

Chapter 8

AN INVESTIGATION OF THE FACTORS AFFECTING THE INTENTION TO ACTIVELY BENEFITING FROM FREE CIGARETTE ADDICTION TREATMENT SERVICES

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INTRODUCTION

According to data released in 2018 using the average daily cigarette smokers in Turkey, it is higher than the OECD countries (Turkey average is 17.3, OECD countries average is 13.6). This number is 18.8 in Greece, 7.4 in Mexico, 10 in Switzerland, 10.2 in New Zealand and 11.4 in the United Kingdom (URL 2). These data show that it is necessary to investigate what can be done to increase the effectiveness of the efforts to combat smoking.

Addiction treatment services are provided by organizations such as public or private hospitals, outpatient services, rehabilitation centers or social care centers (Gazdag et al., 2012). Especially people who do not have sufficient financial and social resources have to benefit from public services (Rudd, 2003). For example in Turkey, clinic services offered and smoking cessation hotline (ALO171) provided by Ministry of Health (URL 1).

Research on addiction treatment services; focuses on factors such as patient's effort, intention to leave the treatment program, environmental factors (Rudd, 2003), the quality of customer-service provider relationships (Kirst et al., 2017), patient satisfaction (Hogan et al., 2008; Kelly et al., 2010) and it is seen that those participating in addiction treatment programs are generally satisfied with the treatment process (Sowers et al., 2002). On the other hand, not being able to meet health services at all or enough (Craske et al., 2005; Norquist & Regier, 1996), not being enough participation in treatment services (Colonna-Pydyn et al., 2007) and not volunteering for treatment (Kirst et al., 2017) seen as important problems in these struggles.

The effectiveness of addiction treatment services is possible by knowing the factors that motivate or discourage people from taking these services actively. At

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