



SMOKING CESSATION

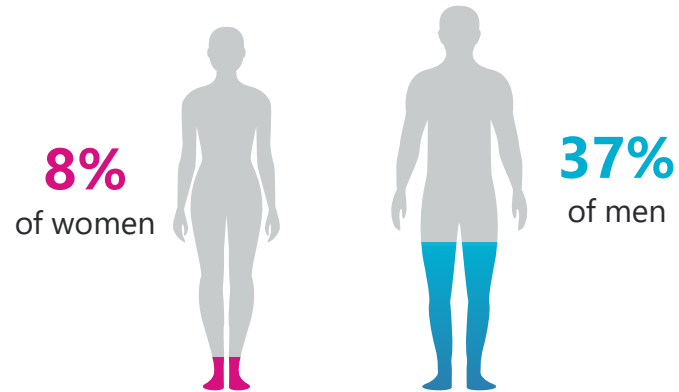
June 2022



Globally, more than 1 in 5 people use tobacco

There are **1.3 billion** tobacco users globally (22% of the global population)

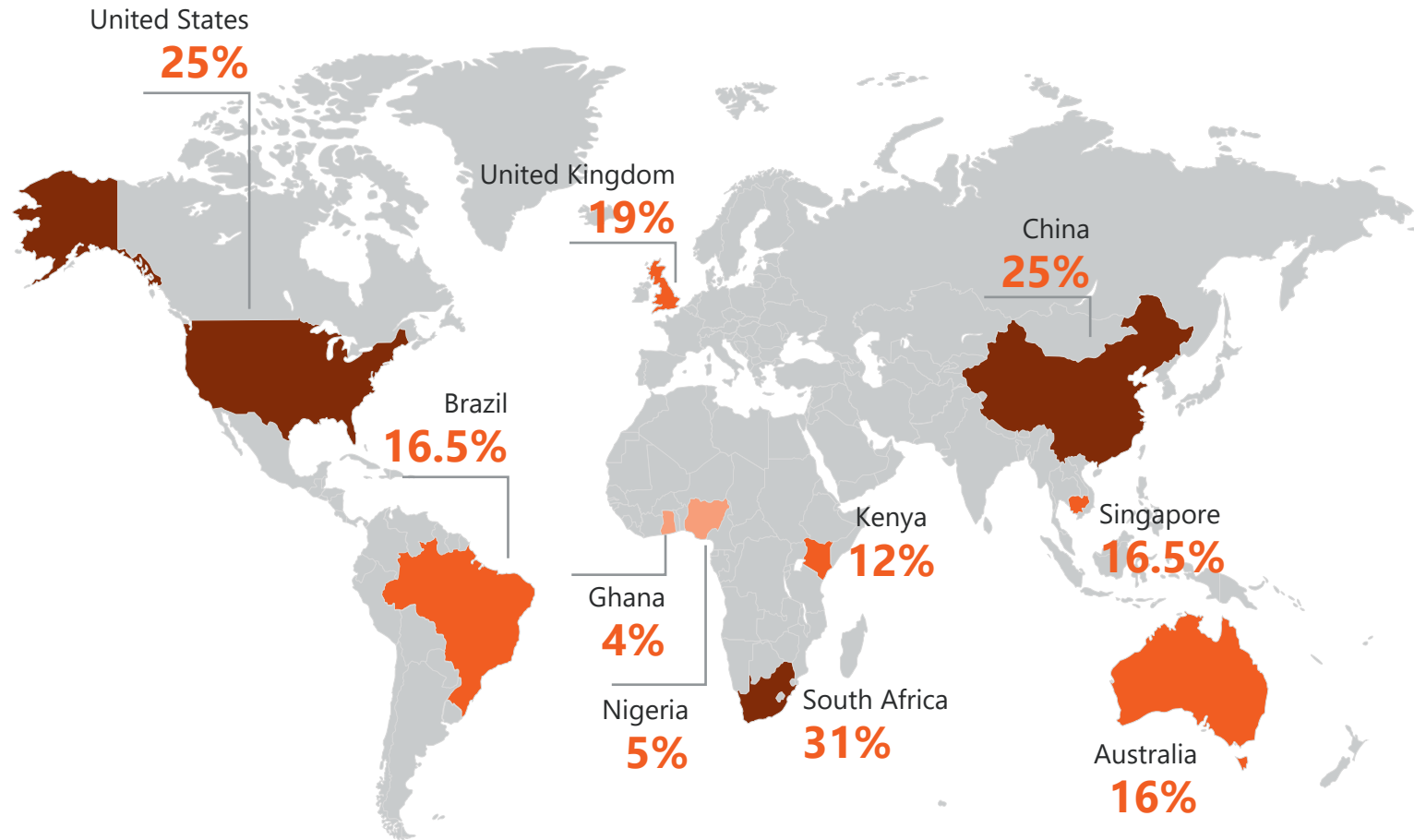
Tobacco use is **4.7x** more prevalent among men compared to women



