



How the Quality HealthCare Smoking Cessation Program can help you?

With a carefully developed program in place to help, whenever you are ready to quit smoking we are ready to offer assistance. What we offer:

- Professional** Practitioner-based consultations with the highest degrees of professional advice and service throughout the program period.
- Convenience** Available at medical centers located at the main commercial and residential districts of Hong Kong Island, Kowloon and the New Territories to provide unsurpassed convenience to individuals.
- Comprehensiveness** Extra advantage of one-stop comprehensiveness with Consultations by doctor, Smoker health check, Hotline support, Telephone follow-up, Medications dispensed, and Psychological counseling.
- Assurance** Supplementary service provided by Smoking Cessation Hotline, which is manned by registered nurses, to provide health information and advice to smokers around the clock.
- Medication** We believe by making a careful choice of medication after discussion with our doctor, smokers enjoy a far better prospect of quitting the smoking habit.

Quality HealthCare Smoking Cessation Program (Plan 1)

1. Initial Consultation by General Practitioner (incl. Nicotine Dependence Test)
2. Smoker Health Check (incl. Height, Weight, Blood Pressure Measurement, Chest X-ray & Peak-flow Meter)
3. Follow-up Consultations (incl. 3 visits)
4. Smoking Cessation Hotline (provides health information and advice to smokers and their family members during 9am to 9pm, Monday to Sunday)
5. Regular Post-treatment Telephone Follow-up (up to 1 year)

Package Fee: HK\$1,800

Participants of Quality HealthCare Smoking Cessation Program can enjoy 15% discount of the following services:

- Smoking Cessation Medicine
- Psychological Counselling Service

We also have a Smoking Cessation Plan (Plan 2) which includes 12 weeks smoking cessation medicine. Please contact us and see how we can help you to move towards a smoke-free life with ease.

**WE ARE WITH YOU EVERY STEP
OF THE WAY TO
HELP YOU QUIT SMOKING**



www.qhms.com

**IN SEARCH OF
A SMOKE-FREE LIFE**



Burnt Away HK\$200,000

According to the Thematic Household Survey Report No.36, Hong Kong's cigarette smokers consumed an average 14 cigarettes a day during the surveyed period of late 2007 to early 2008. The statistics point to the estimation that, over a period of 20 years, a smoker would have burnt away HK\$200,000 on cigarette purchases.

5,700 Deaths

Smoking claims on 16 lives every day in Hong Kong and each year it is responsible for around 5,700 deaths.

(Source: Hong Kong Council on Smoking and Health)

50% Increased Risk of Stroke

According to a report by The University of Hong Kong, if exposed to second-hand smoke the average increased risk of stroke for both men and women is about 50%. The same report finds that 1 in 5 of all stroke deaths in non-smokers is attributable to damage from second-hand smoke.

(Source: British Medical Journal, 27 January 2005)

World Health Organization ("WHO") makes the following findings about smoking:

- the single largest preventable cause of disease and premature death
- a key factor in heart disease, stroke and chronic lung disease
- causes cancer of the lungs, larynx, esophagus, mouth, bladder, pancreas, and kidneys
- affects women by contributing to cancer of the cervix

(Reference: "Smoking Statistics" published by WHO in May 2002)

What I can get from tobacco smoking? "Toxic or Carcinogenic Chemicals"



The WHO also found that more than 4,000 chemicals are present in tobacco smoke, of which at least 250 are found to be toxic or carcinogenic. It is believed that smoking is the second major cause of death in the world. Tobacco is an addictive plant that contains nicotine. When nicotine is transformed into products to deliver nicotine efficiently, its toxic effects are often magnified.

(Reference: "The Facts about Smoking and Health", published by the WHO in May 2006)

Major Ingredients in Cigarettes

Nicotine – Nicotine is an alkaloid and, like many other alkaloids, is toxic to other organisms. It is estimated that only 60mg of pure nicotine, equivalent to two packs of cigarettes, placed on a person's tongue would kill within minutes. Nicotine is highly addictive and it is the substance that makes smokers addicted to smoking despite all the warnings against smoking.

Carbon Monoxide – Lighted cigarettes emit carbon monoxide, which enters the blood circulation system and replaces oxygen in an erythrocyte and thus reduces the oxygen content in the heart and other organs. It is estimated that heavy smokers may have the oxygen carrying power of their blood cut by as much as 15%. Additionally, carbon monoxide is believed to lead to deposition of cholesterol in blood vessels, hypoxic injury, neurological damage, and failure of the heart muscle.

Tar – Cigarette tar in tobacco smoke is the substance that can stain a smoker's fingers and teeth. It is also associated with the increased risk of lung cancer due to the presence of many carcinogens.

How does tobacco smoking affect other people?

Smoking not only affects active smokers, it brings damage to second-hand, or passive, smokers usually with similar degrees of affliction.

In its paper "Stop the Untruths, WHO Tells the Tobacco Industry" published in May 2007, the WHO warns that exposure to second-hand smoke kills. The warning is supported by a 2004 study, which established that as many women in China died from second-hand smoke exposure as they did from active smoking.

For the benefits of yourself, your family and loved ones, it is time to stop smoking.

You may enjoy great success in professional and social life and feel in control over your daily routine. However, it is time to get rid of the smoking habit that offers nothing but negative impacts on your life.

This is especially important if there is a family for you to care about. Please remember that second-hand smoke can kill. A smoke-free environment is all more important to your family and your loved ones.

40% of daily smokers in Hong Kong have tried and failed to quit smoking without proper help and support.

In an enumeration carried out between December 2007 and March 2008, current smokers in Hong Kong amounted to 754,800, of which 679,500 (90%) were daily smokers.

(The Thematic Household Survey Report No.36, Hong Kong Census & Statistics Department, November 2008)

Of the current smokers, 60.6% (457,100) had been aware of smoking cessation services, in which 2.1% had tried the services before.

If you have made up your mind to exercise a certain degree of self-control over your smoking habit, please come and talk to us.

“Quality HealthCare brings you the key to smoking cessation and a smoke-free, healthy, life”