

# TALKING TO YOUR PATIENT AFTER A RELAPSE

Relapse should never be viewed as a failure. It is a normal—and common—part of the quit smoking process.

Many smokers try to quit several times before they're able to maintain prolonged abstinence.<sup>1</sup>

## LET'S LOOK AT THE FACTS:

Aproximately 2/3 of smokers are interested in quitting.  
Yet only 7% of smokers are able to quit.<sup>2</sup>

Tobacco/nicotine dependence should be treated with patience, understanding, and realistic expectations.

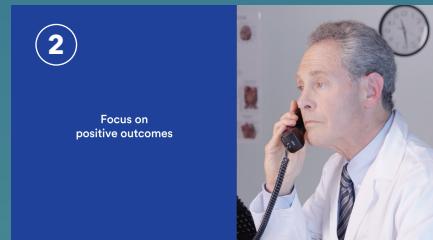
Keep in mind that patients can be hesitant to admit they've relapsed—so it's always important to ask about their cessation progress.

**READ THROUGH  
THESE STEPS  
ABOUT HAVING A  
CONVERSATION  
ABOUT RELAPSE.**



**SAY:** "Relapse is a really common part of the quitting process. Patients can relapse many times, and make multiple quit attempts over the course of their lives."

Smokers try to quit, on average, up to 11 times before successfully quitting.<sup>3</sup>



**SAY:** "Now that we're talking about it, we can figure out what steps to take so you can try again."



Identify obstacles



Identify how to deal with future situations

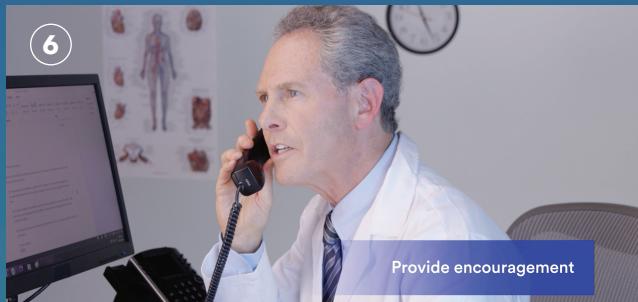
**ASK:** "What was going on in your life when you felt this urge to smoke?"

**CHECK IN REGARDING:**

- Work stress
- Financial troubles
- Social life
- Family issues
- Mental and physical health conditions



Acknowledge the difficulty of behavior change



Provide encouragement

**SAY:** "You've been smoking for a long time. It's a part of your life, and I know it's difficult to make changes to your daily routine."



Offer to modify the quit plan

**ASK:** "Are there any other changes you want to make to your quit plan?"

A personalized quit plan can help patients.



Follow up one week and one month after quitting

**SAY:** "Let's schedule an in-person appointment for a week from your quit date to see how it's going. And let's get something on the calendar for next month as well."

**References:**

1. Fiore MC, Jaén CR, Baker TB, Bailey WC, Benowitz NL, Curry SJ, Dorfman SF, Froelicher ES, Goldstein MG, Froelicher ES, Heaton CG, et al. Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guidelines. Rockvillea (MD): U.S. Department of Health and Human Services, Public Health Service, Agency for Healthcare Research and Quality; 2008.P/15/para 2
2. Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting Smoking Among Adults — United States, 2000–2015. MMWR Morb Mortal Wkly Rep 2017;65:1457–1464. DOI: <http://dx.doi.org/10.15585/mmwr.mm6552a1>
3. [https://www.cdc.gov/tobacco/data\\_statistics/sgr/2001/complete\\_report/pdfs/chp2.pdf](https://www.cdc.gov/tobacco/data_statistics/sgr/2001/complete_report/pdfs/chp2.pdf)