

What's the most successful way to stop smoking?

Support and medication

Combined specialist support and prescription medication* including NRT or varenicline



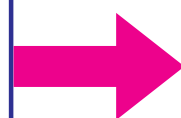
225%

More successful than going cold turkey



Medication on prescription

Health professional advice and prescription medication including NRT



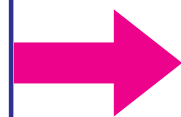
60%

More successful than going cold turkey



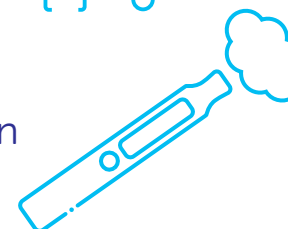
E-cigarettes

Using electronic cigarettes without professional support



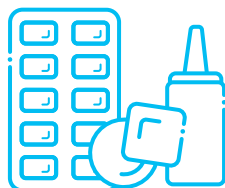
60%

More successful than going cold turkey



NRT over the counter

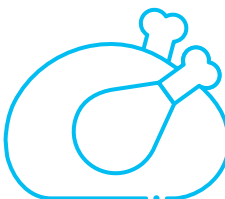
Using Nicotine Replacement Therapy without a prescription or support



No more successful than cold turkey – probably because people don't use enough

Cold turkey

Quitting with no support



*Visit [nhs.uk/smokefree](https://www.nhs.uk/smokefree)

Source: Kotz, D, Brown, J, West, R. 2014 'Real-world' effectiveness of smoking cessation treatments: a population study. *Addiction*. 109(3):491-9. doi: 10.1111/add.12429; Brown J, Beard E, Kotz D, Michie S, West R. 2014. Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study. *Addiction*. 109(9); 1531-1540

[cruk.org](https://www.cruk.org)

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