



# **‘Come & Quit’: A new flexible Intensive Smoking Cessation Intervention in Denmark**

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Research put into practice – do we get the expected results?

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## Tobacco is a highly damaging lifestyle factor for public health

- Globally 7 million people die each year
- Smoking causes:
  - Cardiovascular disease
  - Cancer
  - Chronic obstructive pulmonary disease (COPD)
  - Other respiratory disease
  - Surgical complications
- Lifetime smokers:
  - 50% die as a result of smoking
  - Live 7-10 years shorter than never smokers
  - Poorer self-rated health
- In Denmark:
  - 14,000 die as a consequence of smoking (each year)

### Smoking cessation:

- On the agenda world-wide
  - Framework Convention of Tobacco Control from WHO
- Still a major challenge for many smokers
- Intensive smoking cessation interventions are recommended

# Characteristics of the two intensive smoking cessation programmes

	'Come & Quit'	Gold Standard Programme
Meetings (number)	Up to 8 <sup>A</sup>	5
Fixed order (Yes/No)	No	Yes
Groups or Individual sessions	Groups only	Groups or Individuals
Duration per meeting (minutes)	90 <sup>A</sup>	120 for groups; 20 for individuals <sup>B</sup>
Pharmaceutical support recommended	Yes	Yes
Patient education at each session	Yes	Yes

<sup>A</sup> In addition to an individual introduction meeting of 60 min

<sup>B</sup> Longer first meeting of 40 minutes for the individual sessions



**To compare the effectiveness of the Come & Quit compared to the Gold Standard Programme (GSP) in Denmark after implementation in real-life.**

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Secondly, to identify if gender influenced the outcome among disadvantaged or heavy smokers among the users of the two programmes

*This study was based on data from the Danish Smoking Cessation Database*



## *Prospective cohort study*

### **Setting**

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- ✿ Study period 2011-2016
- ✿ All smokers in Denmark have access to SCIs without referral and free of charge

# Main outcome

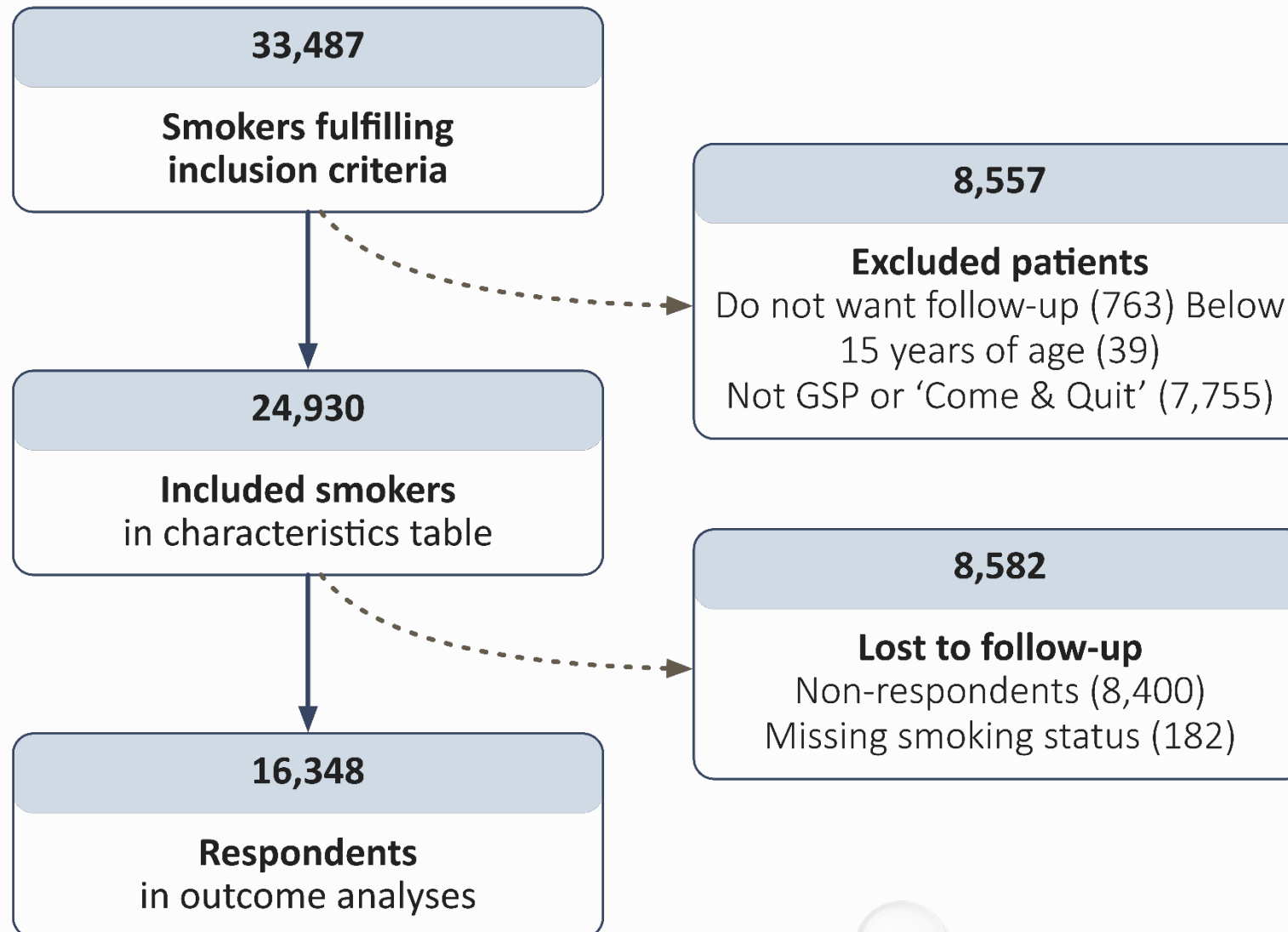
## **Self-reported continuous abstinence after six months**

