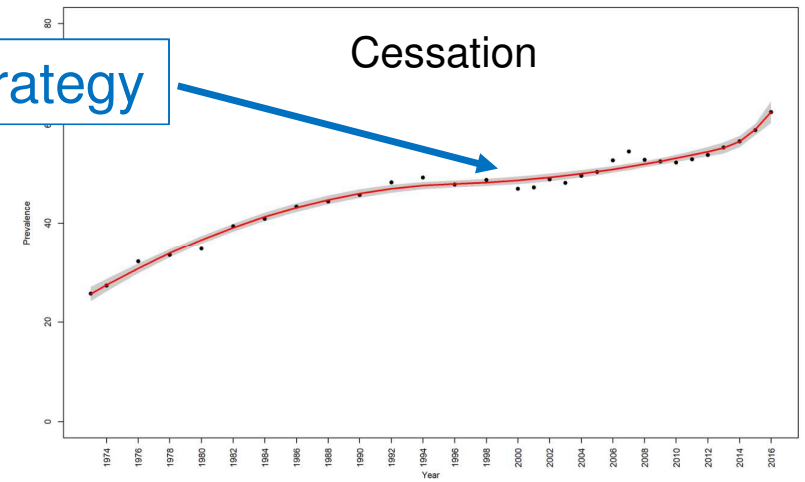
(2017) Tobacco Smoking: Impact, prevalence, correlates and interventions. Psychology and Health, 22(9), 1018-1036

Trends in smoking in UK

Beard E, West R, Jarvis M, Michie S, Brown J. (2019) The 'S'-shaped curve: modelling trends in smoking prevalence, uptake and cessation in Great Britain from 1973 to 2016. Thorax, In Press



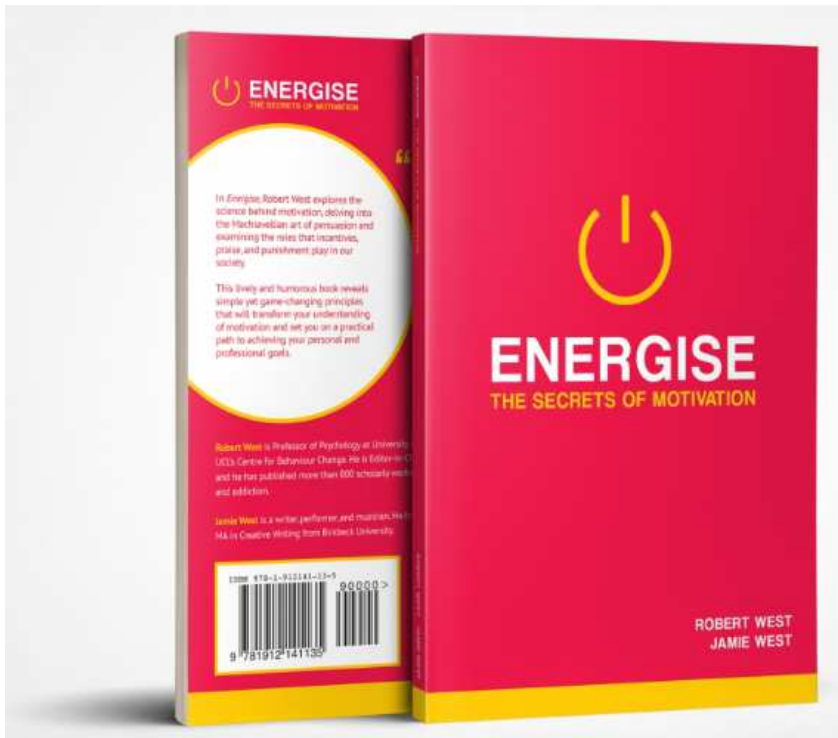
Tobacco control strategy



Key points

- Psychological science focuses on understanding perceptions, thoughts, feelings and behaviour and how these interact
- Smoking cessation involves attempting to stop and maintaining abstinence
- We have a good understanding of how smokers' thoughts and feelings influence quit attempts and quit success
- We have powerful behaviour change tools to promote quit attempts and help these succeed using the 3Ts approach
- The UK has successfully applied these tools in a comprehensive national strategy

Readings



West, R and West J (2019)
Energise: The Secrets of Motivation.
www.silverbackpublishing.org

West, R (2017) Tobacco Smoking:
Health impact, prevalence, correlates
and interventions. *Psychology and
Health*, 32, 1018-1036