

# The Prudent Prescriber

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### Update: Smoking Cessation Tobacco 21 Laws Tobacco Taxes

Last month, we discussed e-cigarettes. The U.K.'s National Health Services has recently begun promoting and paying for e-cigarettes as a tool for smoking cessation, in spite of the paucity of evidence of their effectiveness. Public health officials in the U.S. are in two opposing camps on this issue. What's the evidence for effectiveness of our existing smoking cessation tools? What roles do Tobacco 21 laws and cigarette taxes play in cutting smoking rates?

#### What we know about smokers

- 70% of all smokers say they want to quit.
- 50% of smokers have tried to quit in the last year.
- Only 3-6% of smokers who have made unaided attempts to stop smoking are abstinent one year later.
- With optimal treatment, one year abstinence rates after a single quit attempt can exceed 30%.
- Only 32% of smokers, who try to quit, seek help.
- Ask everyone about "ever" smoking. 20% of smokers do not smoke every day and we may miss this group if we do not ask the right question.

Pharm Reps  $\neq$  Rational Prescribing

(PR)



(RP)

Antibiotics do  
**NOT**



help  
acute bronchitis

**$\beta$ -blockers in  
post-MI  
save  
lives**



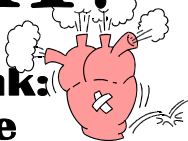
Pill splitters save  
**BIG**



## CHE?

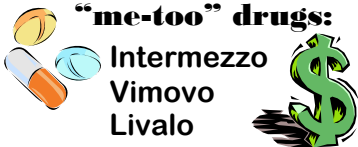
Think:

**Ace**  
**Aldactone**  
**B-blocker**  
**Dig**  
**Diuretic**



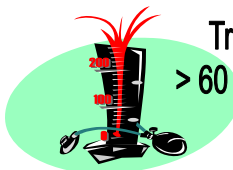
Avoid these expensive

"me-too" drugs:



Intermezzo  
Vimovo  
Livalo  
Pristiq  
Viibryd  
Edarbi  
Daliresp

Treat patients  
> 60 years to 150/90



**NOW AVAILABLE**  
ON THE  
**GENERIC MARQUEE**

Frova  $\rightarrow$  frovatriptan  
Voltaren gel  $\rightarrow$  diclofenac Na 1% gel  
Crestor  $\rightarrow$  rosuvastatin  
Nuvigil  $\rightarrow$  armodafinil  
Jalyn  $\rightarrow$  dutasteride/tamsulosin  
Ortho Tri-Cyclen Lo  $\rightarrow$  Tri-Lo-Marzia,  
Tri-Lo-Sprintec, & others

## Degree of nicotine dependence predicts difficulty in quitting

- ◆ younger the age of starting smoking
- ◆ number of cigarettes smoked daily
- ◆ first cigarette of the day - how soon after awakening in the morning (particularly <30 min)

### The "5A's" for Brief Intervention

Ask about tobacco use (<1 minute)	<b>Identify</b> and <b>document</b> tobacco use for <b>every</b> patient for <b>every</b> visit.
Advise to quit smoking (< 30 seconds)	In a clear, strong, personalized manner, urge <b>every</b> user to quit.
Assess willingness to make a quit attempt (<1-2 minutes)	Is the tobacco user willing to make a quit attempt at this time?
Assist in quit attempt (<1-3 minutes)	Give all patients a brochure. For the patient willing to a quit attempt, provide pharmacotherapy and counseling, if possible.
Arrange follow-up if possible. (<1 minute)	Schedule follow-up contact, preferably in first week after quit date.

### What We Know about Helping Smokers Quit

- Meds plus counseling work better than either alone.
- The best medication is the one that your patient will use. Ask what they have used in the past.
- Nicotine replacement therapy (NRT) works best when different nicotine products are combined. Patch to control symptoms throughout the day and short acting (gum, lozenges) for breakthrough cravings.
- Combination NRT works as well as Chantix.

#### varenicline



Package insert change April 2016:

- OK to set quit date out as long as 12 weeks after starting Chantix. Cut number of cigarettes by 50% at 4 weeks and 75% at 8 weeks, then stop smoking at 12weeks. Continue Chantix another 12 weeks for a total of 24 weeks.
- RCT, placebo controlled, 1510 participants using protocol above. The varenicline group had higher abstinence rates than placebo during weeks 15-24, 32.1% vs 6.9%, but more importantly during weeks 21-52, abstinence rates favored Chantix, 27.0% vs 9.9%. ([JAMA 2015; 313 \(7\):687](#))

### Chantix vs Nicotine Patch vs Combo NRT

- 1086 Wisconsin smokers (52% women; 67% white; mean age 48 years; mean number of cigarettes smoked per day 17) were randomized to one of three open label groups:
  - (1) nicotine patch (n = 241)
  - (2) varenicline only (n = 424)
  - (3) CNRT nicotine patch + nicotine lozenge; n = 421)All participants were offered 6 counseling sessions.
- Results:
  - ◆ Point prevalence abstinence at 26 weeks: 22.8%-26.8%, no difference.
  - ◆ Point prevalence abstinence at 52 weeks: 19.1%- 20.8%, no difference. ([JAMA 2016 Jan; 315\(4\):371-9](#))

