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Focus groups identify support needs of patients who smoke



Family Medicine and the Lineberger Comprehensive Cancer Center conducted a series of focus groups in which 33 participants—all with personal experiences with and ideas about smoking cessation. This study is one of the first efforts to explore the challenges smokers face.

Participants expressed a desire for their physicians understand the experience of being a smoker and treat them with respect.

They want their care to embrace the addiction model. Not only do smokers want to talk about smoking at every visit, they are looking for specific advice, positive encouragement, and resources to help them with their smoking cessation efforts.

Focus group participants suggested outcomes measures that could improve cessation efforts. Suggested patient-centered measures included improved activity and energy levels, a sense of freedom in planning to plan around smoke breaks, and a sense of pride in achieving their goal of becoming smoke free.

The researchers hope the insight from their study will encourage health care providers to explore new patient-centered interventions, outcomes, and dissemination strategies to help smokers with their quit efforts.

What is it like to be someone who **smokes** in today's increasingly smoke-free world? How can providers best interact with their patients who smoke and support their efforts to become tobacco-free?

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