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Title: Women are more susceptible to anti-tobacco campaign than men

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Body: In randomized trials one-year efficacy of NRT/placebo is lower among women because the placebo arm provide better results in women and NRT better results in male. It was the same with bupropion and varenicline cause near twice more nausea in female. We assessed in France the effect according to gender of non-gender oriented political decisions and campaigns. Methods: The gender ratio variation was observed on the first attend to tobacco cessation service in smoker using internet service to stop and in Parisian high school last 10 years. During this period anti-tobacco activities has been very high in 2003 with the war against tobacco of France, then activity has been very low after 2007 because of governmental decisions. Results: In France there are 7.5 million men who daily smoke (32%) and 6 million women (26%). Without any action, while women account for only 45% of smokers, women are more than 50% to call quitlines, 52% to attend tobacco cessation service and 60% of smoker who ask support to the internet coaching service. In 2003, a strong anti-tobacco activity period, we observed an increase ratio of woman attending smoking clinic (50% to 54%). But 5 years later with the end of tobacco, control gender ratio dropped to 48%. The 2003 campaigns led to an absolute decline among teenagers in smoking absolute rates of 7.6% for girls and 3.2% for boys. Unlike five years later abandoning the prevention of smoking among teenagers has been associated with a rise in smoking rate higher among girls (4.1%) than boys (3.4%). Conclusion: If women are less sensitive to drugs, for smoking cessation they are more sensitive to campaigns and political decision whether adults or teenagers, even if campaigns are not targeted on gender.