

Trying to Stop Smoking?

Pharmacist counseling flip-book

- suggest appropriate interventions at different stages of readiness to change
- enhance the dialogue between patient and pharmacist
- help facilitate change in smoking behaviour
- help facilitate a patient oriented focus
- compact, space saving design



How can you help the key person a smoker will talk to when they are serious about quitting?

It started as a simple PowerPoint show, which we were asked to turn into a booklet. But our research on patient compliance told us that the intended approach wouldn't be very effective.

The resulting flip-book informs and coaches a pharmacist on the techniques of counseling a smoker who is considering quitting. One side of the book is seen by the patient, the other offers sound advice for the pharmacist. This compact, economical flip-book has the potential to help pharmacists help quitters.