## Cochrane Review Looks at Smoking Cessation

- 12 treatment specific reviews; 267 studies; 101,804 participants
- Results:
  - ◆ In the 82 bupropion trials, 6 seizures or in 1 of 1500
  - ◆ In the 82 bupropion trials and 14 varenicline trials, no excess of neuropsychiatric or CV events (the black boxes for these side effects need to go).
  - ◆ Group counseling > individual or quit line counseling
  - ◆ Adding any kind of counseling to any kind of pharmacologic intervention will make the pharmacologic intervention work better.

## Coverage of Smoking Cessation Tools

Significant variation in terms of products covered, quantity dispensed and duration of coverage.



- ☺ OTC NRT (patches, gum, lozenges) – covered for Brand Copay
- ☺ Chantix
- ☺ bupropion
- ☺ Nicotrol, Nicotrol NS
- ☺ Group and individual counseling



- ☺ Chantix
- ☺ bupropion
- ☺ Nicotrol
- ☺ Group and individual counseling

## Costs for cash paying customer in Happy Valley

Chantix starter pack (53 tablets)	Prices in Grand Junction tightly clustered around \$310
Bupropion 150mg (60 tablets)	Walmart - \$28.48 Safeway - \$38.70 Walgreens - \$61.48 Rite-Aid - \$91.99
Nicotrol 1 inhaler (10mg/cartridge) (168 cartridges)	Prices in Grand Junction tightly clustered around \$305

Prices – GoodRx 5/20/2016

## Tobacco 21 Laws

### Increased Dissemination of “Tobacco 21” Laws

- In 2013, only 8 U.S. localities had adopted Tobacco 21 laws. By 2016, at least 125 localities and the state of Hawaii had done so. California is on the cusp of following suit.

- Are these new laws a trend?
  - 1) There is new evidence these laws are effective.
  - 2) These laws enjoy high levels of public support.
- Recall the ever present interest group opposition:
  - ⊗ Sanctity of personal liberty — we live in the Wild Wild West
  - ⊗ Access restrictions will harm small businesses (NEJM 374; 17 April 28, 2016)

### Tobacco 21 Laws are Effective

- Rationale: Most everyone who buys cigarettes for minors in the U.S. is under 21 years of age; raising the sale age prevents high school students from buying cigarettes for their peers.
- An analysis of the effects of the “21” law adopted in Needham, Massachusetts revealed a 47% reduction in the smoking rate in high school students. These decreases were significantly greater than those in 16 comparison communities without Tobacco 21 laws. (Tob Control 2015 June 12)
- A 2015 IOM simulation model predicted a 28%-30% reduction in smoking initiation among kids ages 15-17 years with Tobacco 21 laws. (Tob Control 2015 June 12)

### Public Support for Tobacco 21 Laws is Strong

- Two national opinion studies published in 2015 found that 70%-75% of Americans – including a majority of current smokers – support raising the minimum purchase age to 21. (Am J Prev Med 2015;49:583-8)
- In July 2015, an online survey of 1125 U.S. adults (completion rate 61.4%) looked at attitudes toward various public health laws.
- Support “21” laws: overall, 68.3%; current smokers, 66.5%; former smokers, 73.0%; and most amazing of all – 76% of Republicans and nearly 80% of Democrats.

### Colorado Grade Card from the American Lung Association

Smoke free air	A – except when we are burning our ditches & garbage in the Grand Valley
Access to cessation services	C
Tobacco cessation & prevention funds	F
Tobacco taxes	F

### Price of a pack of Marlboros

Rank	State	Price	Last year's price
49	Virginia	\$4.98	\$5.25
48	North Dakota	\$5.10	\$5.33
47	Georgia	\$5.14	\$5.65
<b>38</b>	<b>Colorado</b>	<b>\$5.93</b>	<b>\$5.65</b>
Average Price		\$7.26	\$7.03
3	Alaska	\$13.10	\$9.79
2	Illinois	\$13.25	\$11.50
1	New York	\$13.50	\$12.85

(theawl.com August 2015)

## Cigarettes Taxes

Excise taxes per pack:

State	Tax per Pack (\$)
New York	\$4.35
Hawaii	\$3.20
National Average	\$1.60
<b>Colorado</b>	<b>\$0.84</b>
Virginia	\$0.30
Missouri	\$0.17

For every 10% increase in the price of a pack of cigarettes, youth smoking rates drop 7%.

### My Take:

- ☞ We need to ask every patient every visit about smoking and be prepared to spend a few extra minutes offering the tools we have available. It is an intervention that may prolong a life.
- ☞ Supporting Tobacco 21 laws and raising state cigarette taxes (documented interventions that decrease youth smoking) are activities worthy of our time.

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