Tobacco use is most prevalent among **45- to 54-year-olds**

While there is a downward trend globally, **tobacco use remains a problem**

Global prevalence of tobacco use



Age-standardised prevalence among people aged 15 years and older, 2018 estimates

Smoking is a leading risk factor for early death and disability

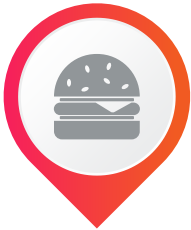


4 LIFESTYLE BEHAVIOURS

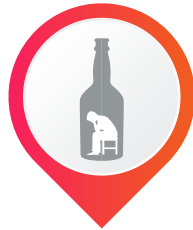
Physical inactivity



Poor nutrition



Alcohol abuse



Smoking



Smoking causes:



90% of lung cancer deaths



80% of COPD deaths



20% of heart disease deaths



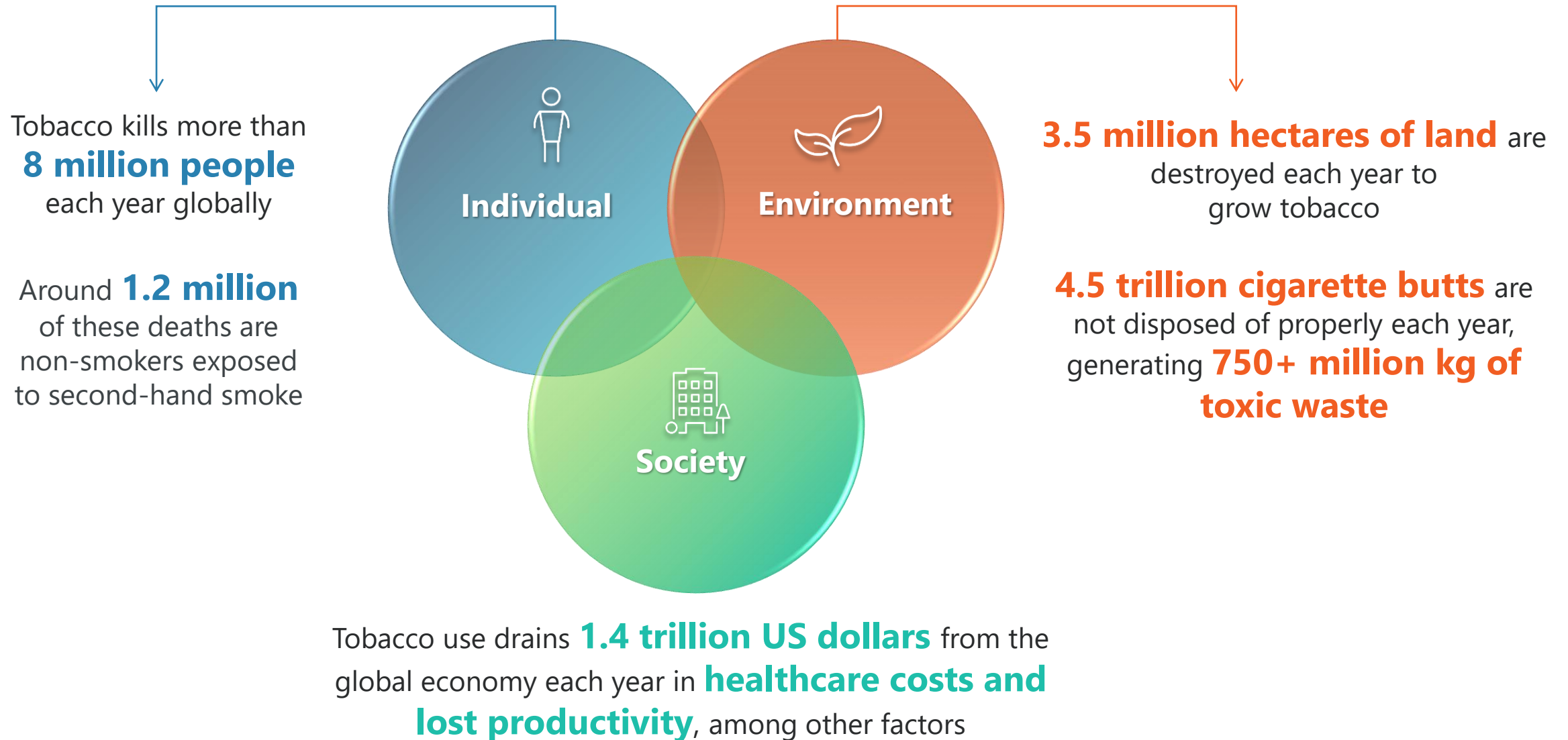
Smoking additionally worsens **mental illness symptoms**

