Pfizer Challenge
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Do you know

Each cigarette takes away **11** minutes of your life





Save over **$2,000** if you buy 1 pack per day

$105.6 billion/year is the smoking-attributable loss in productivity for men in the U.S.

SMOKING IS THE LEADING CAUSE OF PREVENTABLE DEATH



15% of U.S adults (above 18) smoke



in tobacco smoke. **70** can cause cancer

2 in 5 CHILDREN are exposed to secondhand smoke

Smoking accounts for **20%** of total deaths in the U.S

9 in 10 LUNG CANCER DEATHS are caused by SMOKING

2.5 MILLIONS ADULTS died because of secondhand smoke

1,000 INFANTS DIED ANNUALLY because of smoking during pregnancy

SMOKING DOES HARM TO

CHILDREN



Sudden Infant Death Syndrome



Impaired Lung Function



Ear Infections

YOU AND OTHERS



Coronary Heart Disease and Stroke



Lung Diseases



Cancer



Tooth Loss & Bad Breath



Erectile Dysfunction



Weaker Bones

BARRIERS TO QUIT



STRESS

Smoking as a way to relieve stress?
FACTS: Smoking is only a short-term stress reliever.
Nicotine addiction also causes stress.

Take a walk or do some relaxation exercise instead!!



PLEASURE SEEKING

Former smokers relapse when they feel "the lack of pleasure" gained from smoking.

Remind yourself how **HARD** it was to quit



ENVIRONMENT

No restrictions in the workplace and home associated with lower successful cessation rate.

Think of your loved ones and people around you
Remind yourself **YOU CAN DO IT**

QUITTER'S CIRCLE USERS' ATTRIBUTES

Based on users' responses



86% Born between **1960 - 2000**



79% Smoked over **5 years**



74% Smoke **10 - 30 cigarettes a day**



80% tried **COLD TURKEY**



58% tried at least **2 methods to quit**



73% made at least **2 attempts to quit**



62% do not speak to healthcare providers about quitting.

The app is mostly used for:

#1 Recording current and past behaviors.

#2 Sharing information with supporters in one's own circle

21st CENTURY QUITTERS

ATTRIBUTES OF TECH USERS



Need a journal to record quitting activities and track progress.



Made attempts to quit before but failed.



Need emotional support from family, friends, and others.



Need something to keep reminding them about goals and quit reasons



Do not address quitting efforts to physicians. Prefer to quit by oneself.



Want to connect and interact with other quitters along the quit journey.



Quitters want to get information on benefits gained after quitting for a certain amount of time, such as:

- Positive health effects: reduced risks of getting lung and heart diseases, cancer, etc.
- Money saved

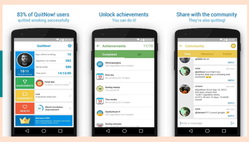
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TECH and SMOKING

How technology can play a supportive role in helping smokers on their quitting journey

Mobile Apps | Internet | Gadgets

MOBILE APPS



Higher Quit Rates

The use of smartphone applications fosters quit rates among smokers

Proved Relapse Prevention

Social media applications yield higher abstinence rates after 2-month and 6-month follow-up

Significant change in attitude

results from more knowledge about smoking cessation

Top Mobile Features sought by smokers

Audio-visual

The most utilized mobile feature by quitters.

Video instructions help users visualize behavioral change...

...while recordings bring calmness and soothe depression

Quit Plan

Calculating smoking patterns, and tailoring treatment to personal needs

A mobile and customized quit plan

Tracking Progress

Apps that track changing behaviors and smoking-related moods are the most downloaded

* Smokers are more likely to suffer from stress, anxiety and depression

Sharing

Online discussion and expert-moderated engagement prevent relapse

Social Media makes it easier to follow up after treatment

80% of smokers who want to quit say that support from community and friends is very important

THE INTERNET vs SMOKING

Blogs

Smokers can find quitt tips, health care info, personal stories

Forums

Platforms to share experiences, daily activities, quit tips, and form group support

Newsites

Knowledge is power

Resources of scientific facts, treatments and updated news about smoking

Telemedicine

Timing is key

Online video calls connect smokers to healthcare providers, with instant counseling and prescriptions

GADGETS

Scientific developments in biology, chemistry, neurology and engineering lead to tech innovations in smoking cessation

Quitbit - Smart Lighter
Keep track of number of cigarettes, synced to calculators to deliver analytics of smoking habit

Sensor devices
Record and analyze metabolic data (breath, blood pressure, chemicals,.etc)

Electronic cigarettes
Control the density of vapor, limit nicotine intake, suitable for goal-setting

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