

Love Not Smoking

The Smoking Cessation programme
from

Do Something Different

Theoretical background to the programme

Many people try to stop smoking and fail. They feel a failure and often believe it is because they lack willpower. In fact, it is due to their reliance on the wider habits, routines and rituals that trigger them to smoke. The psychologists behind this programme have based it on the latest scientific research into the true nature of addiction. Nicotine is only part of the problem. The smoker's brain has been conditioned to expect a cigarette in certain contexts and is triggered by situational cues. When they break those habits and remove those triggers the need to smoke starts to diminish. This programme helps the smoker to reorganise their world and recondition their brain. The Do's are timely, fun and personalised, addressing each individual's personal habits and triggers. It provides support at those crucial moments when a craving might occur, and steps in to disrupt it. It helps the new non-smoker discover a whole world of new opportunities, better relationships and to head off to lead a richer, fuller life without fear of relapse.

This smoking cessation programme is based on principles designed by psychologists Professor Ben Fletcher and Professor Karen Pine, as described in their book *Love Not Smoking*, and is based on the latest scientific research into addiction, habit breaking and behavioural change.

How Love Not Smoking, the Do Something Different Smoking Cessation programme works

1. This is a six-week programme with an easy-to-follow structure for the would-be quitter:

- You set a quit date two weeks ahead.
- Preparation Phase: You smoke for two weeks but prepare to quit with daily personalised Do's that weaken your dependency on smoking.
- Quit: You stop smoking on your quit date.
- Support: You get four more weeks of Do's to help you create new habits and prevent relapse. And a HELP line to combat cravings.

2. The Diagnostic

Questions that diagnose each person's smoking triggers and habits, to create a personalised preparation programme for each individual:

How often do you

- smoke after meals?
- smoke while sitting in your favourite place/chair/spot on the sofa?
- have to have a cigarette with tea/coffee?
- light up when on a phone call?
- smoke because you are bored?
- smoke when emotional (stressed, sad, happy)?
- Decide to 'just have one cigarette' before starting something?
- find yourself lighting up a cigarette when in certain places?
- smoke when with certain people?
- smoke while watching TV, studying or surfing the internet?
- smoke while driving?
- have to have a cigarette with an alcoholic drink?
- feel you deserve a cigarette after completing/achieving something?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web-based diagnostic form titled 'How often do you...?'. At the top, there is a progress bar with six steps: 1 Welcome, 2 About You, 3 Behaviours, 4 Habits (current step), 5 Wellbeing, and 6 Your Dos. The instructions state: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' A green note says 'Not sure how to answer?'. The form contains eight questions, each with a slider from 'Never' to 'A lot'. The first question, 'Put effort into the relationships that matter most to you?', has a green checkmark. The next three questions ('Skip breakfast?', 'Eat meals at the table without the TV or electronic distractions?', 'Spend at least half an hour a day being active e.g. playing sport or walking?') also have green checkmarks. The last four questions ('Take time out just to relax?', 'Smoke cigarettes?', 'Drink alcohol?', 'Eat at least 5 portions of veg and fruit a day?') do not have checkmarks.

Question	Slider Position (Never to A lot)	Checkmark
Put effort into the relationships that matter most to you?	Approx. 75%	Yes
Skip breakfast?	Approx. 25%	Yes
Eat meals at the table without the TV or electronic distractions?	Approx. 75%	Yes
Spend at least half an hour a day being active e.g. playing sport or walking?	Approx. 50%	Yes
Take time out just to relax?	Approx. 50%	No
Smoke cigarettes?	Approx. 50%	No
Drink alcohol?	Approx. 50%	No
Eat at least 5 portions of veg and fruit a day?	Approx. 50%	No

3. Preparation Phase

Personalised prompts (Do's) based on answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each question there are three alternative 'Do's' depending on the habits and needs of the individual. These are delivered during the two-week preparation phase by email, app and/or text to weaken the links between context and smoking habit, thus preparing the person for quitting.

For example:

How often do you:	NEVER	SOMETIMES	A LOT
smoke after meals?	NO THANKS DAY. Refuse at least one cigarette that is offered to you today. Or refuse yourself by putting at least one back in the pack!	DON'T FORGET YOUR TOOTHBRUSH! Today carry your toothbrush/paste with you. Brush teeth after every meal, for at least two minutes. Time it.	DON'T FORGET YOUR TOOTHBRUSH! Today carry your toothbrush/paste with you. Brush teeth after every meal, for at least two minutes. Time it.

