

STOP SMOKING WHAT WORKS?

"6 MONTHS INTO THE BAN AND HOW MANY OF US HAVE SUCCESSFULLY STOPPED SMOKING!"

Mark Shields Takes a closer look



The smoking ban in Jersey has been a topical issue of late and with the ban affecting the UK from 1/7/2007.

In this issue I look at the conventional offerings available to help with stopping smoking, and look in depth at alternative drug free methods to see what really works.

Its fair to say that there are fewer smokers than there were thirty years ago, however a larger percentage of smokers today are under 21. More and more teenagers are starting to smoke with 30% of our overall smoker community coming from teenagers.

Research tells us from our overall smoking community 50% of smokers would like to give up but cant. This raises the question how serious are people about giving up and what support is available for all those that want to?

We now have patches, chewing gum, support and focus groups, nicotine inhalers, sweets, and now even pills to help us give up.

Everyone is different and we mustn't forget different strategies work for different people. I don't believe there is a magic cure, however I do know that when giving up people need the following in their stop smoking plan.

- The motivation to give up.
- The willpower to succeed.
- A strategy and plan
- Support

With the public restrictions spreading and with society heading towards a smoke free world more and more smokers are now trying to give up.

I have treated many people in stopping smoking and from experience hypnotherapy and NLP provide a successful, affordable, strategy in stopping. Most practitioners although not offering a firm guarantee, boast phenomenal success rates of anything from 80 to 100% success.

In view of this let's look at this alternative in more detail.

I recently completed a Q AND A survey of various stop smoking clinics, please see the results below.

Q How many sessions does it take to give up smoking?

A Typically this is done in one session with a free aftercare service provided. In reality you can expect up to 3 sessions.

Q How much does it cost?

A This depends on the clinic. They tend to have a stop smoking price and program the average cost is £250.

Q How effective is this type of treatment and what are success rates?

A All clinics show success rates of above 85% although very few will guarantee results.

Q What therapies are used in stop smoking clinics?

A This depends on the practitioner however a fully qualified practitioner will use NLP strategies, Meridian techniques and Hypnotherapy, as well as advanced coaching.

Q How does this type of therapy work?

A Meridian techniques help very much with withdrawal symptoms, and NLP and Hypnotherapy work directly with your subconscious. You weren't born to smoke, you learned how to. This communication with the subconscious bypasses the conscious and simply helps in learning and programming new behaviors, in turn getting rid of habitual behaviour. In this case smoking.

Q Why should I choose this type of treatment?

A You should choose whatever treatment you feel is right for you. Success rates are very good compared with other stop smoking strategies.

Q Is it easy to find a good practitioner?

A There are a variety of practitioners. In my experience try and find a practitioner that uses various techniques rather than just hypnotherapy. A good practitioner would normally need to be satisfied with your commitment and motivation to quit prior to treatment commencing.

Q Does this type of treatment wear off after a period of time?

A No not normally however aftercare and top up sessions are generally available if you need them.

Q Won't I have cravings and how can I ease these?

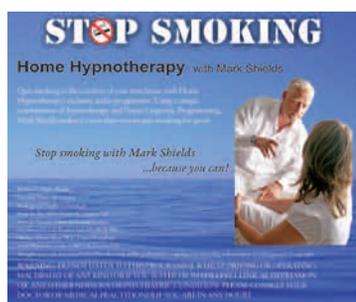
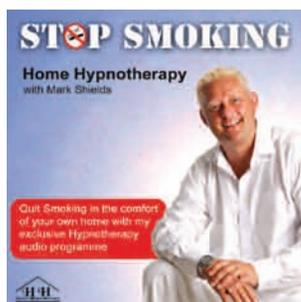
A Yes most people suffer from withdrawal symptoms but these are at their worst for the first two to three weeks after quitting. There are various proven techniques that your practitioner will teach you to help you through this initial period.

Q I have tried to give up before how do I know this type of treatment will be different?

A Funnily enough often people try this as a last resort and you could argue this helps the statistics, however the success rates declared are for all clients. You should base your decision to try this type of treatment on how you feel, what you think will work for you, and success rates of the practitioner or clinic.

To assist people in trying to stop smoking I have recently launched a stop smoking program. This currently is exclusive to readers of the Life magazine group in the Channel Islands and the UK.

This program was launched to support the smoking bans in the UK and Channel Islands, with a contribution going to cancer research charities from the sale of every CD.



The Home Hypnotherapy Programs, all combine various therapies and techniques, including advances hypnosis and NLP.

It is brought to you via a concept called Home Hypnotherapy. The vision behind Home Hypnotherapy is to bring this type of treatment to support ongoing treatment, into people's homes, at an affordable price for all.

The stop smoking program includes nine chapters in helping you give up smoking.

To find out more, or purchase the program you can visit the websites below and buy direct online. You will find details of how to purchase on our websites, under the heading Home Hypnotherapy Products.

I am happy to answer any questions you may have and would encourage you to call our head office on 01462 451473 for any further assistance, support, or clarity.

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