While too early to confirm the long-term impact of using e-cigarettes, evidence reveals these products are also harmful to health

COPD = Chronic obstructive pulmonary disease

ACCOUNT FOR **60%** OF GLOBAL DEATHS

Smoking harms the individual, society and the environment



The benefits of quitting smoking increase over time



Other benefits



Less risk of cognitive decline

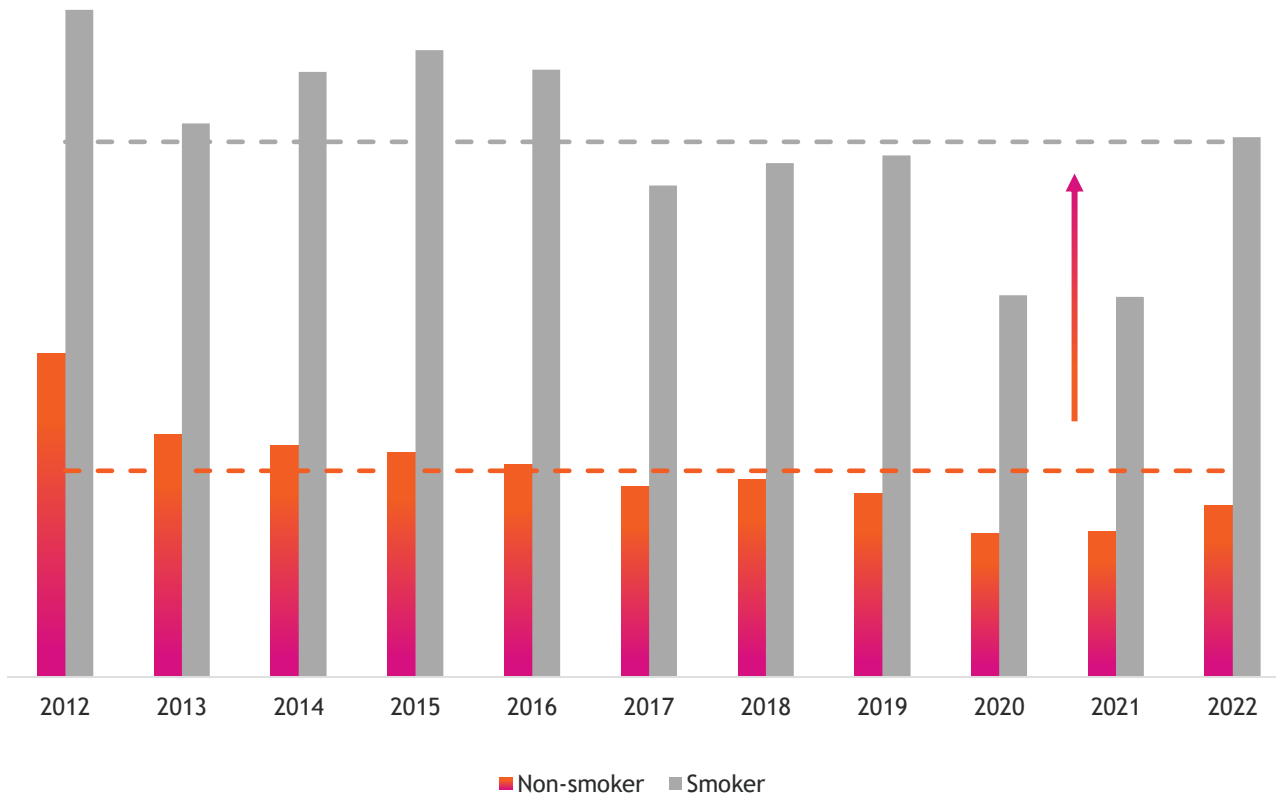


Improved mental health

The mental health benefits of quitting smoking



% of Vitality members reporting severe emotional distress



Self-reported data based on Kessler Psychological Distress Scale scores

Vitality data shows, on average, smokers are **more than twice as likely to report severe emotional distress** compared to non-smokers

While people with mental health conditions are more likely to smoke, smoking may also worsen symptoms of anxiety and depression. Evidence suggests **the beneficial effect of quitting can equal that of antidepressants**

One study found quitting smoking is associated with a **37% lower likelihood of depression** compared to current smokers

Recommendations for smoking cessation interventions

Effective smoking cessation interventions include behavioural counseling and pharmacotherapy, either individually or in combination.

Behavioural therapy

- Physician or nurse advice
- Individual counseling with cessation specialist
- Group interventions