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Prognostic factors



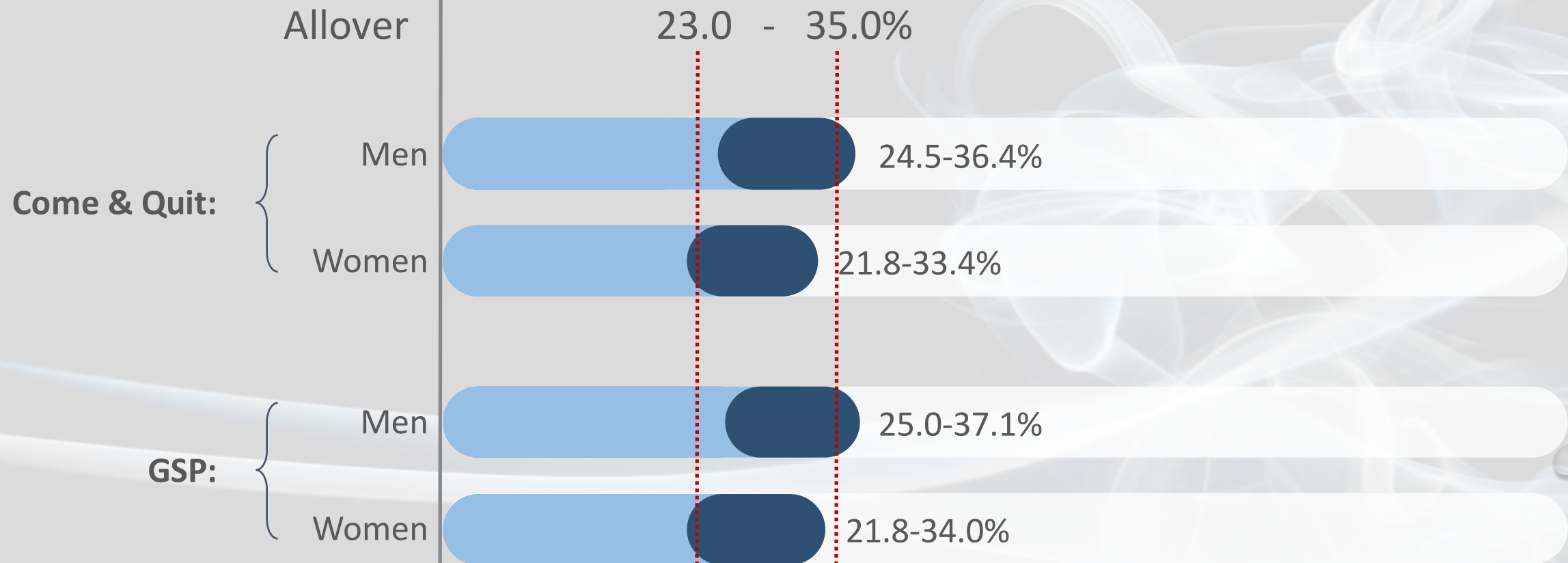
