

THE FIVE R's

RELEVANCE

Make information relevant to the patient's personal situation (i.e., health concerns, children affected by second-hand smoke, economic situation, etc.).

RISKS

Ask the patient to identify personal negative consequences of tobacco use (i.e., shortness of breath, impotence, heart attack and stroke, chronic bronchitis and emphysema, lung cancer, etc.).

REWARDS

Ask the patient to identify personal benefits of quitting tobacco (i.e., improved health, improved sense of taste and smell, feel better physically, save money, set good example for children, etc.).

ROADBLOCKS

Ask the patient to identify barriers to quitting and offer help to overcome them.

REPETITION

Repeat the message every time a tobacco user who is not ready to quit, visits your office.

