

WHAT'S THE MOST SUCCESSFUL WAY TO STOP SMOKING?

SUPPORT AND MEDICATION

Combined specialist support and prescription medication* including NRT or varenicline



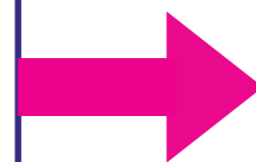
225%

More successful than going cold turkey



MEDICATION ON PRESCRIPTION

Health professional advice and prescription medication including NRT



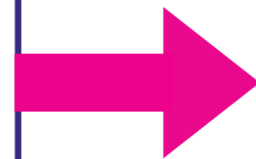
60%

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)

TOGETHER WE WILL BEAT CANCER
[cruk.org/smoking](https://www.cruk.org/smoking)



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