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### **Wisconsin Experts Led Effort on New National Tobacco-Treatment Guidelines Released Today**

Wisconsin is at the forefront of a renewed national public health initiative that kicks off today with the release of recommendations on helping people quit smoking. Former U.S. Surgeon General C. Everett Koop spoke in Chicago at the American Medical Association headquarters about the U.S. Public Health Service document that was developed by a panel chaired by a Wisconsin physician and included other state-based scientists, along with additional national experts.

The Clinical Practice Guideline 2008 Update: *Treating Tobacco Use and Dependence* encourages those who smoke to try a combination of coaching and medication to increase the likelihood of success. It also urges clinicians and other health-care professionals to accelerate progress in reducing tobacco use. Each year, seven out of ten smokers visit their doctor. Smokers report that they know and trust these health professionals. The Guideline Update recommends doctors use this opportunity to offer tobacco-dependence treatment.

Smoking remains the leading cause of preventable illness and death in the U.S. In Wisconsin alone, there are 8,000 smoking-related deaths each year.

“Tobacco dependence is a chronic condition that often requires repeated intervention that can lead to long-term abstinence,” said Dr. Michael Fiore, Guideline Update panel chair and director of the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). “I’m proud to have led a team of national professionals, and to have drawn on the knowledge of colleagues here in Wisconsin, to produce this document that offers a vast array of evidence-based treatments – counseling, medication and systems changes – that can drive up successful clinical cessation and mitigate needless deaths and costs.”

The federal government contracted with UW-CTRI to produce the Guideline Update. The 2000 and 1996 editions have been the most widely disseminated guidelines in the

federal agency's 200-year-plus history. Fiore headed a panel of 24 national experts in tobacco treatment. The group reviewed more than 8,700 articles published in the last 17 years to develop recommendations that include:

- All clinicians and healthcare delivery systems should consistently identify and offer treatment to every tobacco user who visits a healthcare setting.
- Combining counseling and medication is the most effective clinical treatment of tobacco dependence and should be offered to individuals making a quit attempt.
- Quitline counseling is effective with diverse populations and has broad reach.
- There are now seven effective medications approved by the FDA for treating tobacco dependence. Combinations of medication have also been evaluated.

A consortium of eight federal and private-sector, non-profit organizations collaborated on the Guideline Update. The organizations are the Agency for Healthcare Research and Quality, Centers for Disease Control and Prevention, National Cancer Institute, National Heart, Lung, and Blood Institute, National Institute on Drug Abuse, Robert Wood Johnson Foundation, Legacy Foundation and UW-CTRI.

Other Wisconsinites who spent more than two years in the writing of the Guideline Update include Dr. Timothy Baker, Cathlyn Leitzke and Michael Connell of Madison; Dr. Wendy Theobald of Fitchburg; Dr. Megan Piper of Verona; and Dr. Bruce Christiansen of Waterloo.

Smokers and their families who would like to access the consumer guide to quitting based on the Guideline Update, can log on to <http://www.surgeongeneral.gov/tobacco>. Those who want to quit can also call the toll-free Wisconsin Tobacco Quit Line for no-cost coaching and stop-smoking medication. The number is 1-800-QUIT-NOW and it is staffed from 7 a.m. to 11 p.m. every day. At other times, people can leave a message for a return call. Quit coaches fluent in many languages are available.

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