Patients not ready to make a quit attempt may respond to a motivational intervention. The clinician can motivate patients to consider a quit attempt with the “5 R’s”: Relevance, Risks, Rewards, Roadblocks, and Repetition.

**RELEVANCE**
Encourage the patient to indicate why quitting is personally relevant.

**RISKS**
Ask the patient to identify potential negative consequences of tobacco use.

**REWARDS**
Ask the patient to identify potential benefits of stopping tobacco use.

**ROADBLOCKS**
Ask the patient to identify barriers or impediments to quitting.

**REPETITION**
The motivational intervention should be repeated every time an unmotivated patient has an interaction with a clinician. Tobacco users who have failed in previous quit attempts should be told that most people make repeated quit attempts before they are successful.

Approximately 46 percent try to quit each year. Most try to quit “cold turkey.” Of those, only about 5 percent succeed. Most smokers make several quit attempts before they successfully quit for good.