

Smoking Cessation Leadership Center
University of California, San Francisco

Communiqué

March 2017

Digital Health Tools for Smoking Cessation

A major challenge facing those involved in smoking cessation efforts is the relatively low rate of sustained success. New technologies offer a potential opportunity to improve that situation. Common smoking cessation methods such as nicotine replacement therapy (NRT), medications, counseling, and quitlines have proven over time their efficacy in helping smokers quit. Yet, as traditional medicine and clinical treatments progress to catch up with current day technology, new tools to help smokers quit are also emerging.

Novel, innovative, and personalized digital tools are being introduced to the market. Such technologies include smartphone apps, messaging platforms, social networking mediums, and offerings that combine several digital modalities. These may help certain consumers overcome their nicotine addiction more effectively.

Some digital health startups and companies have developed smoking cessation tools/products that are driven and backed by the collection of behavioral health data including craving patterns,

Creative Pharmacist

Creative Pharmacist is a tech-based clinical content company focused on redefining the important role of the independent pharmacy in modern healthcare.

One of Creative Pharmacist's most recent innovative programs has been helping to implement a first of its kind pharmacy-led tobacco cessation program in West Virginia. The initial pilot involved five pharmacies, eventually scaled up to eight. Collectively, the pharmacy practices averaged a 40% patient quit rate, far above national averages.

The program was judged so successful that it was funded and expanded for a subsequent year by the West Virginia Tobacco Prevention Office, and was chosen to be featured at the upcoming annual National Conference on Tobacco and Health.

For more information please email jamie@creativepharmacist.com

Register for our Upcoming Webinar
[“Changing the Habit: State & Community](#)

stressors, and smoking routines. One example is a [digital transdermal patch](#) that releases nicotine at timed intervals when cravings are strongest. Seventy-five percent of smokers have their first cigarette within 30 minutes of waking up; this digital NRT solves the morning craving by providing support *before* the craving strikes. Other tools include...[Continue reading here](#)

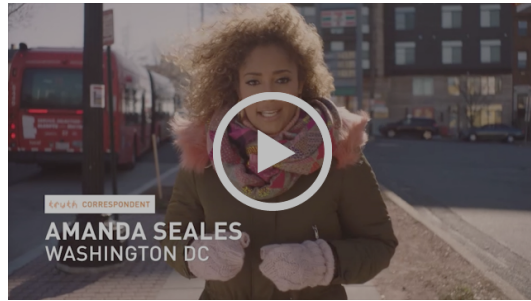
[Approaches to Tobacco Control](#)
[Tuesday, March 7th, 2017 at 2 pm EST](#)

New Truth Initiative Campaign

Check out Truth's New Ads!
Find more here and start sharing!

Check out CEASE's New Website!

Are you going to NAQC or NCTOH and want to meet up?
Tweet [#NAQCMeetUp](#) or [#NCTOHMeetUp](#) to [@SCLC_UCSF](#)



#StopProfiling @Truth



Copyright © **|CURRENT_YEAR|** **|LIST:COMPANY|**, All rights reserved.
|IFNOT:ARCHIVE_PAGE|* *|LIST:DESCRIPTION|

Our mailing address is:

|HTML:LIST_ADDRESS_HTML|* *|END:IF|

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

|IF:REWARDS|* *|HTML:REWARDS|* *|END:IF|