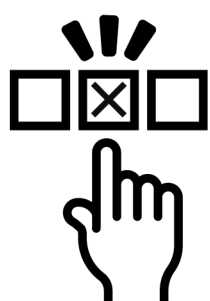


STAGES OF CHANGE: PRECONTEMPLATION

Applying the transtheoretical model of change to tobacco harm reduction

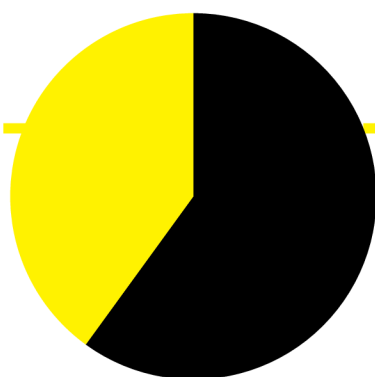


WHAT IT MEANS

Individuals in this stage **are not considering quitting tobacco use** within the next six months.

40%

of people who smoke
are not ready to quit



COMMON EXPERIENCES

People in this stage may...



Not see tobacco use as a problem, or still focus on perceived benefits of tobacco

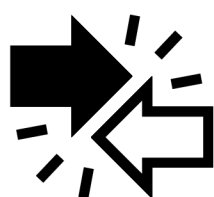
Feel overwhelmed by quit advice or discouraged by previous quit attempts



Lack awareness of or deny impact of potential health risks



WHY THIS MATTERS



Traditional health promotion efforts that urge immediate action often ignore the needs of this group, leading to resistance or disengagement.

TOBACCO HARM REDUCTION

messaging should focus on **autonomy, choice,** and **gentle motivation.**



**AVOID
PRESSURE**



**ENCOURAGE
SMALL STEPS**



**EXPLORE
OPTIONS**



Example: E-cigarettes (vapes) may offer a *less harmful alternative* for those not ready to quit nicotine completely, serving as a *stepping stone* for harm reduction.

ADVICE TO SUPPORT PEOPLE IN THIS STAGE

Hydration Gum or Mints Movement

Deep Breathing Aromatherapy

Snacks High in Vit-C Lung Health Education



Source: Prochaska, J. O., & DiClemente, C. C. (1992). Stages and processes of self-change of smoking. *Journal of American Cancer Research*, 10 Nov. 2019, www.cancerresearch.com/100020.

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