

31<sup>st</sup> May 2017 **WORLD**



## “Tobacco – a threat to development”

Every year, on 31 May, WHO and partners mark World No Tobacco Day (WNTD), highlighting the health and additional risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption.

Pharmacist can help by suggesting following ways to help resist the urge to smoke or use tobacco when a tobacco craving strikes.

### ❖ Try nicotine replacement therapy

The options include:

- Prescription nicotine in a nasal spray or inhaler
- Over-the-counter nicotine patches, gum and lozenges

### ❖ Avoid triggers

Urges for tobacco are likely to be strongest in the situations where you smoked or chewed tobacco most often, such as at parties or bars, or while feeling stressed or sipping coffee.

### ❖ Delay

If you feel like you're going to give in to your tobacco craving, tell yourself that you must first wait 10 more minutes — and then do something to distract yourself for that period of time.

### ❖ Chew on it

Give your mouth something to do to fight a tobacco craving. Chew on sugarless gum or hard candy, or munch on raw carrots, celery, nuts or sunflower seeds — something crunchy and satisfying.

### ❖ Get physical

Physical activity can help distract you from tobacco cravings and reduce their intensity. Even short burst of physical activity — such as running up and down the stairs a few times — can make a tobacco craving go away. Get out for a walk or jog.

### ❖ Practice relaxation techniques

Smoking may have been your way to deal with stress. Resisting a tobacco craving can itself be stressful.

### Key facts

- Tobacco kills up to half of its users.
- Tobacco kills around 6 million people each year. More than 5 million of those deaths are the result of direct tobacco use while more than 600 000 are the result of non-smokers being exposed to second-hand smoke.
- Nearly 80% of the world's 1 billion smokers live in low- and middle-income countries.