

What is SmokeFreeBrain

Smoking is the largest avoidable cause of preventable morbidity worldwide. It causes most of the cases of lung cancer and chronic obstructive pulmonary disease (COPD) and contributes to the development of other lung diseases.

The SmokeFreeBrain project addresses existing approaches aiming to **prevent lung diseases caused by tobacco** while at the same time it develops new interventions for smoking cessation and analyzes their contextual adaptability to the local and global health care system.

SmokeFreeBrain follows an interdisciplinary approach exploiting expertise in various relevant fields in order to generate new knowledge. State of the art techniques in toxicology, pulmonary medicine, neuroscience and behavior will be utilized to evaluate the effectiveness of:

- ▶ The use of **electronic cigarettes** with and without nicotine as a harm reduction approach and/or cessation aid,
- ▶ a specifically developed **neurofeedback** intervention protocol against smoking addiction,
- ▶ a specifically developed intervention protocol based on **mobile phone applications**,
- ▶ **public announcements** against smoking,
- ▶ **pharmacological** interventions.



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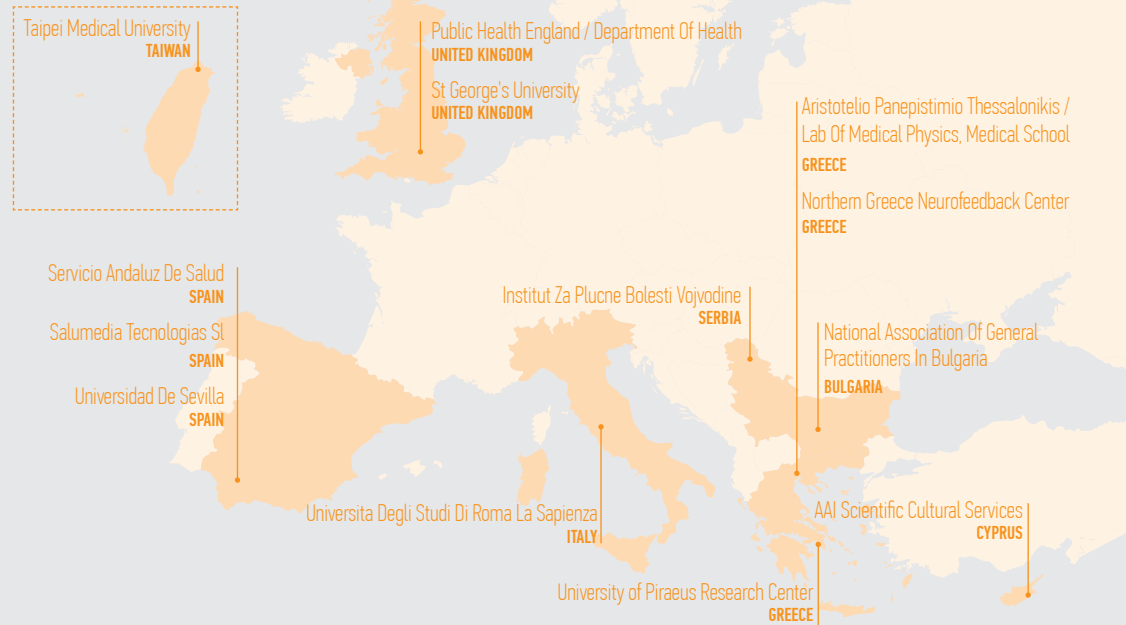
Horizon 2020
European Union funding
for Research & Innovation



Project reference: 681120 (H2020)
Type of action: RIA Topic: Prevent treatment of lung diseases (HCO-06)
Duration: 1st November 2015 - 31st October 2018 (36 months)

Learn
the most effective method
to quit smoking

Partnership



Why SmokeFreeBrain is important for you?

- ✓ **Scientists** from all disciplines including doctors, researchers, academics, statisticians working in public health (projects) will find the most effective methods to help smokers stop smoking.
- ✓ **Institutions** such as hospitals, health service organizations, smoking cessation clinics that help smokers stop smoking.
- ✓ **Insurance and pharmaceutical industry** will keep workforce healthier and reduce costs related to smoking related illness.
- ✓ **Initiatives, projects** will find novel knowledge on efficacy, safety and cost effectiveness of new and current smoking cessation methods and willingness to share and collaborate with targeted stakeholders.
- ✓ **Smokers** that want to stop smoking will find new science-based information on the efficacy, safety and cost effectiveness of current and new emerging approaches to smoking cessation.

You are welcome to join the research! Get involved! Join the LinkedIn Group SmokeFreeBrain

Electronic Cigarettes

Did you know that: Although the prevailing view is that e-cigarettes are safer than tobacco smoking, their safety following prolonged use has not been tested so far.

What? A pilot study will assess the potential benefit of e-cigarette use over cigarette smoking by monitoring the generation of carcinogenic tobacco-specific nitrosamines, formation of DNA adducts, stress hormones levels, extent of DNA methylation and changes in mood during the transition from cigarette smoking to electronic cigarette use.

Where? The pilot study will take place in the UK at the Clinical Research Facility at St George's University of London.

How? Heavy smokers who are transitioning from tobacco cigarettes to e-cigarette use, will be monitored through questionnaires, and urine, saliva, buccal swab and blood samples will be collected for analysis of relevant biomarkers during each visit to the Clinical Research Facility.

Get involved! Are you a heavy smoker (continuous smoking of >10 cigarettes per day) for at least 6 months) and you want to give up smoking by transitioning to e-cigarettes? SmokeFreeBrain gives you the opportunity to join this pilot scheme. You will be reimbursed (£250 plus reasonable travel costs) for your time and travel expenses and moreover, you will get a blood pressure check. Complete the form at: <http://smokefreebrain.eu/e-cigarette/>