

FOR IMMEDIATE RELEASE
May 21, 2008

Contact: Moira Harrington, 608-265-4447 office
Chris Hollenback, 608-262-3902 office
608-217-2865 cell

Healthcare Summit Offers New Recommendations to Combat State's Leading Cause of Preventable Death

(MIDDLETON) – Madison's own Dr. Michael Fiore today spoke to 100 healthcare leaders at the Marriott West Hotel in Middleton about the latest methods to quit smoking, and how clinics and healthcare systems can make a dent in the state's leading cause of preventable death.

"More people die in Wisconsin from smoking every year than there are residents in McFarland," Fiore said. "That's 8,000 people. If 80 airplanes crashed in Wisconsin every year we'd be outraged. Yet most people aren't outraged by the same number of smoking deaths. There's an old saying: 'When 1,000 people die it's a statistic. When one person dies, it's a tragedy.' I'm here because I lost my dear Uncle Anthony to smoking last year, and I don't want it to happen to other patients."

New Recommendations

Fiore told doctors, nurses and other healthcare professionals attending the event about his uncle, as well as the new recommendations for doctors, their staff and patients, including:

- ☑ The combination of counseling and medication is significantly more effective than either alone. When at all practical, both should be provided. However, medication should not be used when contraindicated—and should not be advised for pregnant women, light smokers, adolescent smokers or smokeless tobacco users. Otherwise, the pairing should be routinely offered to patients trying to quit.
- ☑ Quit Line counseling is effective with diverse populations and has broad reach. Wisconsin Tobacco Quit Line callers on average are four times more likely to quit tobacco use than those who attempt to quit without treatment.
- ☑ This Guideline Update includes information on nicotine lozenges and varenicline. Seven medications are now approved by the FDA as safe and effective for tobacco-dependence treatment.
- ☑ Researchers have shown certain medicinal combinations to be especially effective:
 - Nicotine patch + other nicotine replacement therapy (nicotine gum, spray or inhaler).
 - Nicotine patch + bupropion SR.

The guidelines are endorsed by more than 50 organizations, including the American Medical Association, American Psychiatric Nurses Association, American Cancer Society and American Lung Association. The panel reviewed more than 8,700 articles in medical journals published in the last 17 years. For more information, visit <http://www.ctri.wisc.edu>.

###