**Predisposing factors**
- Physicians’ beliefs and attitudes toward their role in preventive practices, including smoking cessation counselling
- Physicians’ self-perceived ability to provide effective smoking cessation counselling
- Physicians’ perception of smokers’ motivation and ability to quit

**Enabling factors**
- Physicians’ ability to communicate, listen and establish relationship with patients
- Physicians’ self-perceived ability to provide effective smoking cessation counselling
- Reimbursement to physicians for smoking cessation counselling

**Reinforcing factors**
- Support from colleagues, the Collège des médecins du Québec and medical associations
- Success of smoking cessation counselling
- Feedback from patients
- Reimbursement to physicians for smoking cessation counselling

**Expected behaviour of general practitioners**
- Ascertainment of smoking status of all patients in the practice
- Provision of smoking cessation counselling to all smokers, along with adjunct support (e.g., educational materials, medication)

**Environmental factors favourable to counselling**
- Availability of undergraduate and postgraduate training related to smoking cessation counselling
- Practice setting conducive to smoking cessation counselling (e.g., reminders to physicians, supportive staff)
- Availability of and easy access to relevant educational material for patients
- Availability of and easy access to inventories of smoking cessation resources in the community
- Requests from smokers for physician’s help in quitting smoking
- Low cost of nicotine adjuncts

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Fig. 1: Theoretical model of factors affecting behaviour change in the Physicians Taking Action Against Smoking intervention program.

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