

# Fw: [Nicotine Policy] Allen Carr's Easyway Partners With the World Health Organisation for U

**From:** gordon beard <gordonalanbeard2@hotmail.co.uk>

**To:** richardpruen@gmail.com <richardpruen@gmail.com>

**Date:** Mon, 28 Dec 2020 23:55:41 +0000

Hi Richard can you please include this in the Allen Carr entry [https://safernicotine.wiki/mediawiki/index.php/Allen\\_Carr](https://safernicotine.wiki/mediawiki/index.php/Allen_Carr) , ps that needs a tidy up

## Allen Carr - Safer nicotine wiki

Allen Carr Easyway enjoys many devoted supporters as a method to Quit Smoking unaided, 'Cold -Turkey' is the gold standard for some hard-liners in Tobacco Control thus Easyway would satisfy that clique.

[safernicotine.wiki](https://safernicotine.wiki)

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**From:** nicotinepolicy@googlegroups.com <nicotinepolicy@googlegroups.com> on behalf of Jonathan Foulds <jfoulds@psu.edu>

**Sent:** 28 December 2020 21:49

**To:** 'zviherzig@gmail.com' <zviherzig@gmail.com>; Joel Nitzkin <jlnitzkin@gmail.com>

**Cc:** josephmagero@yahoo.co.uk <josephmagero@yahoo.co.uk>; Nicotine Policy <nicotinepolicy@googlegroups.com>

**Subject:** RE: [Nicotine Policy] Allen Carr's Easyway Partners With the World Health Organisation for U

FYI,

A long time ago, in a galaxy far away, (well 1996 actually, London) I lived less than half a mile away from Allen Carr's original smoking cessation clinic, and was allowed to conduct a small evaluation. I also met Mr Carr and I may even have visited him at his home. (He died of lung cancer some years later). He appeared to actually believe that his books/treatment could achieve the near miraculous quit rates that were claimed and had little hesitancy in allowing me to send smokers for the evaluation, and cold-call ex clients from his records.

I had a feeling it wasn't going to work out as he expected, partly because at the time he also had a book titled "The Easy Way To Lose Weight", but was obviously a bit on the chubby side himself.

Anyway, for those who are interested, I attach the summary evaluation report.

The bottom line is that anyone who claims they have a 80% or higher success rate in helping typical smokers to abstain long-term is kidding themselves or trying to fool you. Same goes for anyone claiming >50%, particularly if there is no pharmacological component to the intervention. This includes varenicline, e-cigs or anything else we currently have. Generally speaking, a 1 year quit rate above 10% is not bad, 20% is very good, and 25% is awesome.

Jonathan

**From:** nicotinepolicy@googlegroups.com [mailto:nicotinepolicy@googlegroups.com] **On Behalf Of** Zvi Herzig  
**Sent:** Sunday, December 27, 2020 5:08 PM  
**To:** Joel Nitzkin <jlnitzkin@gmail.com>  
**Cc:** josephmagero@yahoo.co.uk; Nicotine Policy <nicotinepolicy@googlegroups.com>  
**Subject:** Re: [Nicotine Policy] Allen Carr's Easyway Partners With the World Health Organisation for U

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An RCT for the Allen Carr book did not find a benefit  
<https://journals.sagepub.com/doi/full/10.1177/014556131709600701>

RCT for Allen Carr seminar therapy showed benefit compared to an online cessation portal "Quit.ie". Although, a better design would've compared two forms of group therapy.  
<https://tobaccocontrol.bmj.com/content/28/4/414.abstract>

On Sun, Dec 27, 2020 at 3:45 PM Joel Nitzkin <jlnitzkin@gmail.com> wrote:

I have some familiarity with the Allen Carr method through my adult daughter and several of her friends having used it to quit smoking and stay quick. Curious as to their experience, I bought a copy of the book and CD and reviewed it.

It uses what I would refer to as a pop-psychology approach to smoking cessation, with users reviewing the materials while continuing to smoke, then quitting. They specifically advise against any reliance on NRT or e-cigarettes. To me the secret to success of this approach, with modest initial quit rates, but abstinence increasing over time and being maintained on a long-term basis, is the built-in follow-up mechanism, by which, whenever the urge to smoke returns, they can go back to the book or CD for another dose of the pop-psychology approach. I am familiar with two studies showing excellent long-term quit rates, but no randomized trials. I think this is an approach worthy of more study.

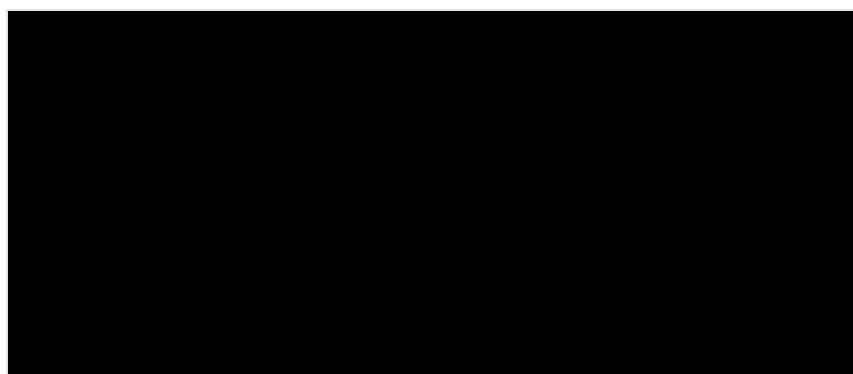
<https://link.springer.com/article/10.1007/s00420-005-0034-y>

<http://www.sciencedirect.com/science/article/pii/S0306460306003145>

Joel L. Nitzkin, MD

On Sun, Dec 27, 2020 at 9:37 AM 'joseph magero' via Nicotine Policy <nicotinepolicy@googlegroups.com> wrote:

[Allen Carr's Easyway Partners With the World Health Organisation for a Global Year-long Campaign to Support More Than 100 Million People as They 'Commit to Quit' Smoking](#)



**Allen Carr's Easyway Partners With the World  
Health Organisation for a G...**

/PRNewswire/ -- Allen Carr's Easyway is delighted to have been announced as a key contributor in the World Health...

Interesting to note, they are both anti NRT & anti Harm reduction. Here is an old video with Clive Bates challenging their rhetoric

<https://www.youtube.com/watch?fbclid=IwAR0RIUJ6XOtVlK6DDXPLSuDjkhPyxX0KuySIC74ryhwZVRTsMhXxwgVhZe0&v=qfy82CF4Wqw&feature=youtu.be>

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More on-line at <https://groups.google.com/d/forum/nicotinepolicy> including membership, past conversations and user controls

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