

## Tailoring Messages and Goals to Patient Stage of Change

If the Patient Reports...	Goals for This Patient	Examples of Messages
<b>Not ready to quit smoking</b>	<b>Think about quitting</b> <ul style="list-style-type: none"> <li>▪ Praise prior attempts</li> <li>▪ Examine reasons for smoking</li> </ul>	<p>“Quitting smoking can be difficult.”</p> <p>“What do you like about smoking?”</p> <p>“Is there any reason you might think about quitting in the future?”</p> <p>“It sounds like you’re not thinking about quitting right now. If you want to talk about your smoking any time, please let me know.”</p>
<b>Wants to quit but not ready right now</b>	<b>Enhance desire to quit</b> <ul style="list-style-type: none"> <li>▪ Praise prior attempts</li> <li>▪ Help him/her identify benefits to quitting</li> <li>▪ Legitimize the challenge</li> </ul>	<p>“Tell me about any time in the past you tried to quit smoking.”</p> <p>“It’s understandable that you have mixed feelings about smoking.”</p> <p>“Is there anything in particular that might motivate you to try and quit?”</p> <p>“There are better methods to help you quit now than ever before.”</p>
<b>Ready to quit now</b>	<b>Develop treatment plan</b> <ul style="list-style-type: none"> <li>▪ Set a quit date</li> <li>▪ Counsel briefly</li> <li>▪ Offer medication</li> <li>▪ Refer for intensive counseling if appropriate</li> <li>▪ Follow-up</li> </ul>	<p>“It’s important to set a quit date.”</p> <p>“Getting added help such as medications or counseling can really increase your success.”</p> <p>“What are your plans if you get cravings for cigarettes?”</p> <p>“We need to talk or meet again, I want to see how you’re doing”</p>
<b>Recently quit</b>	<b>Maintain abstinence</b> <ul style="list-style-type: none"> <li>▪ Review ways to avoid slips</li> <li>▪ Identify social supports</li> </ul>	<p>“You should feel proud of yourself.”</p> <p>“Are others supporting your efforts?”</p> <p>“Is there anything we can do to help you stay off cigarettes?”</p>
<b>Recently relapsed</b>	<b>Re-assess motivation</b> <ul style="list-style-type: none"> <li>▪ Praise attempt at quitting</li> <li>▪ Turn feeling of failure into small success</li> </ul>	<p>“You should feel good about trying to quit.”</p> <p>“Any time you’re ready to try again, we are ready to help you.”</p> <p>“What might you do different next time?”</p>