4. Post-quit support

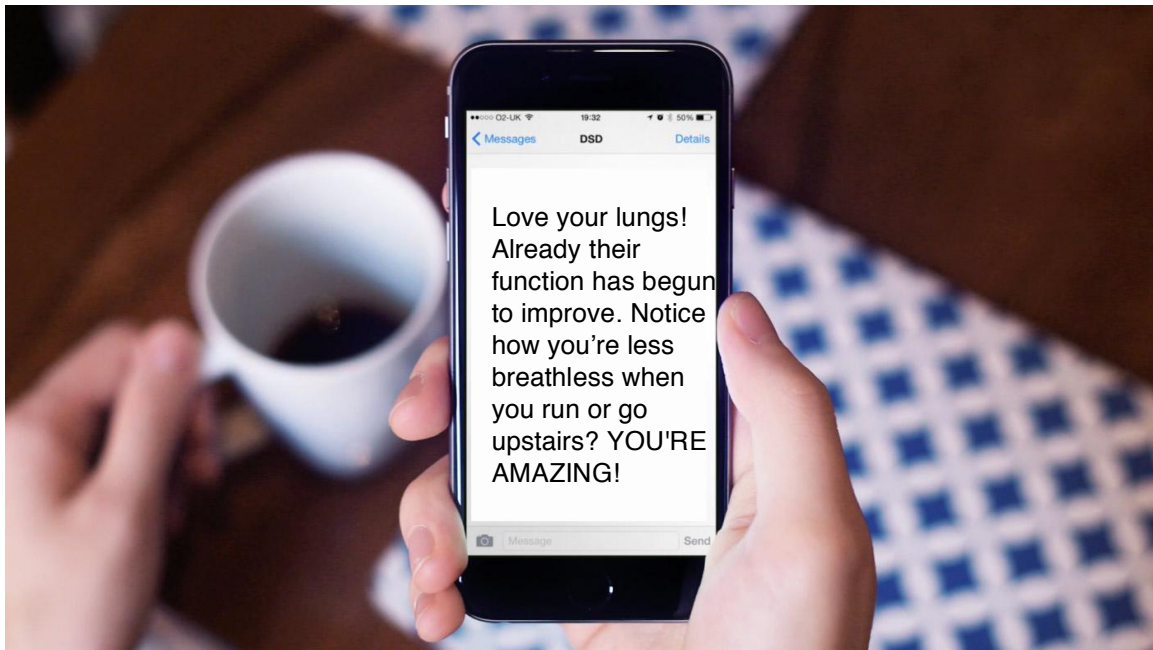
After quitting regular Do's ensure the person continues to make lifestyle changes and avoids contexts that were associated with smoking.

Examples:
New Perspective Day. Swap your seat and sit somewhere different today, at meals, in meetings, in the office, at home. Literally get a new perspective.
Screen-Free Evening. Supercharge your evening - hit the Off button on TV/screens. Do something different e.g. play games, music, dance or phone a friend..
RELAX! Practise slow breathing today. Breathe in slowly to the count of 4, out slowly to the count of 4, saying R-E-L-A-X slowly. Do for 5 minutes.

5. On-going motivational messages and support

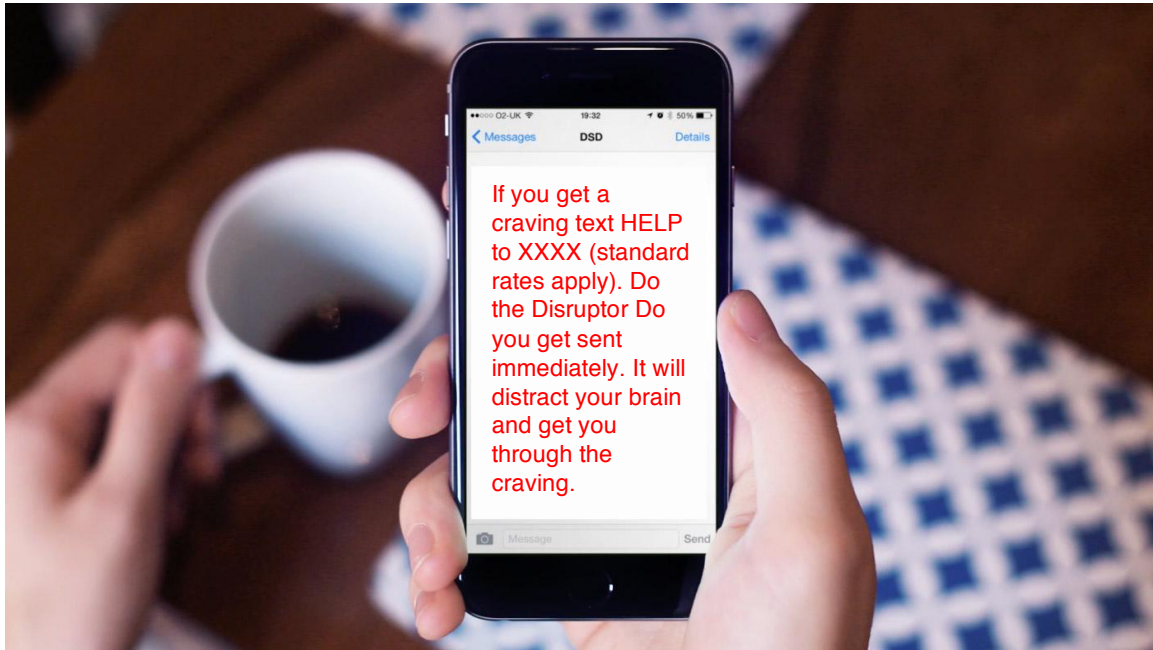
Throughout the quit journey the person receives positive motivational messages and support.