# Patient flow



# Results on effectiveness

Follow-up rate: 66%

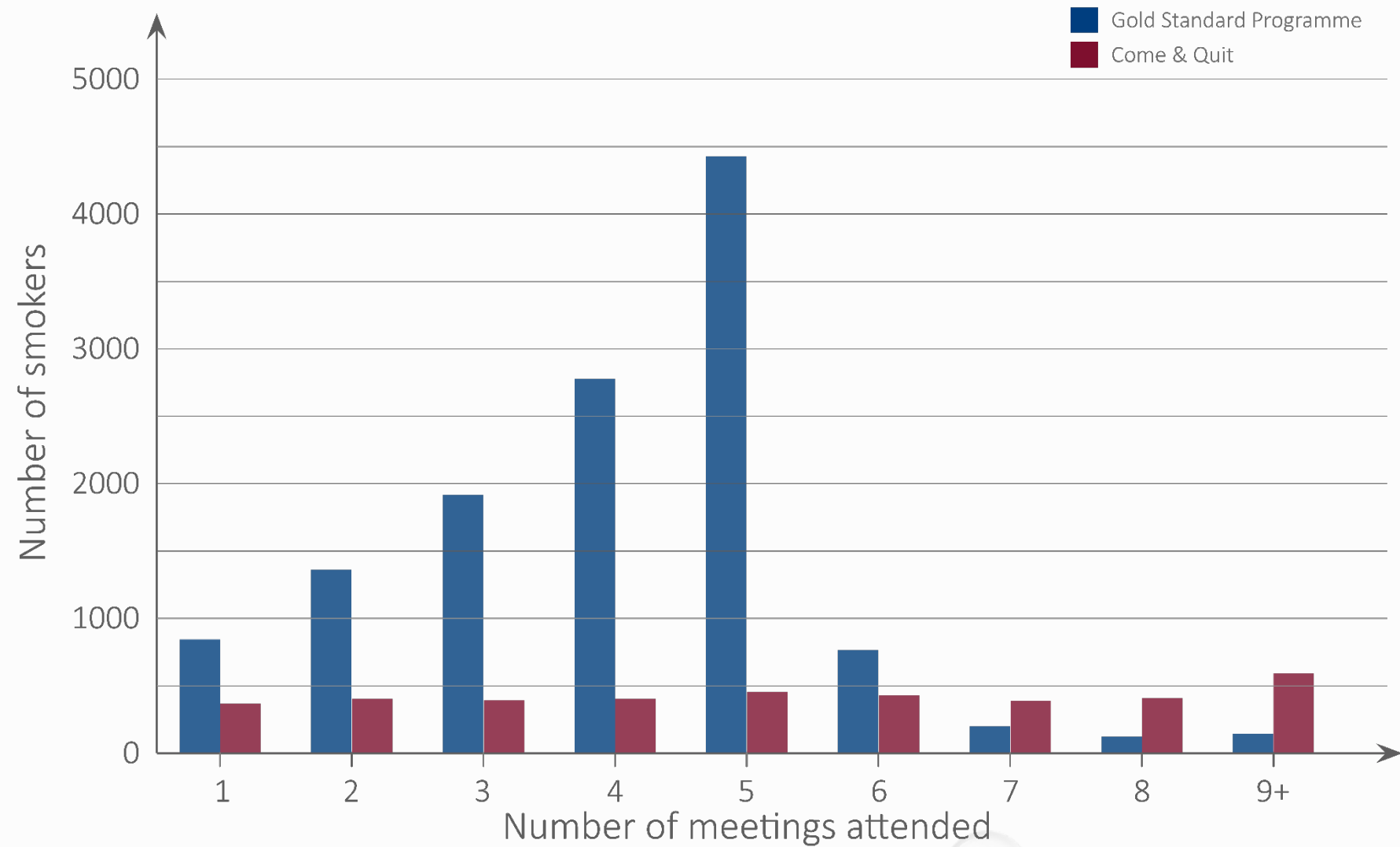
Continuous abstinent after 6 months



