

Smoking cessation & language - Milly Neuman

Call for new language

WNTD conference, Dublin, 31/5/22



Trimbos Institute

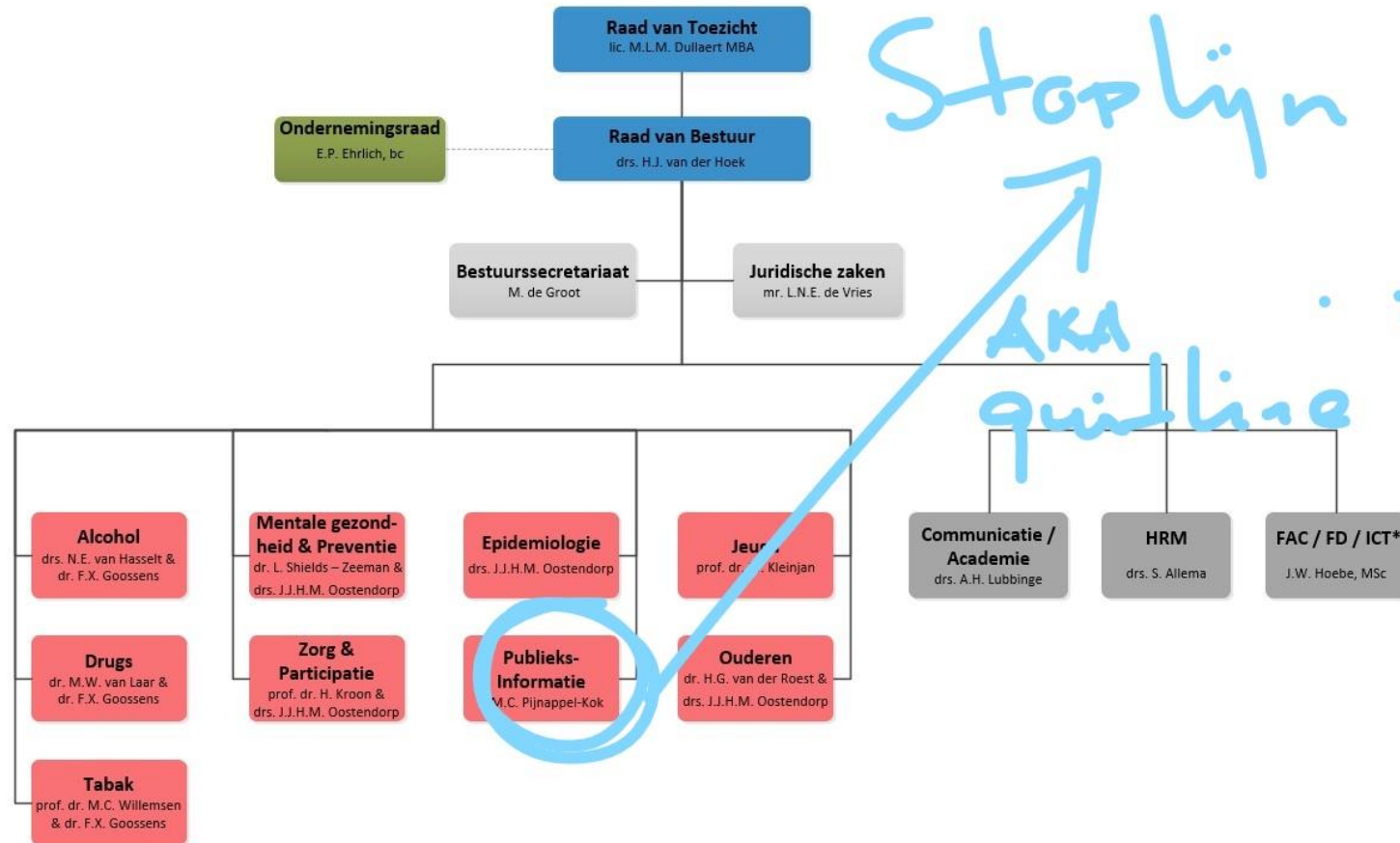
Utrecht, the Netherlands
alcohol & tobacco, drugs, mental health

Trimbos provides research, policy, and practice-based advice for professionals on **mental health and addiction issues** across the life course, and across the promotion, prevention, treatment, and recovery spectrum.

National Expertise Centre for Tobacco Control (NET) concentrates knowledge in the field of tobacco. In this way, a powerful knowledge centre on smoking and tobacco control has emerged in recent years.

Informing the Public

Quitline and website



`I have tried to quit, but nothing works! `



Quitting & language

People view quitting as a win/lose process

- Quit attempt
 - Failing
 - Slip up



Finite vs infinite

Simon Sinek/James Carse

Winning & losing vs being ahead & behind

The finite mindset often creates
a sense of failure if things do not work out

The infinite mindset makes you
stronger and more inventive

SMOKEFREE BINGO

PARTY	ROW	LOSING SOMEONE	BOREDOM	COFFEE
AFTER DINNER	STRESS	ME-TIME	FESTIVAL	HOLIDAYS
LONELY	BAD NEWS		DRINKS	SOMEONE ELSE SMOKES
AFTER SEEING THE INLAWS	BEFORE GOING TO BED	WHEN YOU GET UP	A BREAK	WHEN SOMEONE OFFERS
SEX	MOURNING	REWARD	AT A LOSS	LIFE EVENT

Q & A

I would love to hear from you:

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Thank you!