



Tuesday, February 17, 2015

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

**TEASE RUNS: 04 (man lighting cigarette and smoking)
More help for those who want to quit smoking...that's next.**

**JAMA 3969
TRT: 1:56
EMBARGO: 11a.m. (ET) Tuesday, February 17, 2015**

INTRO: Almost half of cigarette smokers try to quit a couple of times each year. Many say they would prefer reducing the number of cigarettes they smoke, before trying to quit completely. A new study evaluated if using a specific smoking cessation medication for 6 months could help smokers reduce the number of cigarettes they smoked and eventually quit smoking all together. Catherine Dolf has the details in this week's JAMA Report.

VIDEO	AUDIO
B-ROLL Jodell walking checking in with staff person, Jodell talking with staff	JODELL KAISER TRIED TO QUIT SMOKING ONCE AND FAILED. SHE TRIED A SECOND TIME, WAS SUCCESSFUL FOR TWO YEARS BUT STRESS CAUSED HER TO START AGAIN.
SOT/FULL Jodell Kaiser - Former Smoker Super@:08 Runs:14	“I really punished myself when I started smoking again. I was so disappointed but you know people sometimes do that and they have to get up, brush themselves off and go again.”
B-ROLL Jodell getting blood pressure	AFTER ATTENDING THE IN-PATIENT PROGRAM AT THE MAYO CLINIC AND USING THE SMOKING

checked, varenicline medication, Jodell talking with Dr. Ebbert	CESSATION MEDICATION VARENICLINE, SHE SAYS HER THIRD ATTEMPT IS WORKING.
NATSO/FULL Runs:05	“...and so you didn’t lose confidence, you didn’t lose faith that you could do it...no...I knew I could...”
B-ROLL Varenicline medication, person holding cigarette, person exhaling cigarette smoke, cigarette being dropped in ashtray	VARENICLINE HAS ALREADY BEEN SHOWN TO HELP SMOKERS WHO WERE READY TO CHOOSE A QUIT DATE AND THEN ABRUPTLY STOP SMOKING.
SOT/FULL Jon O. Ebbert, M.D., M.Sc., - Mayo Clinic Super@:41 Runs:06	“We were interested in doing a larger trial with Varenicline including a longer duration of therapy.”
B-ROLL Dr. Ebbert talking with colleagues, various shots of cigarettes and people smoking, medication, Dr. Ebbert at his computer	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 DAILY VARENICLINE AND THE OTHER HALF RECEIVED A PLACEBO, BOTH FOR SIX MONTHS. THE PROPORTION OF PATIENTS WHO QUIT SMOKING WAS MEASURED AT SIX AND 12 MONTHS.
SOT/FULL Jon O. Ebbert, M.D., M.Sc., - Mayo Clinic Super@1:06 Runs:15	“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.”
GXF FULL JAMA COVER	THE STUDY APPEARS IN JAMA, JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION.
SOT/FULL Jon O. Ebbert, M.D., M.Sc., - Mayo Clinic Super@1:24 Runs:12 (Video covering middle of bite: man smoking, woman lighting cigarette)	“We found no differences between the two groups with respect to severe or serious adverse events. Our study would suggest that it can help this population of patients quit smoking long-term.”
B-ROLL Jodell and Dr. Ebbert walking down hallway	JODELL SAYS HER OVERALL HEALTH HAS IMPROVED INCLUDING HER BREATHING AND SLEEPING.

SOT/FULL Jodell Kaiser - Former Smoker Super@ 1:41 Runs:14	“Do I have cravings once in a while? Yes, I do but the important thing is I’m a non-smoker and I am very happy with myself.”
B-ROLL Jodell on camera	CATHERINE DOLF, THE JAMA REPORT.

TAG: SMOKERS PARTICIPATING IN THE STUDY WERE ALSO ASKED TO REDUCE THE NUMBER OF CIGARETTES THEY SMOKED BY 50 PERCENT AT THE END OF FOUR WEEKS AND 75 PERCENT BY THE END OF 8 WEEKS AND MAKE A QUIT ATTEMPT BY THREE MONTHS.

Please see the complete study for additional information, including other authors, author contributions and affiliations, financial disclosures, funding and support, etc.

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ADDITIONAL SOUNDBITES:

Jon O. Ebbert, M.D., M.Sc., - Mayo Clinic

QUOTE 1 Runs:19

“The behavioral reduction strategy used in this study recommended patients reduce their smoking rate by 50 percent at the end of four weeks and by 75 percent at the end of 8 weeks with an intent of making a quit attempt by three months.”

QUOTE 2 Runs:11

“This approach opens up treatment for about 14 million smokers who may want to reduce the number of cigarettes that they smoke prior to quitting completely.”