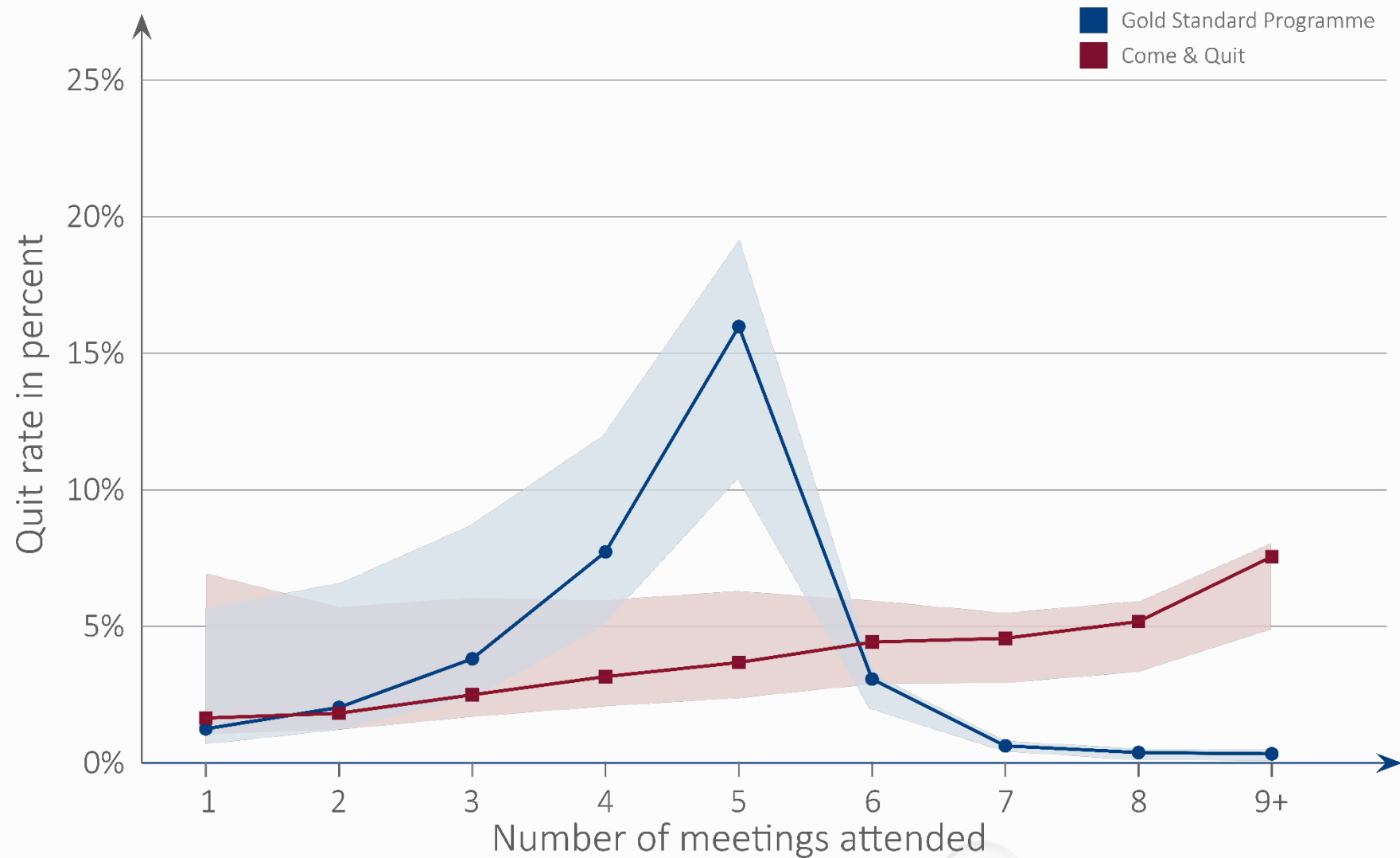
Background picture [Licens: CC BY-ND-SA 2.0](#)  
Smoke: blue on black by [chromedecay](#)



