

# Effective Tobacco Cessation Conversations

You can increase your patients' likelihood of quitting with consistent positive messaging.

## Patient Insights

- Most people who use tobacco want to quit.<sup>1</sup>
- Patients expect providers to ask about tobacco use and to provide guidance on quitting.
- Patients do not want to feel judged for their tobacco use. Patients may use tobacco to cope with stress.
- Patients who use any kind of tobacco or nicotine\* (e.g., smoking, vaping, smokeless tobacco) should get cessation support.
- Consistently offering cessation support communicates the importance of quitting, creates teachable moments, and lets you seize the opportunity when the patient becomes motivated to quit.
- If a quit attempt is unsuccessful, remind the patient that it often takes multiple attempts to quit for good.<sup>2</sup>
- Past quitting attempts can be learning opportunities to tailor a new treatment plan, recognize triggers, and identify healthy coping strategies.
- Quitting is associated with reduced depression, anxiety, and stress.<sup>3</sup>

**Evidence-based cessation treatment options can be used individually or combined to increase the odds of quitting.<sup>4</sup>**

- Cessation counseling from a trained counselor (including quit lines).
- Nicotine replacement therapy (long- and short-acting NRT).
- Prescription medication (varenicline, bupropion).

\*Excluding ceremonial or religious use of tobacco products.

## Conversations About Cessation<sup>5</sup>

*"I just want to quit, period."*

*"I want to live."*

*"...they keep encouraging [me to quit]...I'm actually pretty grateful."*

*"...in a way like, Hey...I see that you're a smoker. I've got some information, whether it's educational or things that could help you quit, would you be interested?" Instead of making you feel guilty..."*

*"...when I smoke a cigarette it kind of calms me and relieves the stress. But I need to find a better way."*

*"He told me, listen it takes three or four times to actually successfully quit. And the fact that I quit for almost three months is like, listen, don't be hard on yourself. Do it again."*

## References

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5. Patient quotes are from focus groups conducted by the University of California, Davis and LTG Associates with patients who use tobacco, seen at Federally Qualified Health Centers (FQHCs) and FQHC-lookalikes in California, 2023 – 2024.

Developed by the Healthy Living Clinic Initiative (HLCI).

HLCI is funded by the California Department of Public Health, contract #21-10094.

June 2025

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