

# **JAMA<sup>®</sup>** **RADIO REPORT**

The Journal of the American Medical Association

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Producers can download mp3 versions of the packages, and are free to edit the pieces and/or use the actualities as best suits their stations' needs.

**This week's package, embargoed until:  
11a.m. (ET) Tuesday, February 17, 2015 is:**

## **“Medication Helps Smokers Quit by First Reducing the Number of Cigarettes Smoked”**

Radio script (TRT:60)

**EMBARGO: 11 a.m. (ET) Tuesday, February 17, 2015**

**VO: ALMOST HALF OF CIGARETTE SMOKERS TRY TO QUIT A COUPLE OF TIMES EACH YEAR. MANY PREFER REDUCING THE NUMBER OF CIGARETTES THEY SMOKED BEFORE TRYING TO QUIT COMPLETELY. A NEW STUDY EVALUATED IF USING THE SMOKING CESSATION MEDICATION VARENICLINE FOR SIX MONTHS, COULD HELP SMOKERS REDUCE THE NUMBER OF CIGARETTES SMOKED AND EVENTUALLY STOP SMOKING ALL TOGETHER.**

**“Varenicline is an effective approach for helping patients who want to reduce the numbers of cigarettes that they smoke prior to quitting completely.”**

**VO: DR. JON EBBERT FROM THE MAYO CLINIC AND CO-AUTHORS STUDIED A GROUP OF SMOKERS, WILLING TO REDUCE THE NUMBER OF CIGARETTES THEY SMOKED WITH THE INTENTION OF MAKING A QUIT ATTEMPT WITHIN THREE MONTHS. HALF THE SMOKERS TOOK THE VARENICLINE DAILY. THE OTHER HALF RECEIVED A PLACEBO, BOTH FOR SIX MONTHS. THE STUDY APPEARS IN JAMA, JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION.**

**“Participants receiving varenicline were over four times more likely to be abstinent from smoking at six months and were over two times more likely to be abstinent from smoking at 12 months compared to placebo. We found no differences between the two groups with respect to severe or serious adverse events.”**

**CATHERINE DOLF, THE JAMA REPORT.**

