

Smoking Case Study

by: Dr. David Lee, Chiropractor and Clinic Director

The mission of the Adelaide Health Clinic is to “Set a new standard of Integrated and Proactive Health Care”. Incorporated in this mission is the philosophy of educating and guiding our patients towards a healthy lifestyle, one that not only prevents disease, but also optimizes their quality of life (If you would like more information on this, stop by the clinic and ask for our preventative medicine checklist brochure).

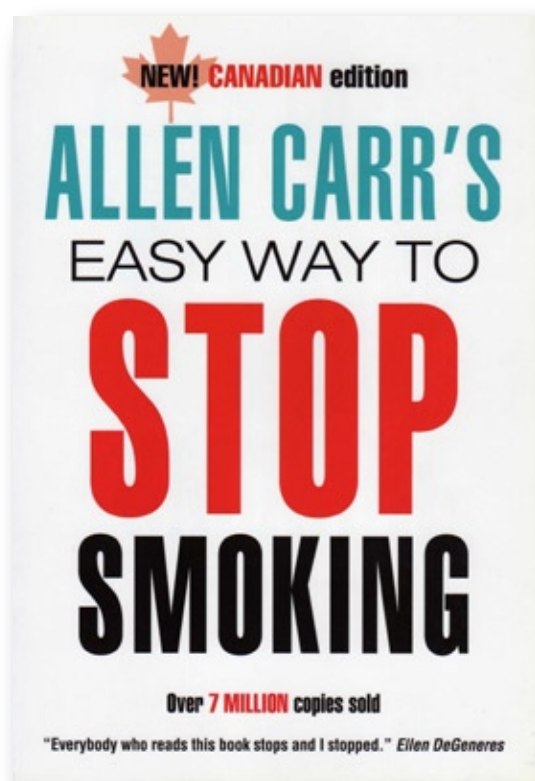
It’s a frightening and unfortunate statistic that smoking continues to be one of the leading causes of premature death in North America. I begin this article by confessing that I am not an expert in smoking cessation nor have I ever been a smoker myself. I also do not claim to understand the complexities and difficulties of quitting. However, I do know patients and friends who make a resolution to quit each new year, and for most it is a frustrating and painful struggle. For those who quit without looking back, the burning question was how they did it.

My experience with friends and patients who have tried to quit smoking is that after numerous failed attempts, many eventually quit trying to quit. For those who have quit, many will openly share that it was one of the most difficult struggles they’ve ever experienced. For this reason, I’ve always thought that smoking must be one of the strongest addictions to break, and to break it will mean a long road of pain and suffering for the individual. This belief was challenged recently as a result of a conversation I had with my good friend James, who’s been a smoker for over 10 years.

On one particular snowboarding trip last winter, James told me that he hadn’t had a cigarette for almost a year and the thought of them actually disgusted him. This time around he didn’t use patches, gums, or even will power. He just read a little book called “Allen Carr’s Easy Way to Stop Smoking” as a favour to a friend, and when he finished he decided that he no longer needed or wanted them anymore. No pain, suffering, or withdrawal symptoms! I was blown away that this could be achieved by just reading a book. So I immediately went and bought a copy for myself to see what this was all about.

The Little Book

“If at the end of the book you decide that you wish to continue to smoke, there is nothing to prevent you from doing so. You don’t even have to cut down or stop smoking while you are reading the book...” Allen Carr is not a doctor, or a psychotherapist, nor does he have any formal training in smoking cessation. Allen Carr was a former chain smoker of 20 years who decided to share his personal journey in a very simple little book. Rather than lecturing or fear-mongering (which was never effective when he himself was a smoker), he simply removes the smoke that surrounds smoking. In the end, it’s up to you to decide if it makes sense or not. Strangely enough, millions have agreed that it makes sense and no longer need or desire it. Just like that.





Even I, a non-smoker, learned many valuable lessons on the psychology of smoking from this book. I can fully understand why Allen Carr's little book has had a success rate of over 50%, while other common smoking cessation therapies and techniques have had an average success of only 5%.

The Adelaide Health Clinic has been selling this book now for several months. The feedback from patients has been tremendous. Almost every time I speak with a patient who has successfully quit smoking, it no longer surprises me that their method of quitting was through this book. Even non-smokers have read this book and found the information interesting. This book doesn't lecture or fear-monger. The author, a previous chain smoker of 20 years, speaks the language of the smoker. In fact, he

suggests they continue to smoke as they read the book and then decide at the end if his points make sense or not to them.

The Adelaide Health Clinic is not affiliated with Allen Carr, nor does it make a lot of profit from this book. We just have a passion to educate and guide our patients to achieving and maintaining their healthiest lifestyle possible.

For all of you who smoke, achieving your optimal lifestyle will not be possible until you escape the nicotine trap. I have never seen a smoking cessation tool be this successful. If this little book can help some of you or your loved ones, it could be the greatest purchase you make.

It is available at our clinic and most book stores for \$19.95.

James' Story

I started smoking at the age of 17. I had just started university and I perceived smoking as a great opportunity to socialize and the perfect break from studying. I didn't like smoking at first but I kept trying and eventually learned to love it. I never thought I could get addicted to it, but after 5 years I tried for the first time to cut the habit. I lasted a day and went back to smoking. Every following New Years Eve I tried again and again. I tried cold turkey, I tried limiting the number of cigarettes to 2 a day and then quit, but eventually I would be back up to a pack a day. Eventually I quit trying to quit. I accepted being a smoker and it didn't bother me. I didn't want to quit anymore.

One day a friend of mine gave me a book called, "Allen Carr's "Easy Way to Stop Smoking". I told him that I didn't want to quit, and I also didn't like to read so, "no thanks." He convinced me to hold on to it and read it at my own pace. He even told me the book encouraged you to keep smoking while reading, so I thought why not? To be completely honest, I

only read the book while waiting for a haircut, or waiting for my car to get serviced. I read it periodically and often ended up re-reading some chapters by accident because I lost my place over time. Thankfully, the book was very repetitive and drilled in his points. I found myself agreeing with almost every rational point he presented and was convinced I had to quit after I finished the book. Due to my original lack of interest, it took me 6 months to finish the short 180 page book. I finally finished it while waiting for my car to be serviced (It was an extra long service).

After I finished the book, I decided to give quitting one more try. I took my last cigarette, lit it, and then threw the pack and the lighter away. That day was April 2nd 2007, and I haven't had a cigarette since.

James



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