- Telephone counseling
- Mobile phone-based



Pharmacotherapy

- All forms of nicotine replacement therapy (patch, gum, inhaler, intranasal, and tablets)
- Medication

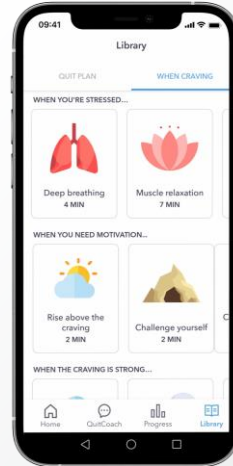
Combining behavioural and pharmacotherapy has been shown to be more effective compared to either alone

Vitality partners with a leading digital therapeutic programme to encourage smoking cessation

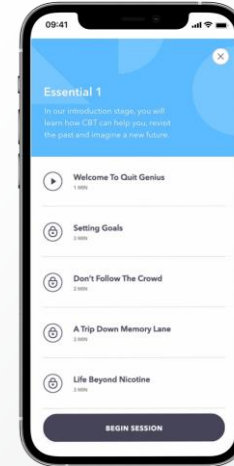
Vitality members can access the comprehensive 12-month Quit Genius programme **worth R3 750 at no cost.**

Quit Genius boasts a **52% clinically verified quit rate** – far higher than traditional methods – and has been endorsed by the World Health Organization as best in class.

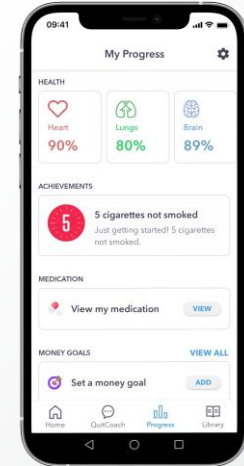
Quit Genius combines virtual behavioural therapy with personalised coaching and advanced tracking tools to help people overcome their nicotine addiction.



COGNITIVE BEHAVIOURAL THERAPY through engaging mobile content that provides audio sessions and exercise techniques to deal with craving triggers.



QUALIFIED QUIT COACHES to offer personalised guidance through the recovery journey.



TRACKING TOOLS to monitor triggers, cigarettes smoked, money saved and health progress.

Our other offerings:

 Allen Carr's **Easyway**
To Stop Smoking

 go **smoke**
FREE

Start quitting today with Vitality and Quit Genius

[Click here](#) to sign up.