

Tobacco three

Frost

Cessation 2/3/98

Frost

Frost

50 million smokers

75% smokers want to quit

20 million trying to quit a yr.

1.3 mill. succeed for a yr.

1 million kids a yr. start.
(300,000 ↓ a yr.)

25% - flat

1.3 million new ex-smokers

minimal intervention - nicotine patch
\$50

Patch - \$200

\$300 (counseling + med)

\$200 per med

5/6 try w/o help

Zigane - FDA drug → 15-20% success

27 70% smokers see clinicians

