



In cooperation with



Combined Stress Management Coaching and Clinical Hypnotherapy for Smoking Cessation

Multi-Component / Coaching and Clinical Hypnotherapy

Coaching and Clinical Hypnotherapy combine a wide range of different, evidence-based, interventions. The inclusion of hypnosis seems to generally improve outcomes, so it is not surprising that the combination of a tailored coaching and hypnosis package should be considered the treatment of choice for smoking cessation.

A package or combination of methodologies which are specially tailored for the problem is highly recommended, i.e., a multi-component or “multi-modal” approach.

Stress management approaches to smoking cessation typically include a range of different interventions designed to tackle the problem at different levels and can therefore also be designated “broad spectrum”.

A competent and experienced coach and clinical hypnotherapist will work on all levels to assist in relieving you of negative habits and patterns using different strategies, such as incorporating NLP (Neuro Linguistic Programming), which can be very powerful especially when used under a hypnotic state.

In 2000, Green and Lynn conducted a careful systematic review of the research on hypnotherapy for smoking cessation which concluded that hypnotherapy was a promising treatment for smoking but that it probably achieved its results mainly by the incorporation of other behavioural strategies rather than because of the inherent power of hypnotic suggestion by itself.

It is important to understand that some approaches using hypnotherapy appear inadequate, such as direct/scripted suggestion or regression, whereas others have been found to work much better, usually, as suggested here, by integrating hypnosis with elements of established stress management coaching.

In short, hypnosis can work well as a means of enhancing a combination of stress management interventions and may even be superior to standard coaching in some cases. Most modern researchers and evidence-based practitioners agree that direct verbal suggestion, of the kind found on CDs and scripted approaches, is the bedrock of hypnotherapy for smoking cessation, yet is totally inadequate by itself to achieve significant outcomes.

Numerous research studies show both coaching and hypnotherapy, as a separate intervention, to be effective as a means of stopping smoking. However, results are highly variable; more so perhaps than for any other problem behaviours. Individuals seeking hypnotherapy to stop smoking would therefore be well-advised to check whether their therapist intends to employ a scripted or direct suggestion approach alone or whether they plan to work according to an evidence-based “multi-component” model, incorporating a number of coaching strategies supported by the clinical research literature.

Substituting one bad habit by another

Bad habits, such as smoking, interrupt your life and prevent you from accomplishing your goals. They endanger your health — both mentally and physically. And they waste your time, money and energy.

When people became more aware of the health dangers associated with smoking, strong motivation to stop smoking was introduced which people were not widely aware of when they initially developed the habit.

When you are looking into quitting a bad habit you need to ensure that you’re not substituting it with another bad habit. A common substitution is over-eating (which is likely to lead to weight gain).

Smoking acts as an appetite suppressant, so gaining weight is a common concern for many people when they decide to give up cigarettes. You may even be using it as a reason not to quit.



While it's true that many smokers put on weight within six months of stopping smoking, the gain is usually small—about 2 kilos on average—and that initial gain decreases over time.

This small weight gain is often due to the body finally being able to retain the nutritional value from food as smoking interferes with the absorption of vital vitamins and minerals. It's also important to remember that carrying a few extra kilos for a few months won't hurt your health as much as smoking does. However, gaining weight is NOT inevitable when you stop smoking.

Smoking dampens your sense of smell and taste, so after you quit, food will often seem more appealing. You may also gain weight if you replace the oral gratification of smoking with eating unhealthy comfort foods. Therefore, it's important to find other, healthy ways to deal with unpleasant feelings such as stress, anxiety, or boredom rather than mindless, emotional eating.

Therefore, a successful smoking cessation intervention must take into account the risk of bad habit substitution for another and an effective 'multi-component' therapy is designed to deal with this risk.

For more information about our smoking cessation program please contact us