



spotlight on health

New Survey Shows Cigarette Tax Increases A Motivator For Smokers To Quit Ⓣ

(NAPSA)—In these tough economic times, smokers are finding it harder and harder to pay for cigarettes. More than 45 million adult Americans currently smoke and, of that group, nearly 70 percent are looking to quit. The federal government recently enacted a federal cigarette tax increase, the first in 49 years, raising the total federal cigarette tax to \$1.01. With counties, cities and states throughout the U.S. also imposing their own tax increases on a pack of cigarettes, many smokers are starting to re-evaluate their addiction and trying to quit smoking for good.

A new survey, commissioned by the marketers of Nicorette, showed that 70 percent of smokers say that the current price of cigarettes is already very expensive and is one of their main concerns about smoking, second only to health concerns. Further, 56 percent of smokers say the federal tax increase on cigarettes will prompt them to smoke fewer cigarettes, and 72 percent say the tax increase would increase their intention to quit.

Alarming, almost half of smokers currently quitting or more likely to quit smoking noted that they do not plan to get help, according to the survey. In fact, almost half (48 percent) said they would prefer to quit cold turkey or

gradually cut down smoking without assistance.

While the majority of people who try quitting do so without assistance, research shows that fewer than five percent of people who try to quit on their own, cold turkey, are successful long-term. The same research shows smokers are twice as likely to be successful if they use therapeutic nicotine products, such as Nicorette, rather than quitting unassisted.

“Tools for cessation, such as therapeutic nicotine, social support and counseling, have been proven to significantly increase a smoker’s chances of quitting successfully,” said Saul Shiffman, Ph.D., professor in the departments of psychology and pharmaceutical science at the University of Pittsburgh. “Therapeutic nicotine products, like Nicorette gum, are a safe and effective approach to quitting and can help a smoker manage cravings and withdrawal symptoms during the quitting process.”

Nicorette gum offers a step-down therapy, weaning a smoker off gradually. It is a first-line treatment for smoking cessation, has been thoroughly researched, and is accessible over the counter without a doctor’s prescription. Smokers interested in quitting can also access free tools and resources at www.nicorette.com.