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Press release for immediate release

Stop smoking is possible!

On the occasion of World No Tobacco Day the Jules Bordet Institute separates the myths from the facts



Brussels, 30 May 2018 – **Stopping smoking. A lot of smokers speak about it but how many of them really take up this important personal challenge? With World No Tobacco Day on 31 May, the Jules Bordet Institute wants to shed light on preconceived ideas that tend to discourage smokers from trying to break the habit. We**

separate the myths from the facts with Martial Bodo, tobaccologist at the Smokers' Help Centre at the Jules Bordet Institute, the integrated centre in the fight against cancer and a reference in Belgium.

"Stopping smoking is too difficult!"

MYTH: "Attitudes have changed and today it is much more difficult to smoke than not to smoke. Socially, professionally, economically, medically and in family life, cigarettes make life hard for the smoker. Without any doubt, cigarettes make a smoker's life much more complicated than that of a non-smoker."

"After a certain age there is no point stopping smoking because it's too late!"

MYTH: "Stopping smoking very quickly improves the quality of life of any smoker. Apart from the clear economic advantages and the social aspects as mentioned above, the person who quits smoking very quickly experiences major and directly measurable physical improvements. In the first 24 hours an almost complete restoral of the heart rate is observed. Within 48 hours the breathing quality improves and within 72 hours no more traces of carbon monoxide are found in the breath. Within a week the ex-smoker recovers a large part of the lost sense of smell and taste. These are all benefits that undoubtedly improve the quality of life of all concerned. Apart

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Institut Jules Bordet, Association Hospitalière de Bruxelles régie par la loi du 8 juillet 1976
Jules Bordet Instituut, Ziekenhuisvereniging van Brussel onderworpen aan de wet van 8 juli 1976

from reducing the risk of developing a smoking-related diseases, it is the quality of life that improves, and very quickly."

"If I stop smoking I will put on weight"

MYTH: "If to compensate for the fact of stopping smoking you decide to eat more and badly, of course you will put on weight but it is not stopping smoking that causes the weight increase but the bad eating habits you may adopt. If you choose to compensate strategically for the absence of the cigarette by adopting a balanced diet in terms of quantity and quality there will be no weight gain. More than that, if when you stop smoking you invest the benefits in new activities such as sport or a leisure activity, you are then finding "nourishment" in good things other than food."

"The occasional cigarette does no harm."

MYTH: "First let us be quite clear: 'occasional' smokers represent just 3% of smokers, the remaining 97% showing a pharmacological, psychological and behavioural dependency on the cigarette. Also note that the studies and experience of our doctors show that even 'occasional smokers' expose themselves to health problems directly linked to smoking. The cigarette is a highly toxic product in the face of which we are not all equal."

A team of professional and experienced tobaccologists available to smokers seeking to quit.

The famous "I will stop tomorrow" should not remain a resolution for New Year's Day or World No Tobacco Day. Every day smokers make the major decision to stop smoking. At the Jules Bordet screening clinic a team of tobaccologists is on hand to support and accompany smokers who want to quit.

Consultations take place at the Jules Bordet Institute screening clinic. They are available to all and reimbursed by your health insurance. Consultations can be in French, Dutch or English.

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About the Jules Bordet Institute

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An integrated multidisciplinary centre, unique in Belgium, the Jules Bordet Institute is an autonomous hospital devoted exclusively to cancer.

For more than 75 years, the Jules Bordet Institute has been providing its patients with diagnostic and therapeutic strategies at the forefront of progress to prevent, detect and actively combat cancer. The Institute pursues three missions: care, research and teaching. Its international reputation attracts the world's leading cancer experts. Its spirit of innovation has enabled it to participate in the development and discovery of major new methods of diagnosis and treatment with the aim of bringing the findings to the patient as rapidly as possible.

In May 2013, the Jules Bordet Institute received official accreditation and designation from the OECI (Organisation of European Cancer Institutes) as a "Comprehensive Cancer Centre", a quality label reserved for multidisciplinary cancer care institutions whose activities include research and teaching. This is a first for Belgium.

The Jules Bordet Institute is a member of the Iris and Université Libre de Bruxelles hospital networks. With its 160 beds dedicated exclusively to cancer patients, every year the Institute treats more than 6,000 in-patients, 12,000 out-patients and provides 75,000 consultations. To effectively meet future demographic and scientific developments, the Institute is planning to build a new Institut Bordet on the ULB university campus in Anderlecht, next to the Erasmus Hospital. Inauguration is planned for 2018.

- Jules Bordet Institute website: www.bordet.be
- To consult the Jules Bordet Institute presentation brochure, go to: <http://www.bordet.be/fr/presentation/brochure/index.html>
- To view the Jules Bordet Institute presentation video, go to: <http://www.bordet.be/fr/presentation/organigr/textes/bordet.htm>

About the Friends of the Bordet Institute

The Friends of the Jules Bordet Institute is a non-profit-making organisation with the sole aim of supporting and financing research at the Jules Bordet Institute, a cancer centre that is a reference in Belgium and abroad. As the largest private donor to the Bordet Institute, "The Friends" have donated almost 12 million euros in the past five years.

Considerable progress has been made in the field of oncology in recent years. Our understanding of the biological origin of cancer is growing all the time. Whereas 10 years ago we spoke of the microscopic analysis of tumours, today we speak of genetic profile, of sequencing, etc. Dozens of new molecules and markers have been developed, permitting the advent of personalised treatment. This progress has to a large extent been made possible through the extraordinary technological progress of recent years. But these new techniques that now enable us to probe the infinitesimally small are increasingly expensive.

For more than 40 years, the help of the "Friends" has enabled the Jules Bordet Institute to pursue its research using the most advanced technologies, thereby providing patients with the most innovative screening and treatment techniques. Techniques that generate life and hope.

By helping and supporting "The Friends of the Bordet Institute" you are participating in the many research programmes that they support and that all pursue a single aim: victory for life.

To find out more about the association The Friends of the Jules Bordet Institute, go to the website www.amis-bordet.be

To find out more about the "101 tables pour la vie", go to the website www.101tables.com

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