

## Mayo Clinic Minute

### New smoking cessation study

VIDEO	AUDIO
<b>Title:</b> <b>David Midthun, M.D.</b> <b>Pulmonology</b> <b>Mayo Clinic</b>	“The entry into a screening program is an important moment in a smoker’s life. They are looking at things they can do to proactively affect their health.”
	Pulmonologist Dr. David Midthun is among the Mayo Clinic doctors studying how communication helps smokers “become an ex.”
David Midthun, M.D.	“So the goal of the study ...”
David Midthun, M.D.	“... would be to find a better method of tobacco cessation.”
J. Taylor Hays, M.D.	“So we’ll be comparing three different groups.”
	Dr. Taylor Hays is the director of the Mayo Clinic Nicotine Dependence Center.
<b>Title:</b> <b>J. Taylor Hays, M.D.</b> <b>Director</b> <b>Mayo Clinic Nicotine Dependence Center</b>	“One group will receive what we call ‘usual care.’ They’ll be receiving a brief message – advice to quit.”
<b>Graphic:</b> <b>1: Usual care</b> <b>2: Web help, texts</b> <b>3: Web help, texts</b> <b>Face-to-face counseling</b>	A second group will also get web help and text messages. A third group will see the same tech support and receive face-to-face counseling.
	The goal: to see which method creates the most ex-smokers.
J. Taylor Hays, M.D.	“And what we want to know is could we take this program to other lung cancer screening programs and transplant it there.”
	Visit <a href="http://becomeanex.org">becomeanex.org</a> for more information. For the Mayo Clinic News Network, I’m Jeff Olsen.