

Quoting success rates for quit smoking hypnosis

Advertising of any service or product designed to help smokers to quit is strictly regulated. This prevents quack remedies from being marketed irresponsibly and protects those wishing to stop by ensuring they get reliable information about the methods most likely to help them. As part of this, the Advertising Standards Agency (A.S.A.) says advertisers must hold 'robust' and 'rigorous' proof to back up any claims made about success rates.

These say claims should not be made based on the number of people who do not come to follow-up sessions. They also say that contacting clients to ask if they have stopped is 'not robust enough to prove definitive success rates' (Dune Hypnotherapy Group, 5 November 2003).

The report then goes on to say 'Blood tests are likely to be the only way of ascertaining whether people have given up smoking.'

In some ways, you might be relieved to hear I can't follow up on your therapy with blood tests. Unfortunately, this also means I can't ethically quote a success rate.

A few therapists are unaware of this regulation or choose to ignore it. If you see anyone quoting success rates, ask lots of questions.

What evidence do they have to back up their claims?

Can you see that evidence before booking an appointment?

How do they calculate their successes?

How was information collected, and over what period of time?

How many people were included?

How long did clients have to stop smoking before being counted as a success?

If you can't get proper answers, move on.

If you would like to know more about using hypnotherapy to quit smoking,
please contact me:

www.debbiewaller.com

debbie@debbiewaller.com 01977 678593