- Feeling fresh? After 48 hours without smoking nicotine is eliminated from the body and the lungs start to clear out smoking debris.
- Getting peckish? If you find you're snacking more stock up on healthy snacks like carrots, celery, grapes. Already your sense of smell and taste will be improving.
- Time for a kiss or a close-up chat? Even after just a few hours without cigarettes your breath will begin to smell better.
- Keep moving! Less nicotine = more energy. Try to walk more, swim, do the garden or take up dancing!



6. Disruptors on demand

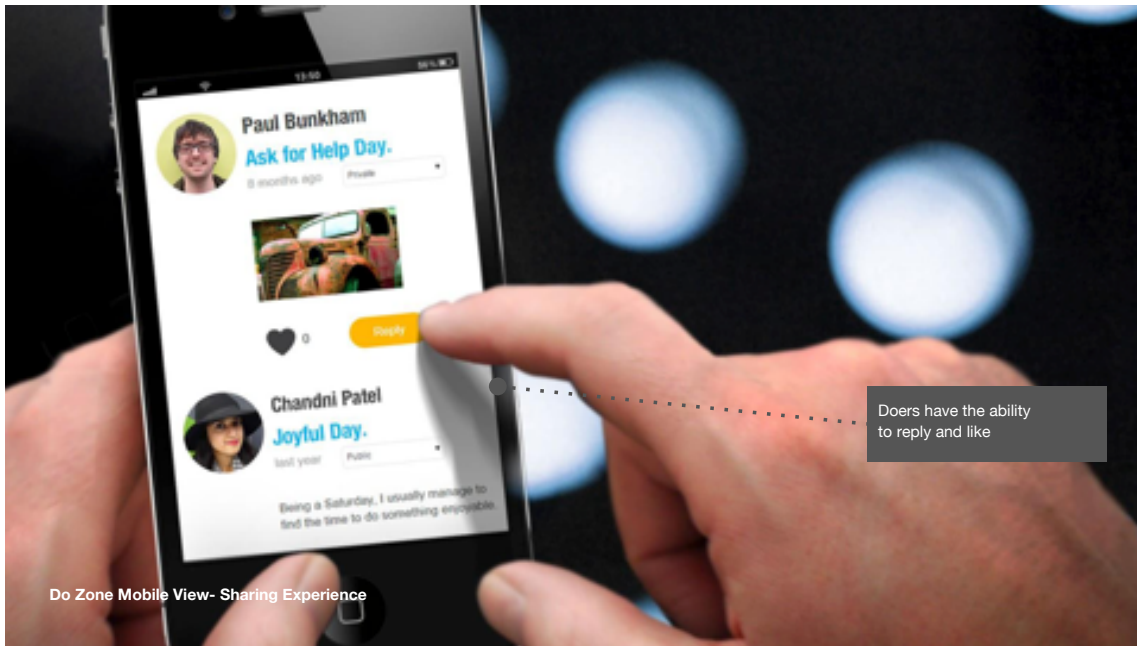
Instant help coping with cravings, anywhere, any time.



After their Quit Date the programme continues to support the person. As well as receiving Do's they can ask for a quick 'Disruptor' Do to get them through a craving or cope with withdrawal symptoms. The disruptor Do lasts for 90 seconds, the length of time a craving lasts, and is designed to distract the person until the craving subsides.

7. An online sharing area

In the Do Zone the person can see all of their Do's, report on them, leave comments, share and get support from others on the programme.



“the best yet. No more smoking in the car !!!!”

Simon, in response to Create a Smoke-Free Zone

“I made an image with my quit date written in big fat letters, and have set it as my lock screen image on my phone. Won't be able to forget it now!”

Emile, in response to Create a Smoke-Free Zone

“This one works well when lighting up; missing the coordination in my left hand to use the lighter.”

Mark, in response to Change Hands Day

“Spent 6 hours on the train yesterday so was ready for a cigarette when I arrived home but I waited until I saw a woman in a blue coat before having one.”

Win, in response to The Waiting Game

“Felt good!”

Mark, in response to A Do to Try

“I've managed to squeeze them into a different drawer to usual and covered them up so they aren't as easily accessible.”

Justine, in response to Out of Reach Day

The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

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