The Science to Quit Smoking (S2QS) – Concept Introduction Paper

“An Original Malaysian Innovation to Quit Smoking Worldwide”

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ABSTRACT

Background  There are many programs available in the marketplace offering anti smoking products for a smoker. However, these sometimes result in a temporary short term fix and the positive effects occasionally last as long as the program itself.

Unlike any other anti tobacco programs in the world, the S2QS systems is focused towards motivating the pattern of the subconscious mind conditions to control it for a stop smoking goal. The S2QS incorporates the ‘will to change’ in a very innovative technology based program and seminar. It is a rapid mind set positioning system, to partner with the smoker who wants to quit smoking. The core designs use a sophisticated subconscious technique which empowers a smoker to break his or her conditioned beliefs about the habit while empowering their internal values and fixed rule patterns for the cigarette.

The trained subconscious specialist and trainer will coach a smoker to quit in a state of heightened awareness in which they are articulate, more relaxed and better able to make that change.

Objectives - S2QS is an innovative teaching system. Its objectives are not to compete with any government anti tobacco program. Neither is the S2QS program stating any claims of superiority over any current quit smoking methods, services or
product in the market place. The S2QS program is specifically designed to position a smoker to quit without drugs. It is a corporate, educational and motivational seminar using the latest state of art technology that can be rolled out nationwide, swiftly and effectively to brand anti tobacco mindsets in Malaysia.

The S2QS anti tobacco, corporate training program is now being reviewed to be a potential drug free stop smoking program that can effectively teach millions of smokers around the country and internationally on how to position themselves to quit the habit.

- **It Mission** is to “Teach Stop Smoking Worldwide”
- **Its Vision** is to “Brand Anti Smoking Mindset Worldwide”.
- **Its Value** is to help any smoker to avoid spending millions of ringgit on health treatment.
- **It Benefits** the country by reducing the risk on tobacco related diseases which become financial burdens because of escalating spending in treatment and patient management care.

**Methods** The S2QS seminar is a well-designed program that works with the conscious mind, the subconscious mind and nicotine addiction simultaneously. Let’s understand the components of the causes as to why the smoker still smokes:
To form a habit naturally it has to be demonstrated, and then practiced, before the subconscious takes it on board. Your conscious mind instructs your subconscious by simply going through the motion and repeating the process until you smoke. When you are eventually able to smoke you no longer do it consciously.

It becomes a subconscious action by definition; the conscious mind is no longer in control. That's why when the conscious mind says 'No' to smoking it has no effect at all. However, the conscious will carry on the program, because this is what it is programmed to do, following a primal basic survival instinct.

The subconscious does not have to be judgmental and therefore it does not matter whether this habit is good for you or not. Its reasoning is that if you practice something enough it must be what you want it to do. At the same time the nicotine compounds this reasoning as it constantly changes the mood of the smoker in time intervals making a demand to pick up a cigarette and smoke.

**INTRODUCTION**

**Introduction** Many clinical stop smoking use either products, consultation or in combination with counseling techniques. The majority of these methods have results only via a one to one clinical approach. While it has been shown that these methods can be effective in their results to the treatment of cigarette smoking it is not known whether such methods can be conducted, applied in groups or suitable for a country rollout nationwide program.
The innovative S2QS is an original patented design by Julian Aloysius Leicester, Malaysia’s leading subconscious specialist.

He has done public seminars and clinical stop smoking programs since 2001.

He is also a very competent e-business specialist by qualification. S2QS is his five year research and application work, on a specialist training system of combined anti-tobacco education, advanced subconscious techniques for change, music and sound impacts and the use of internet interaction technologies.

The S2QS marketing analysis have found similarities in Asian and European trends and responses from general public on why smoking campaigns and quit smoking participations fails or are not effective.

The S2QS was specifically designed to be used in the corporate workplace because it has been tested for marketing effectiveness and understands the right marketing approach to get audience to quit via smoking programs. The S2QS is designed not only with giving a solution to quit smoking but also able to be implemented and scaled easily nationwide as a marketing and branding strategy to lure smokers to take the program.

**COMMENT**

**BENEFITS** A recent evidence-based study has shown that the S2QS program is a resilient program as it employs some of the world’s best of breed techniques in education, experiential, holistic entertainment with mind techniques for rapid and lasting change. In the study it has shown stability in process of delivery, handling challenges with minimal format changes, receiving reasonable consistency in result and objectives. It shows its superior potential as a national quit smoking program that can be scaled and rollout effectively in a multi language, cultural and corporate society such as Malaysia. It can easily scale effectively and brand anti-smoking throughout Malaysia.

**CONCLUSION** It aspires to be the country and world’s leading corporate group program that will teach smokers to be a ‘non-smoker’ and provide a rapid solution to quit smoking at the workplace or in schools.

- It’s a group program which teaches as well as provides a quit solution in it.
- It complements the Government of Malaysia’s Anti-tobacco programs.
- It is the first of its type in the world in terms of design and uses education, therapy and technology.
- It is a sophisticated drug-free anti-tobacco structured training system.
• It breaks smoking beliefs using mind techniques and uses structured quit habit education to empower change.
• It is leveraging the subconscious coaching and health, food and therapy programs to implement a quit smoking habit.
• It is making a healthy and tobacco free organization within.
• It is attaining healthier working lifestyles.
• It stands for less “smoking breaks” and better productivity.
• It is protecting the health of passive smokers from these smokers carelessness.
• It teaches smokers who don’t want to currently quit with a system that they can use and quit someday.
• It can scale effectively into Corporate Malaysia and eventually provide a marketing mechanism to effectively change mindset eventually over a few years on its branding effect of anti-tobacco and good healthy lifestyles.

AUTHOR INFORMATION

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