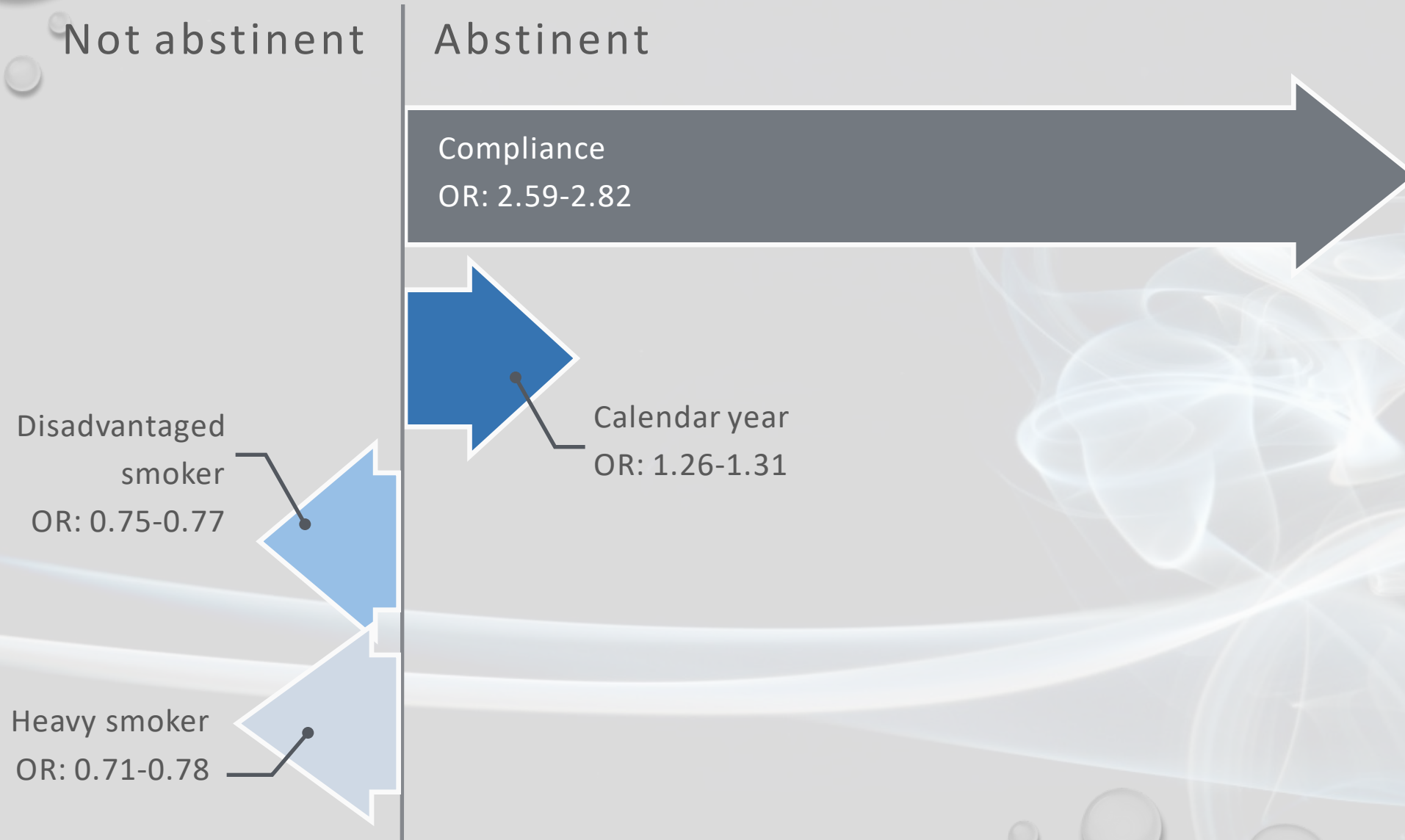
# Results



# Results



# Factors associated with outcome



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Smoke: blue on black by chromedecay

**The two intensive interventions (Come & Quit and the Danish GSP) were both effective with similar quit rates of 35%**

- ❧ In both programmes men were more likely to be successful quitters compared with women
- ❧ Compliance to the programme was the most important predictor of a successful outcome



# Thanks to

All included patients z

The users

The user group and steering committee

The researchers

Secretariat personnel





THANK YOU FOR WATCHING

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and listening